

Public Document Pack

**Democratic Services Section
Chief Executive's Department
Belfast City Council
City Hall
Belfast
BT1 5GS**



5th August, 2015

MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Dear Alderman/Councillor,

The above-named Committee will meet in the Lavery Room - City Hall on Wednesday, 12th August, 2015 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
- (d) Invitation from QUB to visit the new Purpose Built Student Accommodation (Pages 1 - 4)

2. Presentation

- (a) Javelin - City Centre Retail Positioning Study (Pages 5 - 24)
- (b) Waterfront Hall Branding (Pages 25 - 26)

3. Belfast Agenda

- (a) Regional ED Functions - Communications & Operational Management Plan (Pages 27 - 32)

- (b) Business Improvement Districts (Pages 33 - 46)
 - (c) Retail Action Plan (Pages 47 - 52)
 - (d) Student Housing Strategy - Update on the Strategic Study of the Holyland and Wider University Area (Pages 53 - 82)
4. **Tourism, Events & International Relations**
- (a) BBC Sports Personality of the Year Awards 2015 (Pages 83 - 86)
 - (b) International Linkages Update (Pages 87 - 92)
 - (c) Proposals for Visual Arts Capital Infrastructure - Update (Pages 93 - 100)
 - (d) Cultural Framework for Belfast - Progress Report (Pages 101 - 122)
5. **Finance, Procurement & Performance**
- (a) Quarter One Finance Report (Pages 123 - 130)
 - (b) Markets Issues - Update (Pages 131 - 134)
6. **Operational Issues**
- (a) Proposal for an Ideas Factory Pilot Project (Pages 135 - 148)
 - (b) Notice of Motion: Family Friendly City Centre (Pages 149 - 156)
7. **Consultation Responses**
- (a) DETI -Review of Tourism Accommodation Policy 2015-2020 (Pages 157 - 184)



Subject:	Invitation to Visit Queen's University Belfast
Date:	12 August, 2015
Reporting Officer:	Suzanne Wylie, Chief Executive
Contact Officer:	Louise Francey, Democratic Services Officer

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

1.0	Purpose of Report
1.1	An invitation has been received from Professor Tony Gallagher, Pro-Vice-Chancellor of Queen's University Belfast, requesting that the Committee undertake a study visit to the university's Purpose-Built Managed Student Accommodation (PBMSA) at the Elm's Village, off the Malone Road. It is proposed that the visit would be followed by a presentation regarding the University's Capital Development Plan.
2.0	Recommendations
2.1	Members are asked to accept the invitation from Queen's University for a site visit and presentation on its Elm's Village and Capital Development Plans.
3.0	Key Issues
3.1	Whilst the Council is keen to enhance its links with its key strategic partners within the City, the Committee should be mindful that if they attend the visit, those Members who also sit on the Planning Committee, will need to be cautious and should not voice any opinions given that the university will, in due course, be presenting a number of planning applications to the Planning Committee. The Town Solicitor can provide individual Members who are on both Committees with

	specific advice.
4.0	Appendices – Documents Attached
4.1	Appendix 1 - Letter from the Pro-Vice Chancellor of Queen’s University Belfast

9 July 2015

Ms Suzanne Wylie
Chief Executive
Belfast City Council
Belfast City Hall
Belfast
BT1 5GS

Chief Executive's Office		
Date	16 / 7 / 15	
Seen by CX		
Referred to		
ACX	Corp Comms	Dem Serv
GR	SPP	Bus Supp.
Dev	F&R	H&ES
P&L	P&P	Other
Ref	SW 50 / 7	

Dear Suzanne

Belfast City Growth and Regeneration Committee

I would like to invite you, the Belfast City Growth and Regeneration Committee and other Belfast City Council officers as appropriate, on a site visit to the University's Purpose Built Managed Student Accommodation (PBMSA) at the Elms Village, followed by a presentation regarding the University's Capital Development Plan at the recently opened Queen's Graduate School.

As you will be aware there has been debate in Belfast over PBMSA for many years; the site visit will provide you and the councillors with an opportunity to see, first-hand, the excellent facilities at Elms Village, and gain a better understanding of the amenities and support services we can provide for our students. Currently, the Elms Village is the primary facility for PBMSA in Belfast.

As part of an ongoing strategy to provide world class facilities for our students and staff, Queen's is currently undertaking a number of significant capital projects. We are also advancing our future priority projects that will see further significant capital investment across the University estate over the next five years. This is a vital aspect of the University's Vision 2020 Strategy and we would be delighted to brief you and the City Growth and Regeneration Committee on our current work and future plans.

In order to co-ordinate the visit, I would be most grateful if you could contact Alistair Stewart at Alistair.stewart@qub.ac.uk or telephone 028 90 975114.

Yours sincerely



Professor Tony Gallagher
Pro-Vice-Chancellor
Academic Planning, Staffing and External Relations

cc. Alistair Stewart

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Subject:	City Centre Retail Positioning Study
Date:	12 August 2015
Reporting Officer:	Suzanne Wylie, Chief Executive
Contact Officer:	Christopher McCracken, Programme Manager

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

1.0	Purpose of Report
1.1	Javelin Group, a retail consultancy owned by Accenture, has recently completed a retail positioning study for Belfast City Centre. The study was commissioned by the BCC City Centre Development Team, to help inform the approach to the proposed retail development in the North-East Quarter and other potential developments.
1.2	Andrew Leung, Associate Director at Javelin Group, will present key findings to the Committee. This report summarises the main points.
2.0	Recommendations
2.1	The Javelin Group report concludes that Belfast in terms of retail is currently under performing and is not attracting sufficient spend from some of the more affluent people living outside the City. It suggests that Belfast should focus on attracting more aspirational retailers; and concludes that the entry of John Lewis Partnership or equivalent into the City Centre would help galvanise this approach. The Committee are asked to note this conclusion.

3.0	Main report
	<p data-bbox="260 253 408 286"><u>Key Issues</u></p> <p data-bbox="153 309 1442 488">3.1 The Javelin study highlights that Belfast has an extensive catchment area, with primary and secondary catchment totalling 602,000 people. This ranks Belfast 13th out of 22 major cities, and shows that in terms of catchment it is comparable to Nottingham and Edinburgh.</p> <p data-bbox="153 555 1442 790">3.2 The catchment covers a higher than average proportion of affluent consumers (22.1% compared to 20.8% UK average). However some affluent consumers will shop elsewhere (London, Dublin, on-line). This fact, combined with a large number of less affluent consumers, results in an overall retail spend per capita 21% in the City Centre below the UK average.</p> <p data-bbox="153 857 1442 992">3.3 There are currently a number of challenges to retail in Belfast City Centre. There are too many variances at present and increasing challenge from on-line retail, with store based spend due to decline from 86% (2015) to 82% (2020).</p> <p data-bbox="153 1059 1442 1294">3.4 Another key challenge is the quality of the current retail mix. In 2009, after the opening of Victoria Square, Belfast was ranked 14th but it has now fallen to 18th out of 22 Major Cities. Also, since 2009, the sales productivity (£/sqft) performance of Belfast city centre retailers has fallen below the average for Major Cities where, previously, they had performed at above Major City average levels.</p> <p data-bbox="153 1361 1442 1597">3.5 Only 1.1% of Belfast's offer is luxury or upper market, compared to 4.7% across the UK. Considering the relative affluence of a proportion of the population within Belfast's catchment, it is significantly behind the curve in terms of the quality of its retail offer. It is recommended that any future strategy should focus on developing more aspirational retail whilst maintaining and improving the value market to provide a healthy mixed retail use.</p> <p data-bbox="153 1664 1442 1753">3.6 There is since the re-evaluation of property rates, an improved operating cost base in most of the prime retail areas which Belfast could capitalise on.</p> <p data-bbox="153 1821 1442 1955">3.7 Javelin Group have identified 212 leading retail operators who are present in at least 5 major cities, or Dublin, which are not represented in Belfast. Of these 212, three-quarters are of a midmarket or higher market position. They have also identified that Belfast has</p>

<p>3.8</p> <p>3.9</p>	<p>below average Department store provision in relation to other UK cities.</p> <p>Belfast has a long standing aspiration to attract John Lewis or equivalent, as an anchor to the city centre. The Javelin Group research confirms the validity of this approach. Not only would John Lewis or equivalent fill a gap in aspirational retail, but it will play a significant role in attracting further upper / upper middle retailers that are currently lacking from the city's mix.</p> <p>At the same time, the City Centre Strategy and Development team are working on improvements to the value end of the retail sector and improvement of various streets and areas such as Queen Street, Castle Street, etc.</p> <p><u>Equality or Good Relations Implications</u></p> <p>None</p>
<p>4.0</p>	<p>Appendices – Documents Attached</p>
<p>4.1</p>	<p>Appendix 1 - Javelin Group presentation.</p>

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Deloitte.

Belfast City Centre Retail Positioning Study

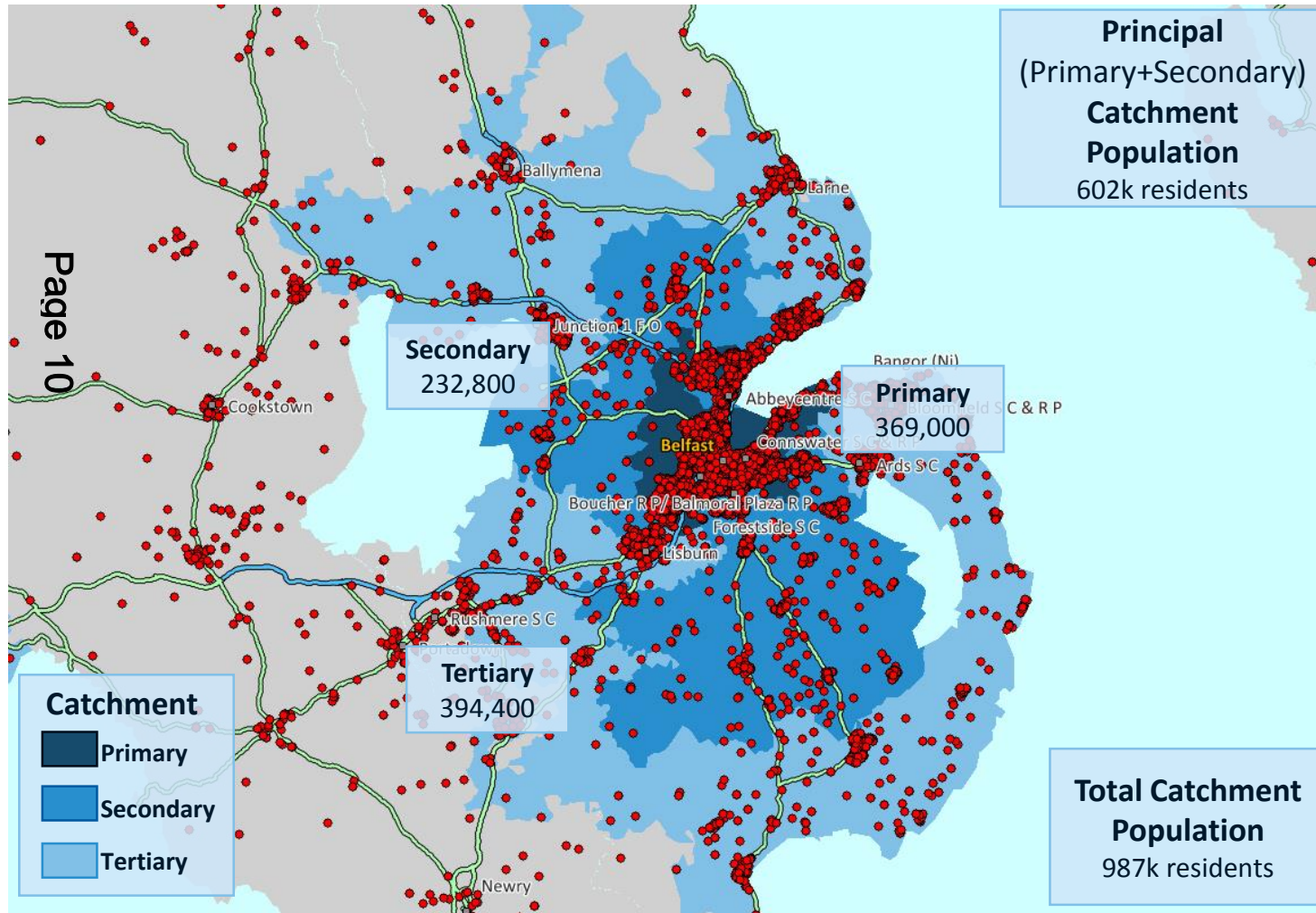
Committee Presentation

12th August 2015

javelin group

Digital Retail by Accenture Strategy

Current Principal (75%) catchment of 602k residents



- ▷ Principal catchment area (Primary + Secondary) accounts for 75% of Belfast’s clothing market size:
 - This is the area most retailers will consider as Belfast’s catchment
- ▷ Belfast’s Principal catchment population ranks it 13th (of the UK’s 22 Major Cities) and is comparable to:
 - Nottingham (615k)
 - Edinburgh (640k)
 - Kingston (566k)
 - Southampton (547k)
- ▷ Belfast draws from an extensive catchment (beyond 30 min drivetime):
 - If development occurs, Javelin Group does not anticipate the catchment growing significantly
 - More likely that city centre market shares will increase within the area shown opposite

Belfast city centre has potential to attract a higher proportion of affluent catchment residents

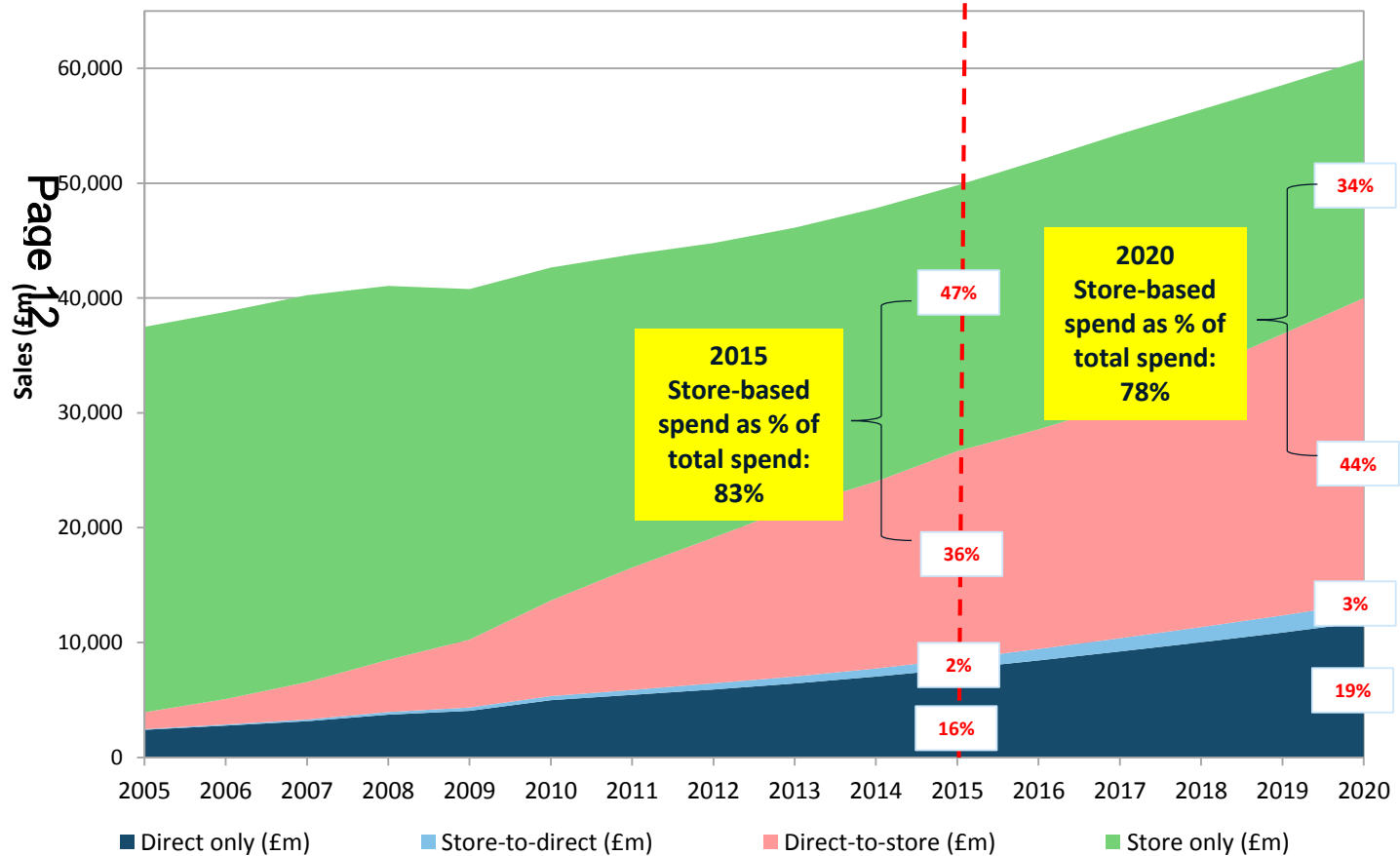
	CAMEO Group	CAMEO Group UK	UK Households (%)	NI Households (%)	Principal Catchment Households (%)	Shopper Profile (%)	Principal Catchment Profile vs. UK (Base=100)	Principal Catchment Profile vs. NI (Base=100)	Total Shopper Profile vs. Catchment Households Index (Av=100)
High Affluence	1	Business Elite	6.3	5.8	10.1	8.0	161	174	79
	2	Prosperous Professionals	4.8	6.2	5.4	6.4	112	87	119
	3	Flourishing Society	9.7	10.1	10.6	10.8	109	105	102
	4	Content Communities	10.9	15.7	2.5	5.0	23	16	204
	5	White Collar Neighbourhoods	10.2	7.8	10.7	10.6	105	137	99
	6	Enterprising Mainstream	8.6	7.9	3.3	4.7	39	42	140
	7	Paying the Mortgage	14.8	14.0	13.2	15.9	89	95	120
Low Affluence	8	Cash Conscious Communities	13.0	10.5	14.5	12.3	112	138	85
	9	On A Budget	11.9	12.1	15.5	14.2	130	128	92
	10	Family Value	9.5	9.8	14.0	11.9	148	143	85
	Grand Total	100.0	100.0	100.0	100.0	100	100	100	

