

**Democratic Services Section  
Legal and Civic Services Department  
Belfast City Council  
City Hall  
Belfast  
BT1 5GS**



**Belfast  
City Council**

## **REMOTE MEETING OF CITY GROWTH AND REGENERATION COMMITTEE**

Dear Alderman/Councillor,

The above-named Committee will meet via Microsoft Teams on Wednesday, 10th February, 2021 at 5.15 pm, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully,

SUZANNE WYLIE

Chief Executive

### **AGENDA:**

#### **1. Routine Matters**

- (a) Apologies
- (b) Minutes
- (c) Declarations of Interest

#### **2. Restricted Items**

- (a) Finance Update (Pages 1 - 4)
- (b) Revenue Estimates and District Rate 2021 / 2022 (Pages 5 - 10)
- (c) The Zoo - Quarter 3 (Oct-Dec 20) Performance Update Report (Pages 11 - 18)
- (d) Belfast Destination Hub - Update (Pages 19 - 24)
- (e) One Young World 2023 (Pages 25 - 30)

- (f) DfC Covid-19 Recovery Revitalisation Programme - Business Cluster & Community Grant Scheme Update (Pages 31 - 34)

3. **Presentation**

- (a) BID One - proposed business plan for new 5 year term (Pages 35 - 38)

4. **Request to Present**

- (a) Visit Belfast (Pages 39 - 40)

5. **Finance, Procurement and Performance**

- (a) Update on Additional Investment in Tourism Upgrades (Pages 41 - 44)

By virtue of paragraph(s) 3 of Part 1 of Schedule 6  
of the Local Government Act (Northern Ireland) 2014.

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<b>Subject:</b>	Belfast One Business Improvement District (BID) presentation
<b>Date:</b>	10 February 2021
<b>Reporting Officer:</b>	John Greer, Director of Economic Development
<b>Contact Officer:</b>	Lisa Toland, Senior Manager, Economy

<b>Restricted Reports</b>	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

<b>Call-in</b>	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The purpose of the report is to introduce the presentation by the Belfast One Business Improvement District (BID).
<b>2.0</b>	<b>Recommendations</b>
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> <li>Note the presentation from the Belfast One Business Improvement District (BID)</li> <li>Agree to use the council ballots to support a Yes vote for a new five year mandate for the BID.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	Members will be aware that Business Improvement Districts (BIDs) were established for the first time in Northern Ireland in 2015. There are three BIDs in Belfast:

	<ul style="list-style-type: none"> <li>• Belfast One covers the retail core from City Hall to Royal Avenue, bounded by Victoria Street and Millfield</li> <li>• Destination CQ covers the Cathedral Quarter, encompassing the area from High Street to Great George’s Street, bounded by Donegall Quay and Millfield</li> <li>• Linen Quarter BID covers the area from City Hall to Dublin Road, bounded by Joy Street and Durham Street.</li> </ul>
3.2	<p>Businesses located within the BID area agree a five year business plan and pay a mandatory annual contribution to the delivery of the business plan, based on the NAV of their property. BID services must demonstrate that they are additional to core services that are delivered by other statutory partners (such as the Council, Department for Communities, Department for Infrastructure etc.). Belfast One was the first BID to be established in Belfast in April 2016 and, in line with the legislation governing BIDs, it must now go to a re-ballot if it is to be extended for another five years.</p>
3.3	<p>The ballot will open on 4 February 2021 (note change of date from previous Committee paper) and close on 25 March 2021. The decision will be known on 26 March. All levy payers will be entitled to vote in the ballot. Belfast City Council has three properties in the BID One area and will therefore be entitled to a vote for each of the properties.</p>
3.4	<p>Members will be aware that all three BIDs have been playing an active role in the animation and management of the city centre since their establishment a number of years ago. As the largest of the three BIDs, Belfast One has made an investment of almost £5million over the last five years. Key areas of focus include the establishment of an additional clean team – working alongside council resources – as well as a programme of activities, events and animation and the management of the popular Belfast Gift Card (now expanded to cover all three BID areas). The business plan for the coming five years – to be set out at this meeting – confirms a continued commitment to making the city centre a cleaner, safer, more attractive and vibrant place to visit and work.</p>
3.5	<p>All levy payers will now have received their ballots, which must be returned in advance of 25 March 2021. In order to secure a new mandate, the BID requires that at least 25% of those eligible to vote do so. Of those that vote, at least 50% need to cast a “yes” vote if the BID is to continue its work for a further five years. It is proposed that officers return the three ballots to confirm their support for the BID with a “yes” vote.</p>

3.6	<p><u>Financial &amp; Resource Implications</u></p> <p>The current levy payable by the council to Belfast One is in the region of £12,000 on an annual basis. This has been accounted for in existing estimates.</p>
3.7	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>No specific equality implications. BIDs have been established in a number of locations across Northern Ireland.</p>
4.0	<p><b>Appendices – Documents Attached</b></p>
	<p>None</p>

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<b>Subject:</b>	Request for Visit Belfast to present to Committee
<b>Date:</b>	10 February 2021
<b>Reporting Officer:</b>	John Greer, Director of Economic Development
<b>Contact Officer:</b>	Eimear Henry, Senior Manager (Culture & Tourism)

<b>Restricted Reports</b>	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
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After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

<b>Call-in</b>	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report</b>
1.1	The purpose of this report is to seek approval for Visit Belfast to present their annual business plan to Committee in March 2021.
<b>2.0</b>	<b>Recommendations</b>
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> <li>- note the contents of the report and the progress to date</li> <li>- agree to receive a presentation on Visit Belfast's 2021-22 Business Plan at the Committee meeting in March 2021, including a request for Council support towards the work programme for the coming financial year.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	Members will be aware that Visit Belfast is the city's Destination Marketing Management