- ▷ However, clothing & accessories per capita spending in Belfast's Principal catchment is below average:
 - -21% below UK average (excluding London & South East)



A declining proportion of clothing & footwear spend will go through stores over the next 5 years

Impact of multi-channel | Spend split projections – Clothing & footwear | UK



▷ Based on the demographic profile of Belfast's catchment, store-based retail spending is anticipated to fall:

- Clothing & accessories: 86% to 82% of all C&A spend
- Worse in sectors such as leisure goods, electrical goods and furniture & floorcoverings

Belfast currently ranks 18th in VENUESCORE ranking of UK Major City venues

Javelin Venue	VENUE SCORE	Ranking	FASHION SCORE	FASHION-SCORE as % of VENUE-SCORE	FOODSERVICE as % of VENUESCORE	FOOD-SERVICE INDEX	Market Position Index	Market Position Classification	SHOPSCORE INDEX
Glasgow, Centre	785	1	297	38%	19%	104	111	Upper Middle	114
Manchester, Centre	756	2	257	34%	26%	144	118	Upper Middle	111
Leeds, Centre	622	3	213	34%	26%	142	113	Upper Middle	111
Birmingham, Centre	621	4	230	37%	23%	125	112	Upper Middle	124
Liverpool, Centre	569	5	209	37%	21%	112	110	Upper Middle	110
Brighton, Centre	510	6	156	31%	23%	123	114	Upper Middle	107
Nottingham, Centre	506	7	185	37%	21%	116	112	Upper Middle	109
Cardiff, Centre	493	8	197	40%	22%	119	114	Upper Middle	109
London, West End - Oxford St	492	9	217	44%	18%	96	117	Upper Middle	200
Edinburgh, Centre	491	10	217	44%	18%	95	121	Upper Middle	118
Newcastle Upon Tyne, Centre	456	11	146	32%	24%	132	106	Middle	116
Aberdeen, Centre	449	12	177	39%	16%	88	108	Middle	121
Reading, Centre	411	13	129	31%	22%	119	109	Middle	113
Norwich, Centre	411	14	158	38%	18%	95	109	Middle	108
Bristol, Centre	405	15	149	37%	22%	118	111	Upper Middle	97
Leicester, Centre	396	16	145	37%	20%	110	105	Middle	110
Kingston Upon Thames, Centre	376	17	141	38%	14%	78	120	Upper Middle	123
Belfast, Centre	375	18	148	39%	17%	91	109	Middle	105
Bath, Centre	362	19	151	42%	20%	111	122	Upper Middle	111
York, Centre	361	20	145	40%	22%	120	115	Upper Middle	98
Southampton, Centre	351	21	136	39%	16%	88	106	Middle	109
Sheffield, Centre	350	22	85	24%	25%	134	96	Middle	105

▷ Belfast ranks 18th in VENUESCORE ranking of UK city centres:

- Alongside Leicester, Kingston, Bath and York
- With the opening of Victoria Square, Belfast's status in the UK retail hierarchy peaked at #14

▷ Retailers typically perform at sales productivity levels +5% above space-weighted chain average:

- Now lower than Major City average and has been since 2007
- Prior to 2007, Belfast retailer sales productivity levels had been above Major City average

Source: Javelin Group / VENUESCORE 2014

Belfast city centre is relatively well-provided for in Clothing & Accessories and Health & Beauty

Product Category	Belfast, Centre		Major City UK Average		Belfast Index
	(Net Sq.ft.)	(% Total Space)	(% of SCTG)	(% of SCTG)	(Major City UK Avg = 100)
Clothing & Accessories	627,000	44.1	73.2	59.9	122
Health & Beauty	56,920	4.0	6.6	5.1	130
Leisure Goods	48,020	3.4	5.6	13.6	41
Household Goods	88,170	6.2	10.3	11.8	87
Electrical Goods	18,840	1.3	2.2	3.8	57
Furniture & Carpets	17,450	1.2	2.0	5.8	35
Shopping Centre Type Goods Sub-Total	856,400	60.2	100.0	100.0	100
DIY	3,730	0.3			
Food To Take Home	76,350	5.4			
Catering	285,120	20.0			
Miscellaneous	200,870	14.1			
Grand Total	1,422,470	100.0			

▶ Although clothing & accessories indexes high vs other Major Cities, the mix within this category is out of line with benchmark averages:

- Relative under-provision in:
 - Womenswear
 - Menswear
 - Footwear
 - Jewellery

▶ Leisure goods, household and electrical and furniture are all relatively under-provided for:

- Many of these categories are typically found out-of-town
- Also typically provided for by JLP

Belfast city centre very under-provided for in terms of luxury or upper retail space

Shopping Centre Type Goods Space Mix	Luxury <i>e.g. Hugo Boss, Tommy Hilfiger</i>	Upper <i>e.g. Guess, Jaeger</i>	Upper-Mid <i>e.g. Hobbs, Hotel Chocolat, Sweatshop</i>	Middle <i>e.g. H&M, Nando's, M&S</i>	Lower-Mid <i>e.g. TK Max, Mace, Claire's</i>	Lower <i>e.g. Lidl, Poundland, Shoe Zone</i>	Total
UK Major City Average (%)	3.6	1.1	17.6	50.5	25.5	1.7	100
Belfast (%)	0.4	0.7	19.4	50.2	25.9	3.4	100
Belfast Vs. Major City Average (Avg=100)	11	62	111	99	102	203	100

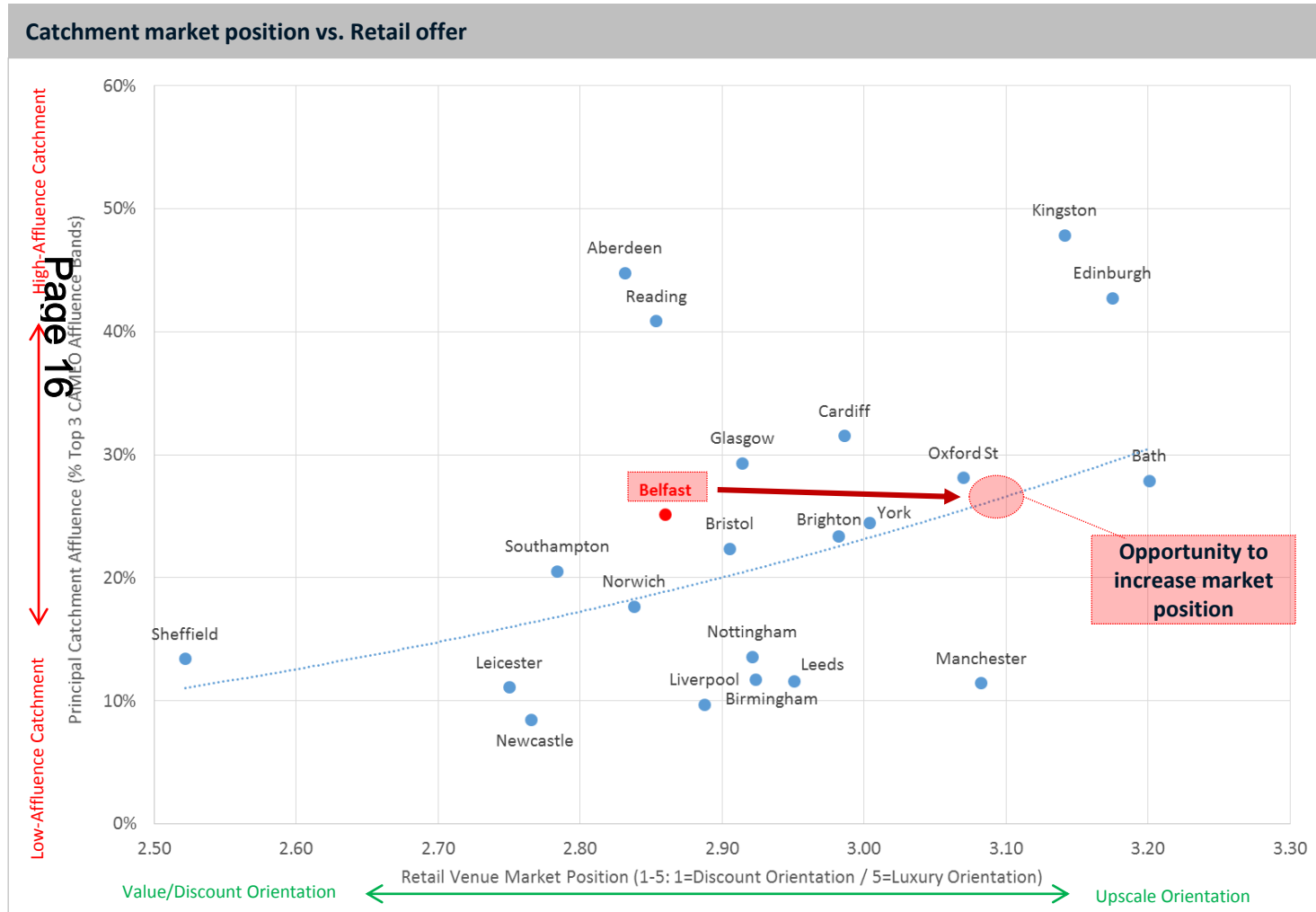
▷ Only 1.1% of Belfast's shopping centre type goods retail offer falls into luxury and upper market positions:

- Well below UK Major City average

▷ NB: This excludes independents which will increase the shares in the lower market position bands further.

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Belfast would benefit from a more upper-mid (aspirational) market focus to its retail offer



- ▷ Relative to other Major Cities, Belfast’s retail offer is more massmarket than the affluence profile of its catchment suggests is appropriate.
- ▷ Belfast should therefore look to attract more mid to upper-mid market retailers to address this slight under-provision of this type of retailer:
 - Addition of John Lewis would be a major catalyst in delivering this

Source: Javelin Group / VENUESCORE 2014

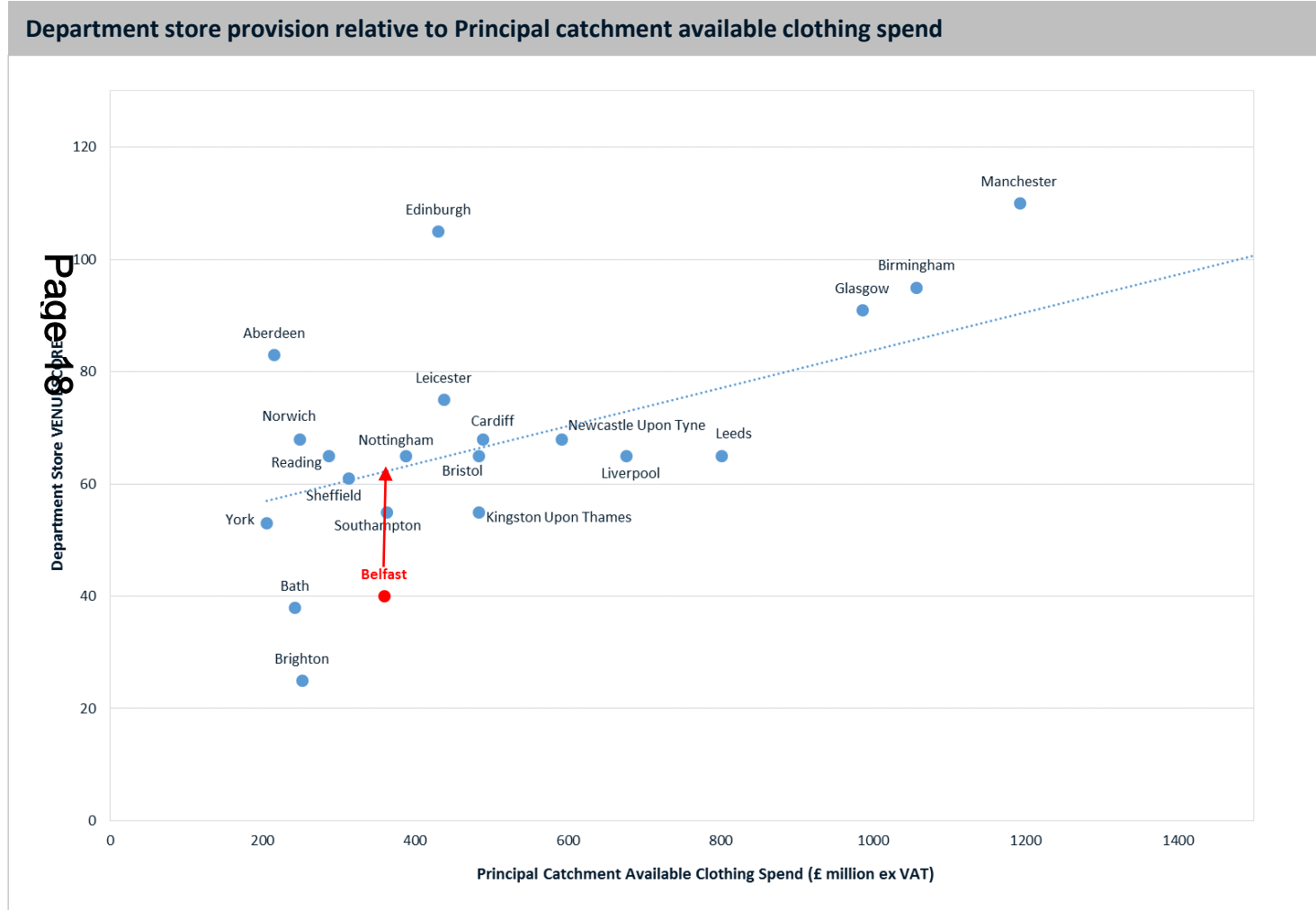
Belfast city centre relatively under-represented in department store space and MSUs

Shopping Centre Type Goods Space Mix	Department Store <i>e.g. Debenhams, House of Fraser, M&S, Dunnes</i>	Variety <i>e.g. Primark, TKMaxx, BHS</i>	Medium Sized Unit <i>e.g. Next, H&M, Topshop</i>	Multiple <i>e.g. Ted Baker, Dorothy Perkins, TGI Friday's</i>	Independent <i>e.g. Re:Store, Chopstix Noodle Bar, Pure Running</i>	Total
UK Major City Average (%)	32.1	8.5	17.5	31.2	10.7	100
Belfast (%)	29.7	16.7	13.7	33.0	6.9	100
Belfast Vs. Major City Average (Avg=100)	93	196	78	106	65	100

▷ Relative weakness in department store offer compensated for by strong variety store offer:

- Variety stores in Belfast include Primark, TK Maxx and BHS

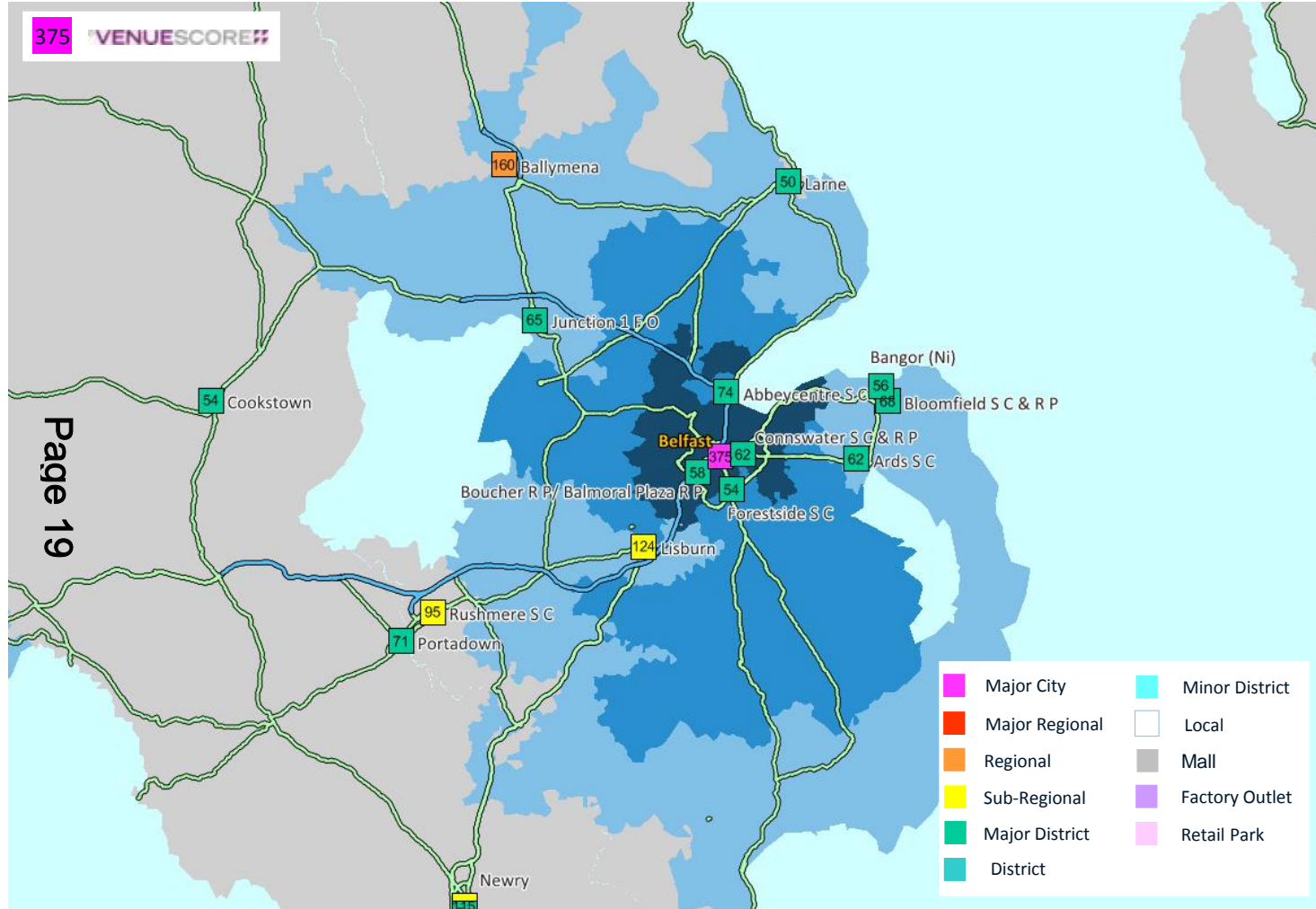
Belfast has low department store provision relative to Principal catchment spend



▷ NB: Several other Major Cities below the line of best fit may welcome a new department store soon:

- Proposed new development:
 - Kingston and Leeds
- Department store has already secured site for a new store:
 - Brighton

Belfast is by far the dominant retail offer in its catchment



- ▷ Key competing venues being:
 - Lisburn
 - Ballymena
- ▷ Unlike several other Major City venues, Belfast does not face strong competition from out-of-town standalone shopping centres.

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Target tenant universe compiled through retailer gap analysis

▶ To identify the universe of potential target tenants for Belfast city centre, Javelin Group has carried out 3 sets of analysis:

○ Gap analysis vs all other UK Major City venues:

- **Pot 1:** Present in at least 5 Major Cities AND also already present in either other NI venues and/or ROI venues
- **Pot 2:** Present in at least 5 Major Cities but not already present in NI or ROI venues
 - > Most challenging set of operators for Belfast to attract

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○ Gap analysis vs leading Dublin venues (city centre, Dundrum, Liffey Valley or Blanchardstown):

- **Pot 3:** Present in leading Dublin venues but not in Belfast city centre

▶ Benchmark venues:

- Aberdeen
- Bath
- Birmingham
- Brighton
- Bristol
- Cardiff
- Edinburgh
- Glasgow
- Kingston-upon-Thames
- Leeds
- Leicester
- Liverpool
- London – Oxford Street
- Manchester
- Newcastle Upon Tyne
- Norwich
- Nottingham
- Reading
- Sheffield
- Southampton
- York

212 operators missing from Belfast and present in at least 5 Major Cities or leading Dublin venues

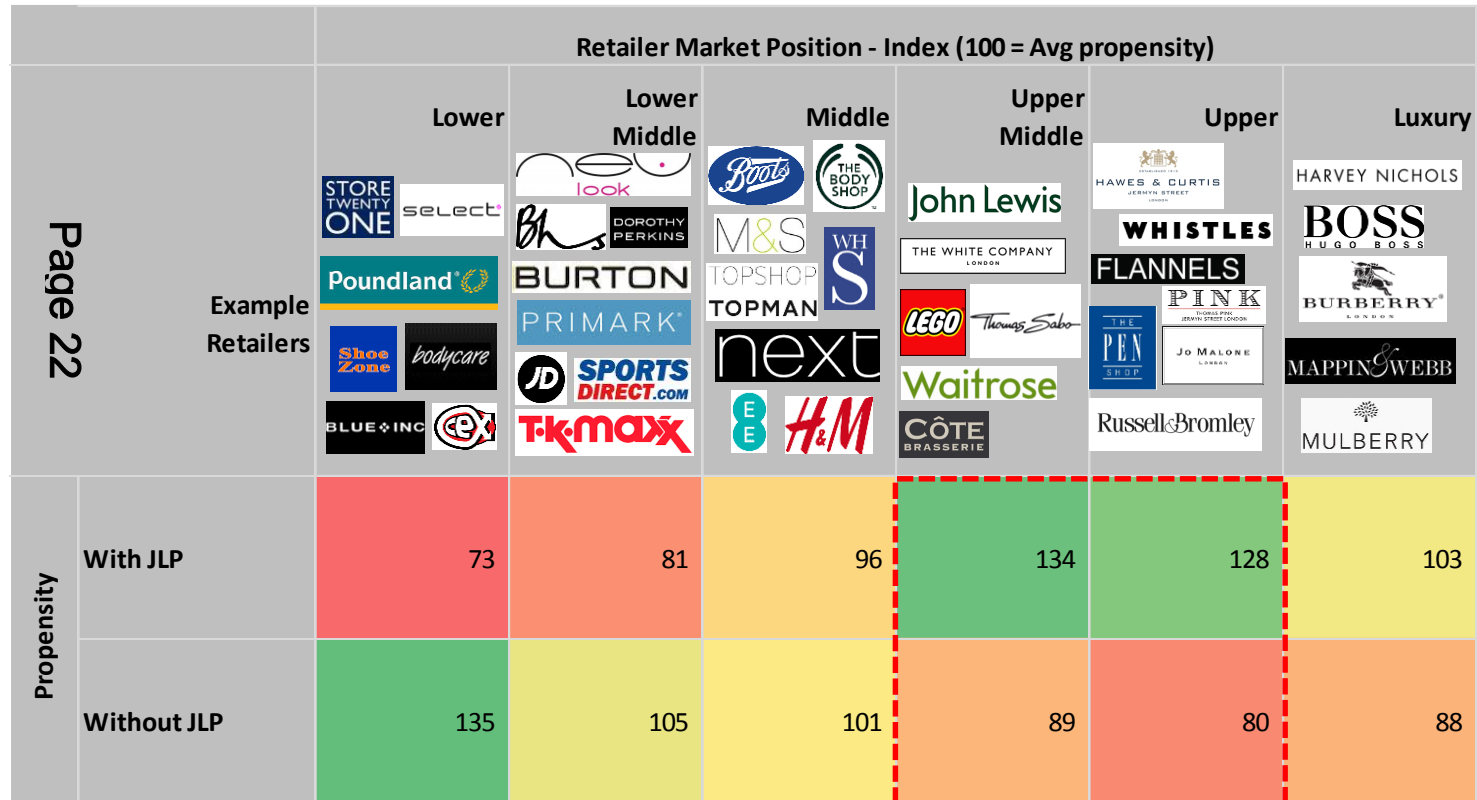
Pot 1
Total: 38
 Luxury: 2 / Upper: 5 / Upper Middle: 10 / Middle: 15
 Lower Middle: 5 / Lower: 1

Pot 2
Total: 138
 Luxury: 3 / Upper: 5 / Upper Middle: 30 / Middle: 61
 Lower Middle: 24 / Lower: 15

Pot 3
Total: 36
 Luxury: 0 / Upper: 4 / Upper Middle: 5 / Middle: 12
 Lower Middle: 14 / Lower: 1

Propensity of aspirational retailers to locate in a Major City increases greatly with presence of JLP

Propensity to trade alongside JLP | Major city centres



▶ Chart opposite shows the propensity for retailers that fall within specific market positions to be present in Major City venues either with or without JLP also present.

▶ Clearly shows the increased probability of attracting aspirational (upper-middle and upper) retailers if JLP is present.

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Subject:	Belfast Waterfront Brand
Date:	12 August 2015
Reporting Officer:	Suzanne Wylie, Chief Executive
Contact Officer:	Susie McCullough, Head of Marketing & Commercial Development

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

1.0	Purpose of Report or Summary of main Issues
1.1	The Belfast Waterfront is currently undergoing a £30m investment programme that will see the venue transformed into a new world leading conference venue, attracting 50,000 delegates per year, resulting in an economic impact of £45m per year to the city.
1.2	To support this transformation, Belfast City Council has appointed Heavenly, an internationally renowned brand consultancy, to develop a new customer focused Brand Strategy for the Belfast Waterfront. Committee will be given an update by the Chief Executive and Head of Marketing & Commercial Development on this key strategic project.
2.0	Recommendations
2.1	To note the update on the Belfast Waterfront Brand Strategy. Heavenly will present the proposed new Brand Strategy to Committee as part of the City & Growth Workshop on 26 August 2015.
3.0	Main report
3.1	<u>Key Issues</u> Heavenly have been tasked to develop an engaging Brand Strategy that; works across the organisation, effectively portrays our culture and ethos and is owned by staff and

	<p>stakeholders. The new brand will support the changes taking place within the Waterfront and Ulster Hall and will play a key role in both embedding these changes as well as supporting the delivery of the business plan targets.</p>
3.2	<p>The project will address the Waterfront as a stand alone brand, look at how it co-exists with the Ulster Hall brand and how it interacts and plays a part of the wider Belfast City and the Northern Ireland brands.</p>
3.3	<p>The desired outcome is to have a defined brand for the new Waterfront which outlines our values and behaviours and a positioning statement that shapes all our communications and marketing. The brand will shape everything the Waterfront does, with a number of key projects steaming from the brand including for example a new website, uniforms and internal fit out. In this regard the time frame for the development of the Brand Strategy is extremely challenging, with the work being completed by end August 2015.</p> <p><u>Financial & Resource Implications</u></p> <p>The costs associated with this are included in the previously agreed budget for the Waterfront project.</p> <p><u>Equality or Good Relations Implications</u></p> <p>None</p>
4.0	Appendices – Documents Attached
4.1	None



Subject:	Regional Economic Development Functions – Communications & Operational Management Plan
Date:	12 August 2015
Reporting Officer:	Lisa Toland, Head of Economic Initiatives and International Development
Contact Officer:	Colin McCabrey, Economic Development Manager

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

1.0	Purpose of Report
1.1	<p>The purpose of the report is to:</p> <ul style="list-style-type: none"> – Update Members on the transfer of local economic development functions from DETI/Invest NI to the Council under Local Government Reform (LGR), in particular the future Business Start Initiative – Provide an overview of the proposed way forward for the delivery of local entrepreneurship and business growth programmes across the city – Outline the range of initiatives eligible for European Regional Development Fund (ERDF) under the Investment for Growth and Jobs Programme 2014 – 2020 with the potential to draw in up to 80% match funding from EU and Invest NI.
2.0	Recommendations
2.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> – Note the update on the transfer of economic development functions and the work undertaken to develop a regionally-consistent business start initiative for future delivery

	<ul style="list-style-type: none"> – Approve the recommendation to work in partnership with other councils to deliver a regional business start programme and commence procurement of the new programme in order to ensure seamless service delivery for local start-ups – Note the pipeline of projects being developed to create a continuum of support from start up through to business growth, incorporating tailored and sector-specific support – Approve the submission of ERDF applications for planned projects.
3.0	Key issues
3.1	<p>As a result of Local Government Reform (LGR), a number of economic development functions transferred from DETI/Invest NI to councils. The functions transferring aim to accelerate and sustain scalable local economic growth. They include:</p> <ul style="list-style-type: none"> – Enterprise awareness (with a particular focus on under-represented groups and targeting areas of disadvantage) – Start a business activity (currently referred to as the Go For It Programme) – Social enterprise (referred to as Social Entrepreneurship Programme (SEP), – Youth enterprise
3.2	<p>The amount of budget transferred to Belfast City Council for delivery of these functions in the current financial year is £411,984. This allocation will be used in its entirety for the delivery of the transferring functions. Due to transfer of responsibility, councils are now responsible for the associated job creation targets identified by the NI Executive. For the 15/16 financial year a target of 325 jobs promoted applies to Belfast City Council for these specific programmes. However, it is understood that Belfast City Council will want a much greater emphasis placed on job creation than solely through these programmes. The same applies to promotion of good enterprise and small business start up.</p>
3.3	<p>As Members will be aware, as an interim measure and to maintain a level of provision, it was agreed to continue the existing support measures in place through Invest NI until the conclusion of their contracts, in 22nd October 2015 (Go For It Programme) and 4 July (SEP). Service Level Agreements have been developed with Invest NI to enable the delivery of these contracts from April 2015 until their conclusion.</p>
3.4	<p>In March 2015, Belfast City Council, on behalf of the 11 local authorities, commissioned an appraisal and business case to inform future delivery of business start-up support post-October 2015. The purpose of this work was to identify the optimal approach for</p>

	<p>future business start support, taking account of the need to improve the currently low levels of business start across the region – and in Belfast in particular. It has been agreed that each council will inform and develop their own local approach to the other transferring functions referenced in 3.1 with the exception of start a business activity (please refer to section 3.9 for BCC proposed activity in these areas).</p>
3.5	<p>The appraisal considered a range of potential approaches and concluded that the optimal approach for councils and businesses would be to run a single regional contract, building on the existing level of provision provided through the current Go For It Programme through additional workshops and 1-2-1 mentoring. The recommended option also identifies the need for centralised resources for marketing purposes, management of the regional contract and development of a Client Relationship Management (CRM) system to facilitate participant tracking and performance management.</p>
3.6	<p>Lisburn & Castlereagh City Council has agreed to lead the procurement of the new regional programme on behalf of the 11 local councils. The cost of the preferred option, over a three year period will be dependent on competitive procurement and eligibility of ERDF and Invest NI match-funding. It is anticipated that the future service will be delivered on a cost neutral basis within the parameters of the council's local economic development revenue budget including the transferring budget of £411,984 to deliver the transferring functions. The economic appraisal has also forecast that the programme has the potential to exceed the Programme for Government targets.</p>
3.7	<p>While the aspiration is that there will be a minimal gap in provision between the end of the existing SLA (October 2015) and the beginning of the new, regional contract, officers are working on contingency plans with Invest NI. This may include an extension of the current SLA.</p>
3.8	<p><u>Pipeline of Support</u></p> <p>While the transferring functions focus on business start-up, the council has always provided a range of support initiatives for pre start-up and post start-up businesses to help improve business competitiveness and productivity and help companies explore new markets.</p>
3.9	<p>In conjunction with the transfer of functions, officers have been designing a new pipeline of support incorporating early-stage entrepreneurial activity (pre-enterprise), high growth</p>

support for key sectors, including social enterprise and interventions for existing businesses. The aim of this work is to create a continuous pipeline of support to facilitate the growth of local businesses at each stage of their life cycle. This support will take account of the wider range of support mechanisms available to local businesses and will seek to avoid duplication of effort. The pipeline is likely to involve the following elements:

- **Pre-enterprise Programmes:** a range of initiatives aimed at promoting self employment as a viable career choice. These programmes will particularly target areas of deprivation and under-represented groups and have a combined target of 1,200 individuals engaged over 3 years
- **Business Growth Programme:** offering a combination of 1-2-1 support, bespoke procurement-focused workshops and opportunities for peer learning, this programme will support up to 400 businesses across a three year period
- **High Growth Programme:** supporting new and existing businesses with significant opportunities for growth in terms of employment and/or export potential, this programme will offer specialist mentoring, product development and market development support. The programme will support 120 businesses over a three year period, with a particular focus on key growth sectors (including creative and digital industries, green technology, social enterprise and hospitality sectors).
- **Procurement Advancement Programme:** this initiative aims to support up to 120 companies over a three year period to access sales opportunities arising from the public sector. Support to be provided will include 1-2-1 mentoring, skill development workshops and meet the buyer events.

3.10

The Economic Development Unit has previously been able to draw down ERDF match funding for many of its activities, through the fund's Local Economic Development (LED) measure. It is expected that the new ERDF Investment for Growth and Jobs Programme 2014-2020 will open for applications in the coming weeks. Through this funding, eligible projects can access up to 80% of match funding from ERDF and Invest NI.

3.11

A key challenge of the new programme is its ambitious job creation targets, as eligible projects must demonstrate how they will deliver 1 new job per £1,000 of project costs. Taking into consideration the challenging job creation targets to be achieved for eligible projects, officers have been reviewing planned activity to identify which projects could be most eligible for ERDF funding. The pipeline of projects identified above is being developed with the view to submitting an ERDF application for match funding, where eligible.

3.12	<p><u>Financial Implications</u></p> <p>The anticipated cost for the regional business start-up programme will be dependent on competitive procurement and eligibility of ERDF and Invest NI (INI) match-funding. It is anticipated that these elements of the service will be delivered this year on a cost neutral basis within the parameters of the council's local economic development revenue budget including the transferring budget of £411,984 to deliver the new functions. The economic appraisal has also forecast that the programme will exceed the Programme for Government targets. However, a full review of the Council's role in supporting business start up and growth will be carried out during this year and the Council may well need to increase or realign budget allocations to further support these activities, given the current under performance of the City when it comes to business start up and survival.</p>
3.13	<p>In addition, the pipeline of projects outlined in 3.9 has a combined cost of £955,000 based upon a three year delivery period, with an annual cost of approximately £320,000. Subject to a successful ERDF application, and to leveraging the maximum available match funding resources, the cost of delivering these initiatives for the council would be approximately £65,000 per annum or £191,000 over a three year delivery period. Match funding resources for these projects have been accounted for in the current Economic Development budget.</p>
3.14	<p><u>Equality and Good Relations Implications</u></p> <p>Each of the programmes referenced above will be equality screened. The initiatives will be designed and delivered to remove barriers to participation, in particular by persons from under-represented groups or living in areas of deprivation.</p>
4.0	<p>Appendices – Documents Attached</p>
4.1	<p>None</p>

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Subject:	Business Improvement Districts update
Date:	12 August 2015
Reporting Officer:	Lisa Toland, Head of Economic Initiatives and International Development
Contact Officer:	Lisa Toland, Head of Economic Initiatives and International Development

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

1.0	Purpose of Report
1.1	The purpose of this report is to update members on proposals to establish two Business Improvement Districts (BIDs) in Belfast and to set out some of the strategic and financial implications for the council, focusing on how this can support our work to develop the city centre.
2.0	Recommendations
2.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> – Note the proposals to establish two Business Improvement Districts (BIDs) within the city centre area, including the pending dates for the ballots in the Belfast One and Destination CQ areas – Agree to delegate authority to the Director of Finance and Resources to cast the vote on behalf of the council in the ballot for the Belfast One Business Improvement District – Note a further report will be tabled to September Committee recommending a yes or no vote from Council for the Belfast One BID dependant on further necessary considerations referenced within this report – Agree that the bid ballot should be run by a third party – Electoral Reform Services – on behalf of the council. All costs associated with the ballot will

	be paid by the BID.
3.0	Key Issues
3.1	Members may be aware that DSD has been working on developing the concept of “Business Improvement Districts” since 2010. This has involved developing a legislative framework for BIDs as well as supporting a “BIDs Academy” for a number of locations that had an interest in exploring the concept of a BID for their respective areas. The academy provided the participating areas with consultancy support to help them develop the concept to the point to which they are ready to go to ballot.
3.2	A BID is a business-led initiative in a defined area where businesses decide what additional improvements they want to deliver in that area. The businesses agree on the level of funding required to deliver the projects and services that are additional to those already provided by the council or other public or statutory body, and they agree to fund the shortfall through a levy which all businesses in the area are required to pay.
3.3	The legislation is now in place to support the implementation of BIDs in Northern Ireland and the first successful ballot took place in Ballymena in March 2015 with a 41% turnout and an 80% yes vote.
3.4	Three areas in Belfast were originally part of the BIDs Academy. These were: <ul style="list-style-type: none"> – Belfast City Centre (“Belfast One”) – planned October 2015 ballot – Cathedral Quarter (“Destination CQ”) – planned February 2016 ballot – Lisburn Road.
3.5	Due to unforeseen circumstances, it would appear that the Lisburn Road BID may not be taken forward at this point. This is principally due to a lack of resources to undertake the necessary preparatory work on the BID.
3.6	The Belfast One BID area (see map at Appendix 1) will cover the majority of the retail core from City Hall northwards towards Gresham Street and bounded by Millfield and Victoria Street. The area comprises just over 1000 properties across 71 streets. The total rateable value for properties within that area is £90million. The BID development work for this area is being undertaken by Belfast City Centre Management, using a dedicated staff resource that has been supported by resources from Belfast City Council and Department for Social Development (DSD).