	<p>Organisation (DMMO) dedicated to marketing Belfast as a city break, conference, day-trip and cruise ship destination. It also, in its visitor servicing role, manages the operation of three gateway Visitor Information Centres (VICs) including Visit Belfast Welcome Centre, the Arrivals Desk at George Best Belfast City Airport and the Arrivals Desk at Belfast International Airport and a range of visitor servicing initiatives on behalf of Belfast City Council.</p>
3.2	<p>Visit Belfast represents over 500 tourism businesses and services across the tourism industry and its core purpose is to welcome and service visitors for Belfast and Northern Ireland in order to generate an economic benefit for the city, creating jobs and wealth. The role of Visit Belfast is to drive visitor numbers and increase visitor spend. As a public private partnership, it provides a singular delivery mechanism for co-ordinating marketing investment and market engagement for the city. The organisation has a portfolio of marketing, sales and visitor servicing activity across both leisure and business tourism.</p>
3.3	<p>Belfast City Council is the principal funder to Visit Belfast and as such receives an annual presentation of their business plan as part of the process to approve annual funding.</p>
3.4	<p><u>Financial &amp; Resource Implications</u></p> <p>There are no financial implications attached to this report. A request for funding for 2021-22 year will be made at the March Committee.</p>
3.5	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>There are no Equality or Good Relation Implications attached to this report.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
	None



Subject:	Update on additional investment in tourism upgrades
Date:	10 February 2021
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Eimear Henry, Senior Manager, Culture and Tourism

<b>Restricted Reports</b>	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

<b>Call-in</b>	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	<p>The purpose of this report is to update Members on further recovery funding that has been made available by Tourism NI. It is requested that Belfast City Council works in partnership with Visit Belfast to facilitate this funding in order to:</p> <ul style="list-style-type: none"> <li>– Make the necessary health and safety adjustments to the Cruise Belfast Welcome Hub</li> <li>– Provide digital upgrades to existing visitor servicing</li> <li>– Enhance conference subvention scheme to support business tourism recovery</li> </ul>
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to:

	<ul style="list-style-type: none"> <li>- Note the contents of the report and agree that Belfast City Council works in partnership with Tourism NI and Visit Belfast to facilitate necessary recovery support funding via contractual mechanisms as advised by Legal Services.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	<p><u>Key Issues</u></p> <p>Belfast's visitor economy has been severely impacted by Covid-19 and it is anticipated that many of the challenges that the pandemic has brought to the tourism and hospitality industry may be with us for some time in the future. It is in this context that Tourism NI have identified funding to support recovery of services provided by Visit Belfast including visitor servicing and business tourism retention.</p>
3.2	<p><u>Investment in Health and Safety upgrade to Cruise Hub</u></p> <p>Members will be aware that approval was granted at the City Growth and Regeneration Committee in January 2021 to work in partnership with Tourism NI and Visit Belfast to facilitate necessary Covid-19 health and safety upgrades. The total amount previously cited was an allocation of £110,000 from Tourism NI to support this work. Tourism NI have advised Council and Visit Belfast of an enhancement to the total amount awarded to this project which is now £135,000 inclusive of VAT. Members are asked to note this amended amount and approve officer facilitation of this funding.</p>
3.3	<p><u>Investment in visitor-facing technology in Visit Belfast Welcome Centre (VBWC)</u></p> <p>Since the VBWC opened in December 2013, many of the digital assets, including screens and devices are in need of upgrade and replacement in order to meet user needs and keep up with advances in technology. A further £35,000 (inclusive of VAT) of investment from Tourism NI has been agreed to support upgrades to digital assets in the centre. The overall aim of the investment is to ensure that VBWC continues to offer a best-in-class experience and continue to meet the expectations of today's travellers in terms of content, quality and speed. Both Belfast City Council and Tourism Northern Ireland's Gateway content on the current digital assets will be upgraded as part of the process. Members are asked to note this investment and approve officer facilitation of this project.</p>
3.4	<p><u>Investment in Conference Subvention</u></p> <p>Since 2016, Tourism NI has been an equal funder of the Conference Subvention Scheme that is used to secure conferences for Belfast; contributing £200,000 each financial year to the scheme which is administered on behalf of Belfast City Council and TNI by Visit Belfast.</p>

	<p>Tourism NI has successfully bid for additional recovery monies from the Department for Economy to further support bids for conferences in an ever more competitive market with challenges around for example access, space restrictions and hybrid format. It will be a one off support of £200,000 in financial year 2020/21 and will be additional to its existing commitment of £200,000 per annum to Belfast City Council to best support endeavours to secure conferences for future years.</p>
3.5	<p>Tourism NI has requested that Belfast City Council agree to accept an Addendum to the existing Conference Support Service Level Agreement for the £200,000 which will held to be drawn down as part of the existing scheme to increase retention and recovery of business tourism in the city as conferences are bid for and won for Belfast.</p>
3.6	<p><u>Financial &amp; Resource Implications</u></p> <p>There are no financial implications for Council other than an allocation of officer time to facilitate contract management and administration. The timing for administration of the Agreement and processing invoices is challenging but achievable and necessary in the context of facilitating a return to business and recovery for the tourism sector.</p>
3.7	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>Any proposed works and programmes will be required to adhere to required equality implications including access requirements.</p>
<b>4.0</b>	<b>Appendices</b>
	None

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