3.7	<p>The Destination CQ BID area (Appendix 2) comprises around 600 properties across 80 streets with a combined rateable value of £20million. The development work on this BID is being undertaken by Cathedral Quarter Trust. The Trust did make an application to the council for financial support to employ a dedicated staff resource but this was not successful. Tourism NI has provided some staff and in-kind costs towards the development work, given the tourism-related focus of this BID.</p>
3.8	<p>In order for a BID to come into force, the BID ballot must attract:</p> <ul style="list-style-type: none"> – A 25% turnout of eligible businesses by number and rateable value – A 50% yes vote by both property number and rateable value. <p>The delivery body will be a Company Limited by Guarantee and would be a legal entity. Local Authorities generally appoint a senior officer or councillor to become a Director on the Board so this issue will have to be considered if the BID progresses. In the development phase, both areas have identified “task teams” that will help develop the business plan and work towards the ballot. Details of the representatives from each of the Task Teams are attached as Appendix 3. It is likely that the Board will look similar to the current task team structure in the event of successful Yes campaigns.</p>
3.9	<p>Both areas have developed some preliminary ideas on the specific priorities that they want to progress through the BID-supported activity. For the Belfast One area, the priorities are:</p> <ul style="list-style-type: none"> – Marketing and promotion – Enhanced service delivery focusing on issues such as safety and security, environment (removal of litter, trade waste etc.), addressing issues such as car parking and signage – Business support activities such as centralised procurement of services and utilities and exploring initiatives to address vacancy rates.
3.10	<p>The BID for the Cathedral Quarter area is likely to focus on marketing and promotional activity, reflecting the dominance of the hospitality sector in the area. The BID may also look at developing new products and initiatives to increase footfall in the area.</p>
3.11	<p>Based on the preliminary ideas there are opportunities for congruence between the</p>

	<p>aspirations of the council to develop an attractive, unique and welcoming city centre – as articulated through the City Centre Regeneration Plan – and the work of the Business Improvement Districts. This may present opportunities for collaboration with these new entities in order to progress a range of key initiatives – and to secure additional resources to support this activity. It may also allow the council to think strategically about how it invests in initiatives to support economic regeneration in the city centre, taking account of how its resources can be utilised to pump-prime or complement other investment as part of a wider programme of activity.</p> <p>3.12 Each area will produce a business plan which will be used as the basis of a decision by businesses in the respective areas as to whether or not they wish to vote in favour of the BID. The business plan will be based on an indicative budget that is to be raised from the levy. Currently, both BIDs are looking at a levy of around 1-1.5% of the rateable value of their property. In the case of the Belfast One BID area (and taking account of certain exemptions and existing vacancy levels etc.), this could raise a potential levy of around £1.1million annually. In the case of Cathedral Quarter, it is likely that the BID levy across all properties will raise around £300,000 each year.</p> <p>3.13 Belfast City Council currently owns four properties within the two BIDs areas (excluding car-parks and public spaces). These are City Hall, Digital Services building and Seymour House (all within the Belfast One BID area) and Dunbar Link Yard (located in CQ BID area). While the figures for the council property in the Destination CQ area are not yet available, the likely levy due for the four council properties within the Belfast One BID area will cost around £7,000 per annum. Further consideration needs to be given to the potential levy for DSD transferring property from April 2016 onwards.</p> <p>3.14 BIDs present the council with a number of strategic and operational decisions that may impact on:</p> <ul style="list-style-type: none"> – How we engage with city centre businesses and how we collectively resource priority initiatives to promote the city centre – The mechanisms that we fund to support city centre promotion and business engagement and the level and nature of any future support to these organisations – How we deal with businesses currently located outside of the BIDs area but still within the city centre core
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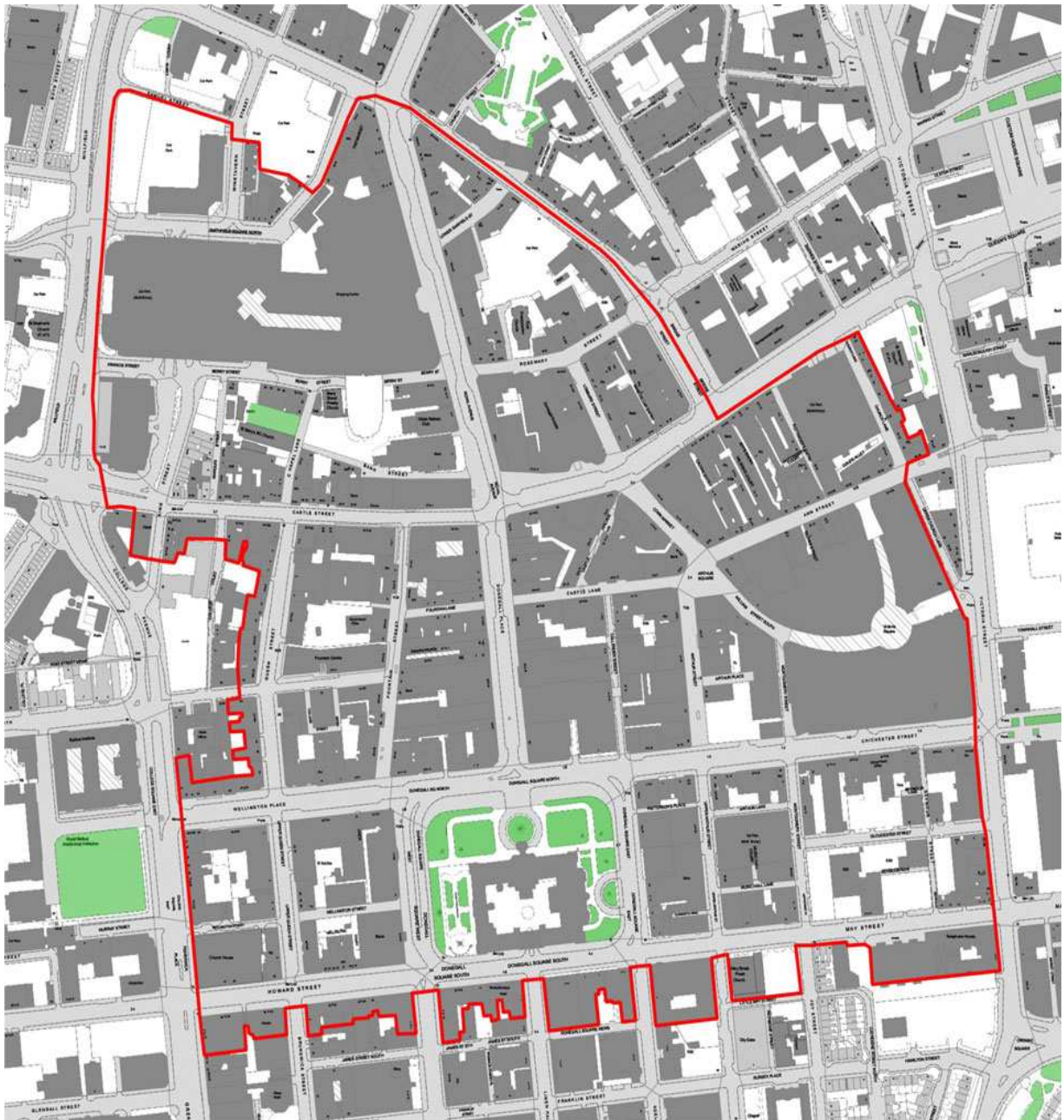
	<ul style="list-style-type: none"> – How we resource the arms length bodies that operate in the city centre – How we implement the work on city positioning and how we ensure consistency of message while avoiding duplication of activity. <p>3.15 In the short-term, the council will be required to vote in the Belfast One BID. The ballot will open in mid-September and close on 30 October, with the decision announced the next day. Given that the council currently has three properties in the Belfast One area, it will be entitled to vote. In respect of the properties within the BID area, it is requested that delegated authority be given to the Director of Finance and Resources to complete and return the voting papers on behalf of the council (the Chief Executive is the Returning Officer for the ballot). Further consideration of the Draft BID Business Plan and impacts on Council, our stakeholders and local businesses is required and a recommendation regarding the Council’s vote will be tabled to September Committee with a rationale to support the recommendation.</p> <p>3.16 According to the legislation, the council is responsible for undertaking the BID ballot. In most cases, the ballot has been commissioned by the local authority but undertaken by a third party organisation. Electoral Reform Services has carried out 99% of the ballots for BIDs – including the Ballymena BID. It is therefore proposed that they are commissioned to carry out the Belfast BID. While the council will commission this service, it will be paid for by the BID.</p> <p>3.17 In addition to the vote, there are a number of wider issues that will need to be considered by the council with regard to BIDs. These include:</p> <ul style="list-style-type: none"> – A baseline service agreement needs established between the council and any BID before a BIDs business plan can be created and future performance measured. While both areas have been working directly with frontline services such as street cleansing and waste management, there is a much wider range of services in which the council invests but which are discretionary and subject to annual budgets and other financial pressures. These include city animation support – supported through funding for cultural and arts groups – as well as significant investment in city marketing through both Belfast City Centre Management (BCCM) and Visit Belfast (VB). The baseline statement is not legally binding: it acts as an indicative commitment by the council (on an annual basis) of what resources it will commit to BID activity
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- The Belfast One area covers many but not all of the businesses currently located within the Belfast City Centre Management boundary. The council currently provides core funding to that organisation for delivery of a range of services, as set out in its annual business plan. From next year – subject to the transfer of regeneration powers – the council will also be responsible for the resources currently directed to BCCM by DSD. Consideration will need to be given to the implications for BCCM, given that the BID will now be responsible for many of the services that it currently provides to a significant proportion of city centre businesses. BCCM is currently looking at that issue themselves and a paper on the proposed future operating model will be brought to their board at the end of August 2015
- The legislation also suggests that the council is responsible for collecting the BID levy. Consideration will need to be given to how this can be achieved, given that the other rates income is collected by LPS. In other areas (including Ballymena), this task has been delegated to a third party organisation. The BID will pay for all costs associated with the levy collection. Experience in other locations suggests that the levels of defaults is minimal (less than 10%) but this has not yet been tested in Northern Ireland. The BID can only spend monies that it takes in: if businesses do not pay their contribution, the budget available to the BID is reduced
- The option for the council to be a BID Director: the City Hall is within the BID boundary (as is Seymour House and the Digital Services building). In theory, this could mean that the council could have representation on the BID board and this is the model that other locations have used. Consideration will need to be given to whether this is appropriate and, if so, who the relevant representative should be from the council
- Need to consider potential implications for BCCM and CQT. Currently, BCCM receives £190,000 from the council (and around £170,000 from DSD) while CQT receives no core funding from the council but does received £65,000 per annum from DSD. BCCM is in the process of considering how the organisation should be structured in the future, in the case of a successful BID. CQT is also considering the organisational implications of a BID being introduced, including how this will impact on its activities is supporting the cultural development of that area.
- Given that both BIDs are likely to focus heavily on the need for additional marketing and promotional activities, it will be important for the council to

	<p>consider what resources it currently provides for this activity – principally channelled through Visit Belfast at present. However, given that this organisation is being asked to align to the tourism strategy approach of increasing overnight stays, it is likely that their marketing activity may change to reflect this. If this is the case, consideration may be given to how more local marketing campaigns are organised and resourced, looking at opportunities for synergy and cost reduction.</p>
3.18	<p>It will take some time to work through the implications of these issues and therefore it is proposed that a future report is brought back to this committee, outlining the proposed approaches for the council.</p>
3.19	<p><u>Financial implications</u></p> <p>The BID ballot for the Belfast One area is likely to cost in the region of £3-£4,000. The Belfast One BID anticipates that it will have an operational budget of around £1,100,000 while the Destination CQ budget from the BID levy should be in the region of £300,000.</p>
3.20	<p><u>Equality and good relations implications</u></p> <p>No specific equality or good relations implications.</p>
4.0	Appendices – Documents Attached
4.1	<p>Appendix 1 - Belfast One BID area</p> <p>Appendix 2 - Destination CQ BID area</p> <p>Appendix 3 – BIDS Task Team Members</p>

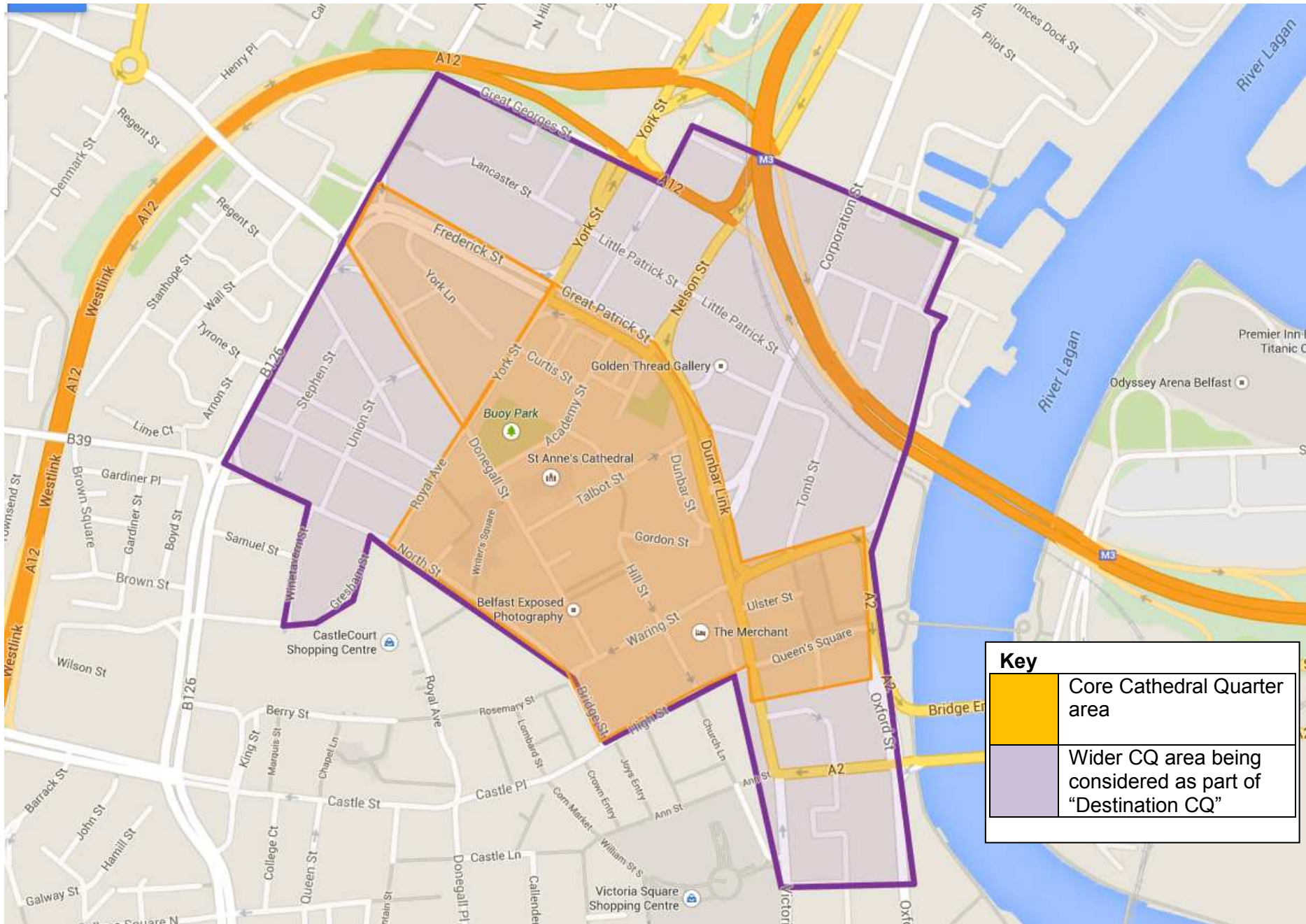
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Appendix 1: Belfast One BID area



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Appendix 2: Destination CQ BID area



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Appendix 3: Details of task team members: Belfast One and Destination CQ BIDs

Belfast One BID team

- Chris Suitor, Suitor Menswear (Chair)
- Alice Sykes, Utopia (Deputy Chair)
- Julie Hodgkin, M&S (Deputy Chair)
- Aileen McGroogan, Boots
- Camila McCourt, Castlecourt
- Cathy Megahey, East Belfast Mission
- Catriona Carmody, Bank of Ireland
- Ciaran Donnelly, DSD
- Gary Rocks, Donaghey Carey Solicitors
- John Doherty, The Bible Society NI
- John Lunn, Lunn's Jewellers
- Kieran Sloan, Sawers
- Michael Stewart, The Hudson Bar
- Michelle Greeves, Victoria Square
- Nigel Skillen, Diamond and Skillen Accountants
- Peter McKay, Belfast City Council

Destination CQ BID

- Jim Berry, Ulster University
- Mandy Bryson, Belfast Central Library
- Laurence Burrell, The Wickerman
- Ian Crozier, Ulster Scots Agency
- Pedro Donald, Sunflower
- Ian Lundie, Fitch Chartered Accountants
- Bill Harris, Bill Harris Hairdressing
- Les Hume, Dawson's Music
- Willie Jack, Duke of York et al
- Sarah Jones, Black Box
- Sean Kelly, Edwards & Co
- John Mann, Belfast Cathedral
- Paul McIlwaine, The MAC
- Feargal McElhatton, McElhatton Solicitors
- Joanne McKenna, Hadskis
- Tony McCarthy, Ducales Capital
- Sorcha Wolsey, The Merchant Hotel

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Subject:	Retail Action Plan
Date:	12 August 2015
Reporting Officer:	Lisa Toland, Head of Economic Initiatives and International Development,
Contact Officer:	Colin McCabrey, Economic Development Manager

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

1.0	Purpose of Report
1.1	The purpose of this report is to update Members on the activities delivered through the Retail Action Plan 2014-15, across the city and its arterial routes and neighbourhoods, and to agree the way forward on future support for the sector.
2.0	Recommendations
2.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> – Note the work undertaken through the 2014/15 Retail Action Plan – Note the review of activities undertaken to inform the future structure of support for retail across the city – Approve the recommendations to: <ul style="list-style-type: none"> – Continue to deliver a programme of Area Development Support for Business Associations, focusing on marketing and promotional activities, and with an increased focus on considering the sustainability of these local groups – Provide support for retail start-ups and existing retail businesses through the mainstream support programmes that are currently being expanded and re-configured, following the transfer of economic development powers as part of local government reform

	<ul style="list-style-type: none"> – Reconvene the Retail Forum, strengthening engagement with local traders groups and incorporating a wider representation of Council services, aligned to trader needs.
3.0	Key issues
3.1	Members will be aware that the Council – principally through the Economic Development Unit (EDU) – provides a range of support initiatives to encourage business start-up and growth across a number of key sectors. Although retail as a sector has contracted in recent years, it continues to be an important employer within both large and small business outlets. Local neighbourhood-based retail plays an important role in the fabric of local communities and provides a critical service in these areas.
3.2	<p>As Members may be aware, approval was given at the March 2014 meeting of Development Committee to support the development of the retail sector across the city. Initiatives delivered through the 2014/15 Retail Action Plan included:</p> <ul style="list-style-type: none"> – Area Development Support – funding for locally-based business groups to support efforts to increase footfall in the areas – Start-up and product development support – targeted start-up support for new retail businesses – Support for the Retail Forum – a grouping of retail support organisations to share information on upcoming events and to plan collaborative activity.
3.3	An evaluation of the activity has now been undertaken by Council staff. An overview of the key activities and their impact is detailed below.
3.4	<p><u>Area Development Support</u></p> <p>Funding was allocated to eight local business groups to increase footfall and sales, enhance the area’s profile through branding and ‘shop local’ initiatives and support the sustainability within groups. In the 2014-15 financial year, funding requested totalled around £79,200, while £67,600 was actually drawn down. In addition four business associations also received resources through Area Working Group funding, with £46,000 allocated from these funds.</p>
3.5	<p>An evaluation of the activities undertaken identified the following key issues:</p> <ul style="list-style-type: none"> – Whilst some groups have a strong retail focus, others represent a wider business base and therefore their focus is broader than the economic growth agenda

supported by the Economic Development Unit (currently the only source of funding available for this activity)

- The activities undertaken are largely reliant on Council funding: while many now operate a membership fee, the Council funding is required to support the delivery of promotional activities. Despite efforts to encourage self sustainability, the groups still depend on support from the Council
- Business Associations depend on the efforts of a small number of individual traders whose principal focus is the operation of their own business. They often do not have the necessary skills to undertake required activities or to understand what will work best for their area, and they need significant support from Council staff and other resources in this regard
- Activities delivered are often ad hoc in nature; a more coordinated approach incorporating wider catchment areas of trader groups could help maximise the impact of spend
- Most groups are interested in issues much wider than marketing and promotional activity. These include parking issues, graffiti and street cleansing and commercial waste issues. Consideration should therefore be given to a joined-up approach which integrates support such as physical, environmental and infrastructure improvements. The Area Working Groups could be a useful conduit in channelling resources for this type of activity but the absence of funding for any revenue activity means that this is currently a significant challenge.
- The groups have limited capacity to measure the impact of the activities that they undertake. Likewise, their data gathering is poor and it is difficult for officers to identify whether activities meet the targets set. This means that the groups themselves do not know what works well and what does not and cannot identify what impact specific activities might deliver. The assumption is that much of the activity is undertaken as it can create a “feel good” factor but the actual benefits accrued are often extremely difficult to measure.

3.6

Start up and product development activity

The Retail Start Up Programme supported 20 individuals interested in starting a retail business. Support provided included a variety of skill development workshops, best practice visits, test trading opportunities and product development support. As a result of their engagement in the programme, 14 new retail businesses are now in operation. The new entrepreneurship powers transferred through Local Government Reform mean that the Council now has statutory responsibility for business start. In that regard, it is

proposed that this type of support activity can be delivered through the mainstream support programme that will be put in place post-October 2015.

3.7 Retail Forum

To provide a forum for local traders to engage with the Council, a Retail Forum was established, chaired by the Chair of Development Committee. Three meetings were held in 2014/15 at which trader groups from across the city were invited to participate along with BCCM, NIIRTA and representatives from the Council's Economic Development Unit. Whilst the forum provided a useful mechanism for engagement, and traders suggested that they benefitted from the contact, it was recognised the issues faced by local traders extend beyond economic development functions with issues such as car parking, cleansing, licensing etc all being highlighted. The potential therefore exists to consider how the forum could be extended to include a wider representation of Council services.

3.8 Taking account of the issues outlined above, it is recommended that the following approach is adopted regarding Council support for the current financial year:

3.9 Area-based capacity building and marketing support

Funding awarded to local business groups to date has primarily focused on increasing footfall into the respective catchment areas. This continues to be the main economic priority for the groups. However the recent review has identified that some groups require additional support to build capacity and help them become sustainable entities. Additionally, some groups are investing in marketing and promotional activities without understanding whether or not these will help deliver the anticipated benefits, or whether indeed these are the types of activity that can make a difference to the businesses in their area.

3.10 It is therefore proposed that resources will be set aside to provide guidance around group sustainability and effectiveness of proposed marketing activities. Business groups will be invited to make applications for support and, before activity plans are agreed and letters of offer are issued, support will be provided to test the viability of the proposed programme of promotional activities, explore opportunities for collaboration across a range of groups, agree possible targets and impact measurements and also look at how the group might continue to operate in a future scenario where there may be less or no funding available.

3.11	<p>It is proposed that funding of up to £3,000 is made available to all groups, with up to a further £2,000 available if the group can provide evidence of £ for £ match funding. This would mean that the maximum Council contribution is £5,000, on condition that the group also makes a financial contribution of £2,000 towards the programme of activities – hence an overall maximum budget of £7,000 per group.</p>
3.12	<p><u>Mainstreaming support for retail businesses</u></p> <p>It is proposed that start up support and business growth support for individual retail businesses will be provided through mainstream programmes provided by the Economic Development Unit. Flexibility within these programmes allows for bespoke specialist sector support. Efforts will also be made to work with colleagues in planning, building control and urban regeneration to look at opportunities for helping retailers to establish in vacant units, and to avail of all relevant exemptions and reliefs.</p>
3.13	<p><u>Retail Forum</u></p> <p>It is proposed to reconvene the Retail Forum, chaired by the Chair of the City Growth and Regeneration Committee. External stakeholders invited to participate on the forum will include local business associations including current or emerging groups, BCCM and NIIRTA. It is proposed to host up to four meetings of the forum per annum, with a focus on:</p> <ul style="list-style-type: none"> – Marketing and promotion: promoting initiatives such as Small Business Saturday, Independents’ Day and raising awareness of city events and activities which will bring additional footfall to the city centre and other parts of the city – Encouraging business networking and collaboration across trader groups to share experience and knowledge or pool resources to achieve cost efficiencies – Providing a platform for structured engagement between retailers and relevant Council officers to join up business-facing services across the Council including cleansing, urban regeneration, consumer advice, environmental health, planning, community safety and good relations.
3.14	<p><u>Financial Implications</u></p> <p>£60,000 has been set aside within the Economic Development budget for the 2015/16 financial year. The majority of this budget will be utilised to deliver the area development support activity. The Retail Forum will require limited resources to support the hosting of up to four meetings in the year.</p>

3.15	Resources to deliver all other recommended activity will be delivered within existing Economic Development financial and staffing resources.
3.16	<u>Equality and good relations implications</u> There are no specific equality and good relations implications.
4.0	Appendices – Documents Attached
4.1	None.



Subject:	Student Housing Strategy - Update on the Strategic Study of the Holyland and Wider University Area.
Date:	12 August 2015
Reporting Officer:	Siobhan Toland, Head of Environmental Health / Lead Operations Officer HESD
Contact Officer:	Stephen Leonard, Environmental Health Manager

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

1.0	Purpose of Report or Summary of main Issues
1.1	<p>The Strategic Study of the Holyland and wider university area was approved by Committee on 26th March 2012 and adopted by Council on 2nd April. The recommendations of the study were two-fold:</p> <ul style="list-style-type: none"> ▪ To make Belfast a Learning City and destination of choice for students requires a city-wide strategy for student housing that will promote choice and fit-for-purpose accommodation. ▪ To restore the Holyland by gradually reintroducing affordable, single household accommodation and improving the quality of the environment, whilst working towards developing a new approach to managing the area
1.2	<p>An action plan to take forward these recommendations was presented within the final Strategic Study report. The purpose of this report is to provide Members with an update on progress of these actions since the last update in April 2014. A summary of the action plan and relevant updates is provided in Appendix 1.</p>
1.3	<p>60% of the actions have been completed and works on the remaining 40% are ongoing and</p>

	can be reviewed as part of the new emerging strategies and the work of the Laganbank PACT.
2.0	Recommendations
2.1	Members are asked to note the contents of the report.
3.0	<u>Key Issues</u>
	<u>Making Belfast a Destination of Choice for Students</u>
3.1	A Framework for student housing and guiding the need for quality Purpose Built Managed Student Accommodation (PBMSA) document was completed by the Student Housing Joint Team (DOE, DSD, BCC, NIHE and SIB) and launched by the Council in April 2014. Recommendations from this document are now being considered in the context of the Council's new planning powers and Draft City Centre Regeneration and Investment Plan.
3.2	The City Centre Regeneration and Investment Strategy have been developed over the past 12 months and are nearing completion. Public consultation has taken place and a City Centre Development team has been assembled to take forward the implementation of the Plan. It is intended to present the Strategy to Council for approval in the coming weeks.
3.3	A study was undertaken to explore funding models for PBMSA. Market activity and the increasing number of planning applications for purpose built student accommodation indicate that financial intervention by the public sector is no longer relevant as there is a buoyant market within Belfast over the past year for this type of development.
3.4	In the past 18–24 months Belfast has experienced an influx of planning applications for Purpose Built Managed Student Accommodation, predominantly in the city centre. Currently there are applications for upwards of 5,000 student bed spaces in the planning system at various stages ranging from Pre application discussions to Full applications. A list of these applications can be found in Appendix 2 .
3.5	Queen's University have recently launched a procurement process through which they hope to secure up to 1200 bed spaces within a mile radius of their Lanyon building. Ulster University will retain their existing student accommodation provision adjacent to their

	Jordanstown campus and as a result will not be formally providing any PBMSA in the city centre.
3.6	The challenge for Council as the planning authority is how to ensure PBMSA is developed in appropriate locations with suitable scale, density, clustering and massing in light of existing suite of planning policies and plans, the emerging City Centre Regeneration and Investment Strategy and our statutory requirement to develop a Local Development Plan for Belfast in the coming years. As a matter of urgency the Planning and Place Department is developing a more detailed and definitive planning document to ensure the best outcomes for the city from student accommodation having regard to the recommendations of the Framework for Student Housing. This will be brought to the Planning Committee in the coming months.
3.7	<p><u>Restoring the Functional Integrity of the Area</u></p> <p>The Laganbank Partners and Communities Together (PACT) partnership is a lead network in developing aspirations that from the 2012 Holyland study. The Laganbank PACT held 2 workshops on 9 October 2014 and 10 December 2014. New terms of reference were agreed for PACT in June 2015 and the group has agreed a number of priorities for 2015/16 and these, along with an agreed action plan, are provided in Appendix 3. A further workshop with Landlords was held in June 15 to consider their role in PACT and how they could contribute to the area.</p>
3.8	An Environmental Improvement Scheme along the Embankment was completed in November 2014. Over the last year a number of Environmental Clean-ups have taken place in the area including the Horsey Hill community clean up in Summer 2014 and City Church clean up in partnership with Street Pastors after St. Patrick's Day 2015. The Council wrote to all landlords to promote proper disposal of and waste management arrangements at the end of term. This was supported by Safer Neighbourhood Officers (SNOs) proactively patrolling the area.
3.9	PACT are currently developing an integrated neighbourhood plan to include an Environmental Improvement Programme, with the possibility of "renewing the routes" type bid being submitted by UQBA/LANI.
3.10	24 alleygates have now been installed across the entire Wider University area. A list of these locations can be found on pages 13 & 14 of Appendix 1 .

3.11	The formal consultation for a Residents' parking scheme in the Rugby Road/College Park Avenue area was carried out between 29 th October and 19 th November 2014 during which a number of objections and representations were received.
3.12	Transport (NI) Officials met with some of the objectors in March 2015 and the issues they raised are now being considered with a view to making a decision on the way forward. It is envisaged the earliest a scheme could be implemented on the ground in the area would be towards the end of 2015/2016 financial year, although this is very much dependent upon there being a positive outcome to the consultation process.
3.13	Subject to full Council approval the Council's Strategic Policy and Resources (SP&R) Committee (June 2015), agreed to expand the City's New Bike Hire scheme to QUB and the Student Union.
<u>Financial & Resource Implications</u>	
3.14	Costs associated with officer time in leading the partnership team around the delivery of the Strategic Study have been accounted for within existing budget estimates.
<u>Equality or Good Relations Implications</u>	
3.15	There are no relevant equality considerations associated with the delivery of the strategy.
4.0	Appendices – Documents Attached
4.1	Appendix 1 - Updated Action Plan Appendix 2 - Current PBSA Applications Appendix 3 - PACT Priorities 16/17

Appendix One

Strategic Study Final Report - Chapter 7 Recommendations and Supporting Actions Update following Holyland Interagency Group meeting on 29th June 2015.

1. Actions for Student Accommodation

Recommended Action	Supporting Actions for Delivery	Comments	Responsibility	Timescale Short: 0-2 yrs Medium: 0-4 yrs Long: 0-6yrs RAG Status Green Complete Amber Ongoing Red Outstanding
Page 57 Lead Responsibility: Student Housing Strategy - BCC	(i) To develop a single strategy for student housing in Belfast, as part of an overarching housing strategy (recognising the impact of legislative reforms on the demand for the shared housing market)	Joint Team and working group established. A Framework for student housing and purpose built student accommodation document was completed in March 2014. Recommendations from this document are now being considered in the context of Council's new planning powers.	BCC/DSD/NIHE /DoE Planning	Medium term
	(ii) To contribute to the development of a single coherent strategy for student housing in the city. This will require:		QUB / Ulster with support from DEL and NIHE	Short-Medium Term Complete
	a. Update the housing market analysis for Belfast (originally undertaken in 2006 as part of the preparation of the HMO Subject Plan and which included an assessment of the student housing market)	Summary update on the housing market provided – student housing market not included in info from NIHE, information updated from universities on university managed accommodation (updated January 2014 to take account of 2012/13 year data).	NIHE	Short term Complete
	b. Assemble and analyse information on student population projections, student market segments and student housing need to inform the viability testing of accommodation provision	Information provided to Demand/Market Task & Finish group for 2011/12 and refreshed for 2012/13 in January 2014 – difficult to project student numbers. Baseline data updated and refreshed to take account of census 2011 and recent HESA data.	QUB / Ulster / BMC	Short term Complete
	c. Provide clarity on the proposed expansion, intensification, relocation plans of the universities to inform both the demand side and supply side of the student accommodation analysis	BCC provided response to Planning Service on UU Belfast campus. QUB – plan to grow their Post Graduate and International	QUB updated 16/1/15/ Ulster / BMC	Short term Complete

		<p>student population and increase university managed accommodation.</p> <p>Ulster – no plans for additional student accommodation</p> <p>BMC – plans to grow international student numbers which would provide a market for accommodation</p> <p>Growth in demand for university provided accommodation – September 2012 (Stranmillis nearing 100% occupancy, QUB over-demand and prioritising)</p>		
	d. Develop a supporting community engagement strategy to ensure the integration of students in the city & neighbourhood	<p>BCC Officers working with University of Ulster re campus masterplan. UU Strategic Advisory Forum also have established a Public and Political Engagement Subgroup and a Community Engagement Forum is being created to address community engagement issues re UU campus relocation.</p> <p>QUB has a long standing Neighbourhood Forum meeting quarterly. In the last two years Queen's have engaged with the SBPB on a number of initiatives. A new Public Engagement strategy has been adopted by Queen's University Jan 2015.</p> <p>Communication / liaison is ongoing around this area.</p>	QUB updated 16.1.15/ Ulster / BMC / BCC	Short - medium term Complete
	(iii) Lobby Government Ministers to secure support for the strategy for student housing in Belfast	Key Ministers contacted and meetings requested. Opportunities taken in raising awareness with ministers when available.	BCC	Short term Complete
	(iv) Lobby DEL Minister to investigate the potential to use student maintenance support as a lever to stimulate the supply / demand for quality student accommodation	DEL have sought legal opinion and don't consider this viable.	DEL/BCC in conjunction with the Universities	Short term Complete
	(v) In line with the emerging Masterplan for Belfast, advocate, facilitate and enhance student life in the City by supporting innovative arrangements for city centre living; encourage the development of services, facilities, amenities and cultural infrastructure that will support city centre living and strengthen, through sustainable transport links, connections between the anchor educational institutions of Ulster in the north and Queen's in the south of the city	<p>Ongoing – Anchor Institutions research commissioned by BCC and workshops held with HEIs and other Anchor Institutions to highlight role in developing the City.</p> <p>The City Centre Regeneration Strategy and Investment Plan has been developed over the past 12 months and is nearing completion. Public consultation has taken place and a City Centre Development team is being assembled to take forward the implementation of the Plan. It is intended to present the Plan to Council for approval after summer.</p> <p>BCC have received two planning applications in relation to the proposed Northside Development.</p>	BCC in conjunction with DSD, DRD, DCAL and Planning Service	<p>Medium-long term</p> <p>Ongoing</p>

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Recommended Action	Supporting Actions for Delivery	Comments	Responsibility	Timescale RAG Status
2. Identify appropriate locations, innovative arrangements and measures to attract funding for housing students in the City. Lead: DSD Responsibility: SIB, BCC	(i) Assess current and future demand for student housing and test the viability of providing purpose built accommodation.	Demand for university managed accommodation in Belfast increasing. Local baseline data refreshed and initial discussions on financial viability for purpose built accommodation in 2013. Viability testing/models to be developed further in 2014.	SIB/BCC in conjunction with DEL, QUB, Ulster, BMC and NIHE	Short term Complete
	(ii) Establish a range of criteria for assessing the suitability of locations for student housing in the City	Sites/Locations Task & Finish group established. Preliminary criteria developed and tested against a number of sample sites. Proposed criteria were published and consulted upon in Discussion document Sept 2013. Revised criteria reflecting stakeholder feedback will be incorporated into a Planning Framework document for PBSA, anticipated by end of March 2014. Now complete and document was published in June 2014.	BCC, NIHE, Universities, DoE Planning	Short term Complete
	(iii) Within the context of the Masterplan's aims of supporting city centre living, promoting an enhanced environment and strengthening the links between the two university campuses, eg;- Shaftesbury Link, and identify suitable locations for the provision of student housing	Growing the City Centre residential population is one of the 8 policies of the City Centre Regeneration Strategy and Investment Plan. Resolving issues presented by the inner city ring road and maximising the impact of the UU Greater Belfast Development are key parts of the plan which will be taken forward.	BCC, SIB, Universities, DoE Planning	Short term Complete
	(iv) Assess the feasibility and test the financial viability of developing Purpose Built Student Accommodation (PBSA) on a number of sites in public ownership using a criteria based approach.	Initial discussions with SIB on feasibility and viability of PBSA in Belfast. High level discussions ongoing and further research being commissioned to explore viability issues.	SIB / BCC, in conjunction with the Universities	Short term Complete
	(v) Explore and develop an appropriate funding model to support the provision of purpose built student accommodation in the City	A study was undertaken to explore funding models for this type of development. Market activity and the increasing number of planning applications for purpose built student accommodation indicate that financial intervention by the public sector may not be required to make proposals viable.	Student Housing Strategy Joint Team SIB in conjunction with BCC, DSD	Short term Complete
	(vi) Encourage private sector / social enterprise investment in identified locations and in the feasibility testing of pricing for rents.	High level discussions to take place between SIB, DSD, BCC and DFP on if and how this might work. Recent Market activity indicates high level of private sector interest in the student housing market,	SIB	Medium term Complete

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Recommended Action	Supporting Actions for Delivery	Comments	Responsibility	Timescale/ RAG Status
3. Prepare guidance on a planning policy framework in respect of shared housing and flat conversions Lead Responsibility: DoE	(i) Prepare guidance on existing planning policy in respect of shared housing - including student accommodation - and flat conversions to promote a better understanding of the policy; a refined interpretation of the existing policy and a commitment to address associated training issues for the planners who process the applications so as to promote greater consistency	Written guidance and training given to three team members within DoE (Planning NI). Internal discussion ongoing and legal advice sought on a number of policy issues that require further clarification. Guidance and training to be rolled out to two more sections	DoE Planning / BCC	Short term
	(ii) Develop a planning policy framework to underpin / facilitate the delivery of the student housing strategy; jointly develop a pro-active criteria based policy for assessing applications for the provision of student housing; identify any policy impediments and take steps to remedy any policy vacuum; identify and address existing shortfalls in policies.	Review of existing policy context and proposed future planning criteria published in Student Housing discussion document, issued for consultation Sept 2013. Revised criteria reflecting stakeholder feedback will be incorporated into a Planning Framework document for PBSA, anticipated by end of March 2014. BCC will then consider adopting as future planning policy post local government reform in 2015.	DoE Planning / NIHE	Long term Ongoing
	(iii) Determine the next steps with regard to the review/ extension of the HMO Subject Plan relative to student housing and invite stakeholders such as BCC to input at an early stage to a revised subject plan	Not part of current DoE Planning NI business plan – this will be reviewed following adoption of BMAP (longer term objective)	DoE Planning/NIHE/ BCC	Long term Ongoing
	(iv) Build an evidence base in relation to the cumulative impact of flat conversions and HMO development to inform the interpretation/ re-interpretation of policy and the formulation of new policy	Key action was to identify a resource to do this. BCC bid to DEL GAP graduate programme but have been unsuccessful in identifying a suitable candidate to date. Work will continue to try to identify a suitable resource. No resource identified. Future area plan and HM subject plan to address this issue.	BCC/DoE Planning/NIHE	Short term Ongoing
	(v) Test the compliance of flat conversions relative to HMO legislation re standards and management	Future area plan and HMO subject plan to address this issue.	BCC/ DoE Planning/ NIHE	Short term ongoing

	(vi) Improve policy interpretation and application and enhance collaborative arrangements to make enforcement more effective	Future area plan and HMO subject plan to address this issue.	DoE Planning/NIHE/ BCC	Medium term Ongoing
	(vii) Lobby Minister to support the inclusion of space standards in future planning policy statements e.g. in terms of the expected PPS22 (affordable housing) and provide clarification; ensure PPS 22 encompasses shared housing, including student housing	<p>Draft PPS 22 not yet issued by DoE for consultation – no date confirmed yet.</p> <p>Reference made to Holyland strategic study and space standards in BCC response to DSD Housing Strategy Consultation and review of HMO regulation by DSD.</p> <p>BCC also wrote to DSD Minister on 4th June 2013 requesting additional legislative provisions for overcrowding and space standards. DSD Minister's office responded on 5th September 2013 to confirm space standard is being considered in the context of overcrowding provisions in the expected new HMO regime, however additional overcrowding legislation for space standard in wider private rented sector are not currently proposed – The Minister's office advised this will be kept under review by DSD.</p> <p>DSD currently reviewing the regulation of the private rented sector. BCC and other agencies will continue to lobby on this issue. Transfer of HMO regulation from NIHE to local Council's deferred until April 2017. BCC to lead on regional working group established to oversee the transfer. Councils will continue to lobby for the inclusion of landlord accreditation schemes in the new legislation.</p>	BCC	Short term Ongoing

Recommended Action	Supporting Actions for Delivery	Comments	Responsibility	Timescale RAG STATUS
4. Develop an accreditation scheme for student housing Lead Responsibility: NIHE / DSD	(i) Introduce and promote a voluntary accreditation scheme	<p>NIHE have developed NI Student pad website – advertisement of available student properties (though not a voluntary accreditation scheme) – links to HMO registration.</p> <p>QUB launched SU Lets in 2012 (Voluntary accreditation scheme administered by Morton Pinpoint which included Gold, silver, bronze ratings for accredited properties, a management code and independent arbitration service). The scheme had limited uptake from landlords and students, and was not financially viable - went into voluntary liquidation in December 2013.</p>	QUB	Short term Complete

		UU have no plans to develop any other landlord accreditation scheme		
	(ii) Review the effectiveness and use of an accreditation scheme	Review of SU Lets scheme was scheduled for end of the 2013/14 student year (QUB/Morton Pinpoint) however the scheme was not financially viable and entered voluntary liquidation in December 2013.	QUB complete	Short term June 2014 Complete
	(iii) Establish and support a universal code of standards for student housing.	DSD have identified and agreed acceptable codes of standards - ANUK/ Unipol and the UUK/Guild HE code.	Universities in conjunction with NIHE	Short term Complete
	(iv) Secure accreditation for the code of standards	<p>Consultation on fundamental review of regulation of HMOs completed.</p> <p>Identified and agreed acceptable codes – ANUK/Unipol and the UUK/Guild HE code</p> <p>Agreement of Universities and FE colleges to proposal to exempt if signed up to an accredited code.</p> <p>DSD working with Legislative Council in drafting a standalone HMO Bill to incorporate exemption for Universities and FE colleges from HMO licensing where they have signed up to an acceptable code, within the current mandate by 2016 – progress will be dependent on other legislative priorities of the NI Executive.</p> <p>Transfer of HMO regulation from NIHE to local Council's deferred until April 2017. BCC to lead on regional working group established to oversee the transfer. Councils will continue to lobby for the inclusion of landlord accreditation schemes in the new legislation.</p>	DSD in conjunction with BCC/ NIHE/and the Universities	Medium ongoing
	(v) Prepare a brief for testing the legality of obliging first year university students to reside in university provided/affiliated/approved accommodation.	Brief prepared, indications are that this is not legally viable. Counsel opinion confirmed that this was not viable.	BCC / DEL / Universities	Short term Complete
	(vi) Engage with DSD Minister regarding the next phase of the Landlord Registration Scheme in relation to the inclusion of quality standards	<p>DSD Landlord registration scheme launched on 25 February 2014. Launch preceded by an advertising campaign to raise awareness of landlords responsibilities. Scheme will be administered by NI Direct on behalf of DSD Registrar. It is hoped that all landlords will be registered by Easter 2015.</p> <p>Landlord registration referenced in BCC response to Regulation of HMOs.</p> <p>Licensing may be considered later for whole PRS. Standards</p>	BCC	Short term ongoing

		would be less onerous than for HMOs licensing. (On 15/1/13 NI assembly agreed motion calling for a licensing scheme for the PRS - Minister agreed it will be considered.)		
		NI Housing Strategy (DSD) timetables a review of regulation of the private rented sector to commence in 2014/15. This will be considered as part of this review.		
		Transfer of HMO regulation from NIHE to local Council's deferred until April 2017. BCC to lead on regional working group established to oversee the transfer. Councils will continue to lobby for the inclusion of landlord accreditation schemes in the new legislation.		
	(vii) Lobby DEL Minister to seek clarification on the legal implications of obliging students in receipt of maintenance support to use only approved, accredited accommodation	BCC sought clarification on this from DEL – advised legal position indicates this is not possible.	BCC	Short term Complete

2. Actions for Renewal of the Holyland

Recommended Action	Supporting Actions for Delivery	Comments	Responsibility	Timescale RAG Status
1. Introduce a 'New Homes from Old Places' initiative Lead Responsibility: DSD	(i) Identify the benefits and positively promote the area as attractive to live in. Track and evaluate changes in the popularity of the area amongst social housing tenants.	Medium – Long term: this action is largely dependent on delivery of other improvements in the area in relation to neighbourhood management, environment, transport/parking etc.	NIHE / BCC	Medium term Ongoing
	(ii) Identify one Housing Association to work in the area to identify and acquire properties suitable for single household social housing on a street by street basis	A Housing Association was identified however acquiring properties in area not considered feasible at this time due to lack of demand from public and high cost of acquiring/converting properties. Also impact of forthcoming welfare reforms on removal of single room subsidies will be expected to increase demand for HMO type accommodation means this approach would be very difficult to justify in current policy context. DSD have confirmed this will be kept under review in context of future housing market demands.	DSD/ NIHE	Short – medium term Complete
	(iii) Promote the area as an 'area of choice' to those on the social housing waiting list.	Medium – Long term: this action is largely dependent on delivery of other improvements in the area in relation to neighbourhood management, environment, transport/parking etc.	NIHE	Medium term Ongoing
	(iv) Establish the criteria/compile the evidence base to advocate the designation of the area as an 'area	Criteria for Areas At Risk identified - Discussions with DSD have indicated area unlikely to meet scoring criteria for overall	BCC / DSD / Residents	Short term Complete

	at risk' of decline and dereliction (v) Lobby Councillors and MLAs to prioritise the area as an area of need / at risk to reverse the trend of decline and dereliction	deprivation. On- going	Residents	Short term Ongoing
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Recommended Action	Supporting Actions for Delivery	Comments	Responsibility	Timescale Rag Status
2. Introduce a new regime – a neighbourhood management initiative Lead Responsibility: NIHE	(i) Develop a terms of reference and outline responsibilities to design and deliver a new regime for managing the area through a truly collaborative, task orientated approach involving landlords and key interests (creating a neighbourhood management initiative).	<p>BCC and PSNI, along with Chair of PACT co-ordinated a review of current IAG working arrangements including review of PACT. A revised PACT structure incorporating a neighbourhood management initiative approach has been agreed and 1st meeting held on for 25th February 2014.</p> <p>Two workshops were held on 9 October 2014 and the 10 December 2014. These workshops were attended by local community representatives and statutory organisations with an interest in the area. All agreed that the PACT meeting needed to become more focused on identifying specific issues, agreeing key actions and reporting on accountability, all agreeing that the structure should be focused on actions.</p> <p>New Terms of reference were agreed for PACT in June 2015.</p> <p>PACT meeting May 2015 agreed the following priorities for 15/16</p> <p>1 Improve the management of properties and tenants</p> <ul style="list-style-type: none"> • Improve the physical management of properties • Introduce a mechanism for behaviours to be included in tenancy agreements <p>2 Improve the environment</p> <ul style="list-style-type: none"> • Develop an agreed neighbourhood improvement plan • Focus on the front gardens and curtilage of properties • Streets and alleyways • Murals, artwork, seasonal dressings and signage <p>3 Transform contentious periods to positive activities</p> <ul style="list-style-type: none"> • Review the approach taken to manage contentions 	NIHE / Landlords / key interests	Medium term Complete

		<ul style="list-style-type: none"> • Fresher's Week • Halloween • St. Patrick's Day <p>Workshop With Landlords in June 15 to consider their role in PACT and how they could contribute to the area.</p>		
	(ii) Investigate the scope for introducing differential registration fees in line with the concentration of HMOs and explore the scope to deploy registration fees to resource emerging neighbourhood management actions	DSD working with Legislative Council in drafting a standalone HMO Bill within the current mandate (by 2016) to incorporate differential fees following consultation on the fundamental review of HMO regulation in 2012. Fees will directly fund HMO regulation. Progress will be dependent on legislative priorities of the NI Executive - NI Housing Strategy timetables completion by 2015/2016.	DSD in conjunction with NIHE/ /LANI / PRS Network	Medium term ongoing
	(iii) Recognise and support landlords in exerting peer pressure on fellow landlords to adopt a proactive approach to improving housing and responsibilities for managing tenant behaviour.	<p>DSD working with Legislative Council in drafting a standalone HMO Bill to incorporate obligatory tenant behaviour management clauses, within current mandate by 2016. Progress will be dependent on legislative priorities of the NI Executive - NI Housing Strategy timetables completion by 2015/2016.</p> <p>HMO Bill expected to put out to consultation later this year. Council and other partners will continue to lobby for measures to assist landlords to manage tenant behaviour.</p>	Landlords / DSD / NIHE	Short term Ongoing
	(iv) Engage landlords in supporting and participating in the QUB accreditation scheme initiative and accommodation code.	<p>This action was being addressed through SU Lets scheme however the SU Lets scheme entered liquidation in December 2013.</p> <p>Queen's Community Affairs Office continue to engage with Letting Agents and landlords on ways to improve relations.</p>	Landlords / QUB updated 16.1.15/ NIHE	Short term Complete
	(v) Collectively target the Holyland for proactive enforcement to increase awareness of landlord responsibilities to improve housing and introduce requirements for landlords to manage the behaviour of tenants	<p>Proactive enforcement group has regular meetings attended by NIHE HMO office staff, PSNI, and BCC staff (Cleaving, Housing, Environmental Protection) to deliver collaborative approach in targeting services and enforcement activity.</p> <p>This group no longer meets. New PACT structure and Terms of Reference will allow the agencies to target and plan enforcement activities identified at PACT.</p>	NIHE / BCC	Short term Complete
	(vi) DSD Minister to communicate /commit to the landlord registration scheme's long term aim of introducing standards, as part of the registration and go beyond its current provisions as a light touch regulatory tool to merely register landlords.	<p>Tenancy Deposit scheme was introduced from 1st April 2013</p> <p>Landlord registration scheme launches on 25 February 2014.</p> <p>DSD Minister has confirmed that licensing for private landlords will be considered as part of a review of regulation in the private</p>	DSD	Medium term Ongoing

		<p>rented sector (NI Housing Strategy timetables commencement of this review for 2014/15).</p> <p>Standards would be less onerous than for HMOs licensing, however would include requirements for landlords to declare criminal convictions, meet standards and show that they have adequate systems in place of their tenants to report repairs and defects.</p> <p>DSD working with Legislative Council in drafting a standalone HMO Bill to incorporate selective licensing scheme for HMOs within the current mandate by 2017– progress will be dependent on other legislative priorities of the NI Executive.</p>		
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NB: Recycling

In terms of the recycling provision in the Holyland, a different system is currently being trialled in a block of houses on Fitzroy Avenue. Instead of individual recycling boxes, communal stands of recycling boxes were installed, with a shared brown bin for food waste and take away pizza boxes, in the entry behind the test block. Bryson Recycling have reported that this facility has been fairly well used.

This trial has only been possible because the entry where the box stands were installed are gated and only residents have access. This has meant there have been not problems around scavenging, vandalism etc. The house involved were also canvassed to educate them on using the new system.

There are plans to extend this trial arrangement to other similarly secure entries in the area although timescales have not been agreed at this stage.

Recommended Action	Supporting Actions for Delivery	Comments	Responsibility	Timescale RAG Status
<p>3. Introduce an integrated plan for transport and traffic management</p> <p>Lead Responsibility: DRD</p> <p style="text-align: center; font-size: 24pt; font-weight: bold;">Page 67</p>	<p>(i) Develop an integrated traffic management plan for the Holyland area and within this context;</p> <ul style="list-style-type: none"> - introduce waiting restrictions/corner restrictions - investigate the introduction of one-way streets; the pedestrianisation of streets; residents parking in the area - encourage resident students to register term time addresses 	<p>Corner waiting restrictions have been provided at various locations.</p> <p>A one-way traffic system in several streets was implemented on Monday 3 February 2014. (Carmel St, Palestine St, Jerusalem St, Damascus St, Cairo St, Penrose St, Agincourt St – all between Rugby Ave and Agincourt Avenue). Once the initial phase of the one way streets has had time to become established and the measures fully evaluated, Transport (NI) will consider introducing additional one way streets between Agincourt Avenue and Stranmillis Embankment. This evaluation will also include an assessment of the operation of Agincourt Avenue and Rugby Avenue.</p> <p>Transport (NI) has no plans to pedestrianise streets within the Holylands.</p> <p>Agreement with a local residents' group has been reached on a layout for a residents' parking scheme covering the following area:</p> <ul style="list-style-type: none"> • Rugby Road • Rugby Parade • Rugby Street • Botanic Court • College Park Avenue • College Green • College Park • University Avenue (part), and • Carmel Street (part). <p>The formal consultation for a Residents' parking scheme in the Rugby Road/College Park Avenue area was carried out between 29th October and 19th November 2014 during which a number of objections and representations were received.</p> <p>Official met with some of the objectors in March 2015 and the issues they raised are now being considered with a view to making a decision on the way forward. It is envisaged the earliest a scheme could be implemented on the ground in the area would be towards the end of 2015/2016 financial year,</p>	<p>DRD Roads, Universities, Residents, Landlords, BCC DRD Roads Universities / Residents / DRD/DSD Universities</p>	<p>Short – Medium term Ongoing</p>

		although this is very much dependent upon there being a positive outcome to the consultation process.		
	(ii) Develop University Neighbourhood Green Travel Plans for students, staff and visitors to the Universities. Within this context <ul style="list-style-type: none"> - develop parking solutions for students, staff and visitors - ensure the traffic management, including parking and the implications of the emerging Master Plan recommendations, including the proposed University of Ulster campus at Cathedral Quarter, are taken into account in the University Neighbourhood Green Travel Plans - share timetabling arrangements with Translink to inform provision - provide public transport at source for students travelling into the City to attend University - pilot the introduction of a UNIBike scheme 	Green travel Plan submitted by UU as part of Planning Application for Belfast campus for consideration by statutory consultees. Strategic Advisory Forum (Transport subgroup) formed to advise on transport and parking issues (attended by BCC, DSD, DRD, Translink, DoE Planning). Subject to full Council approval in July The Council's Strategic Policy and Resources (SP&R) committee (June 2015), agreed to expand the City's New Bike Hire scheme to QUB and the Student Union.	Universities/Translink/DRD/BCC/LANI	Short-medium term Ongoing
	(iii) Develop an integrated transport strategy to ensure linkages and accessibility between the south city and north city campuses. Support the Masterplan's proposals for Shaftesbury Link, including the design of a new avenue that prioritises north-south pedestrian movements	Part of the BCC Emerging proposals of the Masterplan Review (issued for consultation September 2013). Transport and accessibility also taken into account in proposed planning criteria for future PBSA developments in Student Housing Framework Document.	BCC/Universities/Translink/DRD	Medium term – long term

Recommended Action	Supporting Actions for Delivery	Comments	Responsibility	Timescale RAG Status
4. Introduce a programme of environmental improvements to enhance the public realm Lead Responsibility: BCC	(i) Undertake an assessment of the area to identify environmental improvements with the local community and determine the cost and resources for implementation.	Pilot area identified & costed for initial works in area of Collingwood Avenue/Horse Hill. Environmental improvement scheme completed – tree planting in November 2014. Currently co-ordinating a series of clean ups. Horse Hill community clean up in Summer 14 City Church clean up in partnership with Street Pastors after St. Patrick's Day 15.	BCC/DSD/Residents	Short term Ongoing
	(ii) Prioritise and plan feasible environmental improvements for implementation, with a resource	Initial quotation prepared. Some works prioritised within existing work programmes by relevant agencies. Additional	BCC/DSD/Residents	Short term Ongoing

<p>plan</p>	<p>resources/funding opportunities to be identified.</p> <p>Local PACT has been asked to identify and scope possible future environmental and public realm improvements in the area. BCC and other agencies continue to build community capacity to deliver they type of projects.</p> <p>PACT currently developing an integrated neighbourhood plan to include an Environmental Improvement Programme, with the possibility of “renewing the routes” type bid being submitted by UQBA/LANI</p>	<p>ents</p>							
<p>(iii) Prepare a bid/application for the Council's new neighbourhood Local Investment Fund (as part of the Council's Investment Programme) for resources</p>	<p>Initial work to develop bid completed. Neighbourhood LIF confirmed as not appropriate for local environmental improvements – alternative funding being sought for pilot area.</p> <p>Work to develop community capacity to bid and access funding opportunities being developed as part of review of PACT and Neighbourhood Management Initiative.</p> <p>PACT currently developing an integrated neighbourhood plan to include an Environmental Improvement Programme, with the possibility of “renewing the routes” type bid being submitted by UQBA/LANI</p>	<p>BCC/DSD/Residents</p>	<p>Short-medium term Complete</p>						
<p>(iv) Enforce ‘Clean Neighbourhoods’ powers in relation to rubbish and dumping in front gardens</p>	<p>Clean Neighbourhood powers came into effect and operational from April 2012. Provisions incorporated into BCC service delivery/enforcement.</p> <p>New PACT structure and Terms of Reference will allow the agencies to target and plan enforcement activities identified by PACT.</p>	<p>BCC / Landlords</p>	<p>Short term Complete</p>						
<p>(v) Expedite ‘Alley Gates’ intervention included in BCC Phase 3 programme</p>	<p>24 Alleygates have now been installed at the following locations</p> <table border="1" data-bbox="938 1241 1335 1485"> <tr><td>Empire Street</td></tr> <tr><td>Rydalmer Street</td></tr> <tr><td>Connaught Street</td></tr> <tr><td>Fitzroy Avenue</td></tr> <tr><td>Cadogan Street</td></tr> <tr><td>Olympia Parade</td></tr> </table>	Empire Street	Rydalmer Street	Connaught Street	Fitzroy Avenue	Cadogan Street	Olympia Parade	<p>BCC</p>	<p>Short-medium term ongoing</p>
Empire Street									
Rydalmer Street									
Connaught Street									
Fitzroy Avenue									
Cadogan Street									
Olympia Parade									

		<table border="1"> <tr><td>Runnymede Parade</td></tr> <tr><td>Stanfield Row</td></tr> <tr><td>Tates Avenue</td></tr> <tr><td>Ulsterville Avenue</td></tr> <tr><td>Ashley Avenue</td></tr> <tr><td>Dunluce Avenue</td></tr> <tr><td>Cromwell Road</td></tr> <tr><td>Rugby Avenue</td></tr> <tr><td>University Avenue</td></tr> </table>	Runnymede Parade	Stanfield Row	Tates Avenue	Ulsterville Avenue	Ashley Avenue	Dunluce Avenue	Cromwell Road	Rugby Avenue	University Avenue		
	Runnymede Parade												
Stanfield Row													
Tates Avenue													
Ulsterville Avenue													
Ashley Avenue													
Dunluce Avenue													
Cromwell Road													
Rugby Avenue													
University Avenue													
	(vi) Landlords to take responsibility for removal of rubbish at end of term clean-outs	<p>Phase 4 is under consideration but is not yet agreed or finalised at this stage.</p> <p>Raised by chair of IAG with LANI through their representation at IAG for all key dates- St Patricks, fresher's weeks and end of term etc</p> <p>BCC wrote to all landlords to promote proper disposal of and waste management arrangements at the end of term. This was supported by SNO's proactively patrolling the area</p>	Landlords	Short term Complete									

Recommended Action	Supporting Actions for Delivery	Comments	Responsibility	Timescale RAG Status
5. Improve safety in the area Lead Responsibility: DOJ	(i) Ministers to take forward policy on unit pricing of alcohol	Consultation from both DHSSP and DSD on this in 2012 around general alcohol control. DHSSPS commissioned further research in 2013 to model the likely impact of this in Northern Ireland. This report is expected in May 2014 and will inform DHSSPS decisions on future policy options. Also working with colleagues in Rol to consider impact of cross-border sales. DHSSPS also closely monitoring developments in England, Scotland, and Europe. Options/proposals for DHSSPS will be brought forward around Summer 2014 for consideration by Ministers.	DSD/DHSSPS	Short term Ongoing – via Safer Belfast Coordination Team
	(ii) Implement Fixed Penalty Notices for disorder offences; including, indecent behaviour (urination)	Complete - the implementation and use of the PND's are now fully adopted by officers and training cycles have been	PSNI/DOJ	Short term Complete

	in any street, road, highway or other public place or in any place to which the public has access; and being drunk in any road or other public place, disorderly behaviour, criminal damage or breach of the peace	completed. Routine issue of PND's occurs daily and during specific operations such as over the Fresher's period they can be utilised when appropriate. Example Freshers 2013 Operation 15/9/13 – 6/10/13 15 x Disorderly behaviour, 5 x Indecent behaviour, 2 Criminal Damage and 2 Breach of the Peace		
	(iii) Good Relations / shared space principles to be included in initiatives	Ongoing – PACT Aims in the newly adopted terms of reference specifically refer to “to build and improve local good relations and be as widely representative as possible”	IAG	Short Term Complete
	(iv) Tension Monitoring/Good Relations actions to be included in revised Implementation Plan	PEACE III funded Tension Monitoring project completed March 2015	IAG	Short Term Complete
	(v) Support the implementation of the Community Safety Strategy and the actions to address alcohol related anti-social behaviour	Action plans to deliver the Community Safety Strategy themes (including antisocial behaviour and alcohol) were submitted to Justice Committee and were agreed/published in Feb 2013.	IAG	Short term Complete
	(vi) Explore the commencement of provisions related to Dispersal Zones and alcohol consumption in designated spaces under article 68- 72 as per the Criminal Justice Order (2008).	<p>Dispersal zones were considered as part of the consultation on the draft NI Community Safety Strategy for 2012-17 but they are not an outcome in the final published strategy. Revision to the number of and powers of Councils post April 2015 will be a significant factor in any decision on implementation</p> <p>DOJ are engaging with PSNI to explore possible commencement of provisions in the 2008 Order re confiscation of alcohol in designated spaces. Fixed penalty notices for alcohol related offences are now operational.</p> <p>DOJ are currently exploring options for the possible commencement of the provisions in the 2008 Order re; confiscation of alcohol in designated spaces. Fixed penalty notices for alcohol related offences are now operational.</p>	DOJ	Medium term Ongoing
	(vii) Deliver on, and monitor progress with, the current themes in the Holyland Implementation Plan (<i>Alcohol, Policing, Student Behaviour, Holyland Management, Environmental</i>) and any refreshed plan, which will be informed by the Study recommendations.	<p>Implementation plan 2010-2013 signed off by IAG in September 2013 –actions complete or incorporated into routine/ongoing work programmes.</p> <p>Yearly updates/progress report presented to People Communities and Neighbourhood Committee.</p> <p>PACT meeting May 2015 agreed the following priorities for 15/16</p> <p>1 Improve the management of properties and tenants</p> <ul style="list-style-type: none"> Improve the physical management of properties 	IAG	Short Term Complete

		<ul style="list-style-type: none"> • Introduce a mechanism for behaviours to be included in tenancy agreements <p>2 Improve the environment</p> <ul style="list-style-type: none"> • Develop an agreed neighbourhood improvement plan • Focus on the front gardens and curtilage of properties • Streets and alleyways • Murals, artwork, seasonal dressings and signage <p>3 Transform contentious periods to positive activities</p> <ul style="list-style-type: none"> • Review the approach taken to manage contentions periods • Fresher’s Week • Halloween • St. Patrick’s Day 		
	<p>(viii) Ensure that the strategy for student housing and service provision supports the social cohesion and integration of students within local neighbourhoods.</p>	<p>Student community integration and social cohesion issues are included in the discussions and project brief for the development of the city-wide student housing strategy. Also within the context of discussion around the ‘ learning city’ theme as part of the master plan review there is a recognised need to ensure a positive image of the economic and social benefits the young population add to a vibrant learning city.</p>	IAG	Ongoing

Appendix 2

PBSA applications received 2013/14 – 2015

	Application reference Date received	Address	Proposal Description
1.0	Z/2013/0686/F July 2013 Applicant: Progressive Properties Ltd.	Mark Royal House, 70-74 Donegall Street, Belfast	X 45 beds & external terrace.
2.0	Z/2013/0925/O September 2013 Applicant : Yeung Hin Man	57-65 Sandy Row and 2 McAdam Park, Belfast.	X35 self contained student studios
3.0	Z/2014/0479/O April 2014 McNeill Properties	48-52 York street, Belfast.	X200 beds with retail at GF.
4.0	Z/2014/0902/PREAPP August 2014 Z/2014/1657/F Applicant: Patton Developments LLP	28-30 Great Patrick Street bounded by Little York Street to west, and Little Patrick St. to North.	X550 beds with GF retail, cafe and gym.

5.0	Z/2014/0992/PREAPP August 2014 Applicant: Allied Real Estate	Lands at York st. bound by Little Patrick St to Sth and Little York st. to the East.	X489 beds with GF retail.
6.0	Z/2014/1032/O August 2014 Applicant: Glenalpin St. Ltd	Site bound by Wellwood St. Glenaplin st. and Norwood St.	X391 beds and commercial car parking.
7.0	Z/2014/930/PREAPP August 2014 Applicant: Lacuna Belfast Ltd. Z/2014/ 1172/F – moved to 'Full'.	1A college Sq East, Belfast. 1A College Sq East, Belfast	X295 ensuite beds X119 studios (414 in total)
8.0	Z/2014/1669/F January 2015 Applicant: Mr. R Mulholland C.S. Suppliers (N.I.) Ltd 118-122 Royal Ave. Agent: Macrae Hanlon	118-122 Royal Avenue	Proposed change of use of upper floors from retail, offices and storage to student accommodation NB: no. of bedspaces not specified.

	Z/2015/0177/F March / April 2015 York Street No. 1 Ltd Turley Associates	Belfast BT15 1AB	building and erection of mixed use building with a ground floor retail unit 407 managed student accommodation rooms (with communal living rooms, kitchens) associated reception office facility, gym...
11.0	LA04/2015/0218/PAD May 2015 Applicant: UniCiti LLP Limux Rapnort LLP Agent: Turleys	Little Patrick Street (26-44) BT15	Erection of 11 storey building for 355 managed student accom. rooms with shared communal areas; external courtyard; other ancillary accom. including a reception/management suite and ancillary accom. including a reception/management suite and
12.0	LA04/2015/0215/PAD May 2015 Applicant: Slang Ltd. Agent: Andrew Nesbitt Architects	Lands bounded by Library Street, Stephen Street & Kent Street, Belfast BT1 2JJ	Demolition of existing warehouse of new purpose built student housing development comprising 430 student rooms in 84 cluster apartments with basement building and construction parking for 21 cars and 100 cycles and ancillary amenity &..
	LA04/2015/0315/PAD	Northside	Mixed use regeneration

	May 2015	incorporating", Clifton Street Gateway and Press/Library, Quarter, Belfast	proposals, including managed student accommodation, affordable housing and commercial units, car parking and ancillary accommodation.
13.0	LA04/2015/0432/PAD June 2015	24-30 College Street	9 storey, c. 320 student beds. Support facilities and bar, restaurant and cafe.
14.0	LA04/2015/0488/PAD June 2015	78-86 Dublin Road	Unspecified number of beds. Support facilities including retail at GF.
15.0	LA04/2015/0420/F July 2015	Land south of Franklin Street	c. 476 student beds. GF retail use. External courtyard, limited car parking.
16.0	LA04/2015/0559/PAD July 2015	81-87 Academy Street	Managed internship accommodation from persons across Europe. Unspecified no. of beds.

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Appendix 3

PACT Priorities 2015/16

PACT agreed to the following proposed priorities for action for 2015/16:

1 Improve the management of properties and tenants

- Improve the physical management of properties
- Introduce a mechanism for behaviours to be included in tenancy agreements

2 Improve the environment

- Develop an agreed neighbourhood improvement plan
- Focus on the front gardens and curtilage of properties
- Streets and alleyways
- Murals, artwork, seasonal dressings and signage

3 Transform contentious periods to positive activities

- Review the approach taken to manage contentions periods
- Fresher's Week
- Halloween
- St. Patrick's Day

Process to implement the Proposed Priorities for Action

These actions assume that the following processes are applied:

1. We increase an understand the makeup of the area i.e. who lives where
2. Communication and wider involvement of residents to help achieve widest possible participation

Planning session

An initial planning meeting was held on 19 June 2015 to put more detail around the priorities for action to be presented to PACT in June.

The following short term actions were agreed: **Actions in bold have already started**

What	Who	When
Interagency meeting to identify address that are consistently problematic	Keith Addy Rosie Hamilton	ASB Forum – 21 July 2015
Information to be provided from universities, noise team, PSNI, cleansing and community safety		
Planning Service meeting to discuss: 1. Attending PACT meeting in June to outline their role 2. Drafting correspondence about let by, let agreed and to let signs prepared	Sz UQBA/LANI/BCC	June
Correspondence distributed to landlords and letting agents		
Process to share information with landlords to be progressed	Sz	Long term
Process chart to identify how to access landlords using	Sz	Before July

current legislation, resources and restrictions		ASB Forum meeting
<p>Exercise to map who lives in WUA</p> <ol style="list-style-type: none"> 1. Access to digital model agreed 2. Information about status and occupancy of HMOs loaded to model 3. Information gaps filled 4. Uncategorised addresses contacted 	<p>UU HMO Unit UQBA/LANI SNOs</p>	<p>August October</p>
<p>Map the community infrastructure in WUA</p> <ol style="list-style-type: none"> 1. Locate community groups know to BCC (good relations, community development, community safety etc) 2. Get information from key community networks e.g. Round Table, Friendship Club, LORAG, Community Cohesion Group 3. Student organisations 	<p>Rosie Hamilton</p>	<p>August</p>
<p>Review communications that take place over the year that facilitate engagement in PACT, reporting, who to contact and what they will do</p>	<p>Rosie Hamilton</p>	<p>July</p>
<p>Update communications at key times to key audiences to make them more effective; including their promotion and use</p>	<p>Rosie Hamilton</p>	<p>Ongoing</p>
<p>Confirm whether the enforcement group that was established under John Corky in response to the Louise Brown report continues to exist</p>	<p>Sz</p>	<p>June</p>
<p>Undertake a graffiti blitz in August</p> <ol style="list-style-type: none"> 1. Explore the possibility of support from the probation board and cleansing services to look at removal off red brick areas 	<p>City Church UQBA etc Sz</p>	<p>August</p>
<p>Address end of term cleansing issues</p> <ol style="list-style-type: none"> 1. Advisory flyers distributed in area 	<p>SNOs</p>	<p>June</p>
<p>Address potential dumping issues that arise during renovations</p> <ol style="list-style-type: none"> 1. Letter drafted about renovation issues and appropriate disposal of waste 2. Correspondence distributed to landlords and letting agents 3. Proactive patrols to identify ongoing renovations to ensure builders are fully informed 	<p>Colin Booth UQBA/LANI SNOs</p>	<p>July/August</p>

Other, longer term ideas that were mentioned included:

1. Lobbying for alleygates
2. Looking at local recycling areas (with signposting to them)
3. Securing replacement bins
4. Introducing murals
5. Development of an integrated neighbourhood plan, with the possibility of “renewing the routes” type bid being submitted by UQBA/LANI

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Subject:	2015 BBC Sports Personality of the Year Awards
Date:	21 August 2015
Reporting Officer:	Lisa Toland, Head of Economic Initiatives & International Development,
Contact Officer:	Gerry Copeland, Head of City Events

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

1.0	Purpose of Report or Summary of main Issues
1.1	This report is to update Members on plans for Belfast's hosting of the 2015 BBC Sports Personality of the Year Awards.
1.2	In October 2014, Council agreed to back BBC Northern Ireland's bid to host this iconic sports awards ceremony in Belfast. It also endorsed £140,000 worth of Council finances is allocated to the project and in-kind event support via the Council's City Events and Sports Development Unit.
1.3	On Wednesday 29 April 2015, the BBC formally announced that Belfast was successful and that the event would be staged at the Odyssey Arena on Sunday 20 December 2015.
2.0	Recommendations
2.1	Members are asked to note the report.
3.0	Main report
	<u>Key Issues</u>
3.1	The BBC Sports Personality of the Year is one of the most iconic sports programmes

	<p>broadcast. The event has been staged annually for 60 years and in recent times has been taken to cities including Glasgow, Liverpool, Birmingham, Sheffield and Leeds, and now to Belfast.</p>
3.2	<p>The event will attract an audience in the Odyssey arena of around 7,000 people, with the audience members coming from both in and out-of-state locations and will take place on Sunday 20 December 2015.</p>
3.3	<p>It is envisaged that the project will make a major contribution to the local economy through accommodation requirements in the hotels in the city and beyond, and through the purchasing of local services and products to support the production of the event. The event also gives the city the opportunity to present itself in a very positive light to an audience of over ten million viewers via BBC's various broadcasting channels, including BBC 1, BBC Digital and BBC Radio 5 Live.</p>
3.4	<p>Public tickets will be sold by the BBC and details of these arrangements will be announced in due course. As public partner, Belfast City Council will be allocated tickets for the event.</p>
3.5	<p>The Council's City Events and Sports Units have met with the BBC Sports Personality of the Year team to develop a series of 'lead in' events built around sports development. The aim of this will be to celebrate sport across the city and look to inspire further interest, by Belfast residents, in getting actively involved in sport. The BBC has indicated that major partnerships are already in place with Blue Peter and the Youth Sports Trust to make this happen.</p>
3.6	<p>The proposed outreach programme will start in the autumn, via schools and clubs, who have engaged through the Council's sports development initiatives. A range of 'come try-it' sessions will take place from October to November, culminating in a showcase event on the 17 and 18 December 2015. It would be anticipated that BBC NI will highlight the outreach programme, while BBC National will include elements of the 17 and 18 December event in the BBC Sports Personality of the Year live broadcast.</p>
3.7	<p>It is proposed that, if possible, the culmination event should be planned for the Council's new facility at Girdwood and involve the installation of a temporary geo-dome on the 4G pitch and use of the new sports hall at the complex. This event would also be aligned with Council's annual Sports Conference and it would be hoped that key - note speakers from the world of sport would take part. Costings for this event and the lead-in outreach elements would primarily be funded within the annual Lord Mayor's event initiative budget</p>

	and details are provided below under Financial and Resource Implications.
3.8	<p><u>Financial & Resource Implications</u></p> <p>Council has agreed to commit £140k towards the Sports Personality of the Year production at the Odyssey Arena. The outreach funding would come from the Council agreed £80,000 connected to the annual Lord Mayor’s event. In previous years this event has ranged from multi-culture days at City Hall through to schools’ sports events at the Mary Peter’s Track. Final costings for this element have yet to be confirmed, but further details will be brought back for Members attention in September 2015.</p>
3.9	<p><u>Equality & Good Relations Implications</u></p> <p>Belfast City Council Officers will work with the BBC to ensure that all sections of society in Belfast are involved with the associated outreach programmes.</p>
4.0	Appendices – Documents Attached
4.1	None.

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Subject:	International Linkages Update
Date:	12 August 2015
Reporting Officer:	Lisa Toland, Head of Economic Initiatives & International Development,
Contact Officer:	Laura Leonard, European Unit Manager

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

1.0	Purpose of Report or Summary of main Issues
1.1	<p>The purpose of this report is to:</p> <ul style="list-style-type: none"> – Update Members on a number of planned activities under the council's International Relations Framework. – Seek approval for the use of resources towards the delivery of the respective events and activities, within the approved Departmental budgets.
2.0	Recommendations
2.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> – Consider and agree the council's engagement in the Sister Cities International Summit in April 2016, up to a value of £10,000, and to host the sister cities of Nashville and Boston as part of this event. – Agree council support for the Youth Transformation Project, up to a value of £40,000. – Agree to support a small dinner reception for the New York City legislators as part of a visit to Belfast in October 2015, at a cost of no more that £3,000, to be hosted by the Chair of City Growth and Regeneration Committee. – Approve a budget of £10,000 towards travel, accommodation and event hosting costs as part of the January 2016 Tech Mission visit, including attendance by the

	Lord Mayor and a designated Officer.
3.0	Main report
3.1	<p><u>International Sister City Event, April 2016</u></p> <p>Belfast City Council, along with 62 other Irish and Northern Irish local authorities who have US-based sister city and partnership linkages, have been invited by the cities of Dublin and San Jose to participate in an international summit to take place in Dublin in April 2016. This event will celebrate Northern Ireland / Ireland – US connections, including the role that these relationships have played in supporting sustainable economic growth on the island of Ireland.</p>
3.2	<p>The Dublin event will take place over two days, from 22 to 23 April 2016. It is proposed that sister cities in Northern Ireland and Ireland will host their partner cities either before or after these dates. In the case of Belfast, this would involve issuing invitations to the Mayors of Nashville and Boston to attend the Dublin event and to come to Belfast for a series of meetings in advance or after of the Dublin event. Depending on the composition of the in-bound groups, the visit to Belfast will involve a series of one to one meetings with relevant individual groups as well as opportunities to update the delegations on wider corporate and city developments. It will also offer an opportunity to re-focus the individual linkages with Boston and Nashville to ensure maximum benefit.</p>
3.3	<p><u>Belfast – Boston Youth Transformation Project</u></p> <p>As part of the sister city linkage with Boston established in 2014, the theme of youth engagement emerged as a priority for potential collaboration between the cities.</p>
3.4	<p>In the course of a number of preliminary visits and engagements between the cities, the North Eastern University (NEU) and the Irish International Immigrants Centre in Boston have proposed to develop a two city Youth Transformation Project.</p>
3.5	<p>The overarching aim of the proposed project is to encourage and empower a small group of young, unemployed, men and women from Belfast and Boston to be future leaders in their communities, and to work toward building an inclusive and participatory society in both cities.</p>
3.6	<p>Both cities experience disadvantage, intolerance and friction. This project seeks to facilitate integration and transformation: not only of the young participants and how they view themselves in society but also of how systems deal with young people in need.</p>

3.7	The target group in mind are those who are not only unemployed but equally have the potential to become change leaders in their community.
3.8	<p>The main elements to this project are:</p> <ul style="list-style-type: none"> – A reciprocal visit of 7 days duration for 12 young people from each city. – Enabling participants to visit key agencies in both cities such as the police, the judicial and justice systems, community leaders, and educational establishments. – To document reflections, learning, and develop recommendations and pilot initiatives for consideration by both cities in respect to meeting the needs of young people who experience inequality. – Each participant will be expected to present their learning to a group of their peers (no less than ten).
3.9	The project has, as its projected timeframe, an outward visit of Belfast young people in October 2015 with an inward visit occurring in February/March 2016. Project findings would be compiled by May 2016. It is anticipated that the overall programme will require a budget of £80,000 with a request from Council for £40,000.
3.10	<p>NorthEastern University, in partnership with the Irish International Immigration Centre, are the Boston partners for this initiative and Belfast City Council is currently undertaking exploratory discussions with local stakeholders including the 174 Trust, Springboard, Probation Board NI, PSNI, Stratagem, Youth Justice Agency and Belfast Metropolitan College to identify young people and become partners.</p> <p><u>Visit by New York legislators</u></p>
3.11	Members will be aware that the second Belfast Homecoming conference will take place in Titanic Belfast from 7 -10 October 2015. The event will attract around 150 key diaspora from the business, legislative and political world to hear about the development and investment opportunities in the city.
3.12	As part of the conference event, a group of 20 New York legislators and 10 prominent New York business and community leaders will visit the city and engage in a range of side meetings with key contacts.
3.13	Given the importance of the legislators group, it is proposed that a small dinner reception

	<p>is held for the group on the evening of 7 October. This will offer an opportunity to test out some of the preliminary work on the Belfast positioning activity and to promote the key city centre development opportunities. It will also help promote the narrative of Belfast as a city that is open for business and that is already home to a significant and growing stock of US-based investment.</p> <p><u>Tech Mission 2016</u></p>
3.14	<p>Belfast City Council has supported, along with INI and NISP Connect, the two previous Northern Ireland Tech Missions (October 2013 and December 2014) which helped locally based businesses to develop and showcase themselves as part of a Northern Ireland contingent to San Francisco and Palo Alto. Participating businesses have traditionally been aligned to the creative and digital industry sector.</p>
3.15	<p>Tech Mission 2014 identified five new business leads, one new client was secured by a participant business, a collaborative project was developed between a business and US Department of Veterans Affairs and two companies expanded their operations in the US market. A comprehensive civic itinerary was also undertaken by the Lord Mayor who participated in the San Francisco element of the mission which further enhanced Belfast's position in the global marketplace and provided increased learning with regards to creative hubs, physical regeneration, engagement with NI diaspora, place positioning in the US market and citizen focused initiatives, for example tackling homelessness.</p>
3.16	<p>An opportunity exists for Council to support the Tech Mission in 2016, in partnership with Invest NI and NISP CONNECT. The suggested dates for the Tech Mission are 18 – 22 January 2016, with the proposed visit once again including Silicon Valley and San Francisco. The Trade Mission will include representatives from partner organisations and a delegation of up to 20 local tech companies. Businesses selected to participate on the mission will be through a competitive application process. An open call for applications will be issued by Invest NI to all tech companies in Northern Ireland and submissions will be scored by a panel made up of Council, Invest NI and NISP CONNECT. It should be noted that due to the fact Invest NI is assisting with the financial contribution to local companies, this does not guarantee all businesses will be based in Belfast.</p>
3.17	<p>The draft elements of the 2016 Tech Mission programme include:</p> <ul style="list-style-type: none"> – A “Creative Belfast” event held in San Francisco on the first day of the mission. This will be the Council's main business event of the mission and will be held in

	<p>partnership and financially supported by the Northern Ireland Bureau in Washington. The purpose of this event will be to provide participants with an opportunity to pitch and network with investors and companies from the area but will also act as a platform from which to promote Belfast as a world class hub for creativity and innovation.</p> <ul style="list-style-type: none"> – Delivery of a market access programme to participating companies prior to travel, to help identify key business contacts and opportunities on the west coast. Access to this support will also be available to other Belfast based creative digital businesses not participating on the 2016 mission, to help prepare them for potential attendance and future trade missions. – Opportunities for businesses to participate in a number of showcase events and a series of one to one meetings with potential clients based in the United States.
3.18	<p>As with the 2014 Tech Mission, it is recommended that the Lord Mayor of Belfast help lead the mission by hosting pitching and networking events for the delegation, accompanied by one member of staff. In addition, a civic programme will be developed and aligned to researching business incubation centres (Greenstart, Sandbox Suites and Matter Incubator), business development programmes (San Francisco Small Business Development Centre), Green/Clean Tech business growth initiatives and employability and skills programmes (San Francisco Platform to Employment P2E).</p>
3.19	<p><u>Financial and Resource Implications</u></p> <p>It is estimated the Council participation will incur the following budgetary costs:</p> <ul style="list-style-type: none"> – Boston – Belfast Youth Transformation Project - £40,000. – Sister Cities International Summit and programme - £10,000. – Visit by New York legislators – Welcome reception - £3,000. – Tech Mission - £10,000 (travel, accommodation and event hosting). The mission has secured \$10,000 financial commitment from The Northern Ireland Bureau in Washington to support the delivery of the “Creative Belfast” event. Invest NI have agreed to support up to 50% of travel and accommodation costs for the participating businesses and the delivery costs associated with the market access programme.
3.20	<p><u>Equality and Good Relations Implications</u></p> <p>No specific equality or good relations implications.</p>
4.0	Appendices – Documents Attached

4.1	None
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Subject:	Proposals for visual arts capital infrastructure - Update
Date:	12 August 2015
Reporting Officer:	Lisa Toland, Head of Economic Initiatives and International Development
Contact Officer:	Eimear Henry, Assistant Tourism, Culture and Arts Manager

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

1.0	Purpose of Report
1.1	The purpose of the report is to provide Members with an overview of a number of proposals that have emerged in recent months relating to options for the development of visual arts capital infrastructure in Belfast.
2.0	Recommendations
2.1	Members are asked to: <ul style="list-style-type: none"> – Note the contents of this report and the stage that each of these proposals is at. – Agree that officers should continue to engage with key stakeholders, providing further updates to Council as required, focusing on how these align with a number of wider strategic objectives to support city centre regeneration, cultural development and tourism growth in the city.
3.0	Key issues
3.1	Members will be aware that there have been references to a major city centre museum or gallery attraction in a number of recent Council strategies. The City Centre Regeneration Strategy and Investment Plan indicates that: “...serious thought should be given to the opportunity to create a second star attraction, preferably by making use of a piece of Belfast’s built heritage. One promising opportunity that should be explored is a

	<p><i>contemporary visual art museum with both local and global programming. Modern art has proved a strong draw in other cities – local content could give it a special edge.”</i> Similarly the Integrated Tourism Strategy for Belfast 2015-2020 identifies the theme of Contemporary Art and Design and points to the need for a city centre-based attraction of international quality.</p>
3.2	<p>In parallel, a number of organisations and partnerships have been working on proposals to develop a range of visual arts infrastructure proposals. Given the references in the strategic documents outlined above, the majority of the organisations involved have engaged with the Council as a consultee – and often as a potential funder – to consider strategic alignment and to identify whether the proposals meet the ambitions set out in these documents.</p>
3.3	<p>Two proposals have now completed economic appraisals. These are:</p> <ul style="list-style-type: none"> – Visual Arts Hub proposal – Regional Art Gallery proposal.
3.4	<p>However there are also a number of other proposals that are at varying stages of development. These include:</p> <ul style="list-style-type: none"> – The development of Riddel’s Warehouse, Ann Street by Hearth/RUA – Future developments in film exhibition and cinema – Future developments in the provision of artist studios in Belfast – Development proposals at Ulster Museum.
3.5	<p>These proposals draw on the desire for the development of visual arts infrastructure in Belfast. It is proposed that the Council should continue to be involved in plans as to how best to support this sector and discuss with the Arts Council the potential development of a Visual Arts Strategy in line with other art form strategies currently in place. Agreed objectives will be reflected in the new Cultural Framework Action Plan 2016-2020. In relation to the alignment of these proposals to Tourism and City Centre Regeneration priorities these proposals should be considered in the further assessment of the need and demand for an art gallery initiative and to help shape any future development of the concept.</p>
3.6	<p><u>Visual Arts Hub proposal</u></p> <p>At a meeting of the Development Committee held on 4 September 2012, approval was given to support a feasibility study into visual arts hub in the city. This research was jointly funded by the Arts Council of Northern Ireland (ACNI) and examined a proposal to relocate a</p>

	<p>number of independent organisations within one building creating a hub and contemporary gallery space. The lead organisation responsible for commissioning this work was Golden Thread Gallery (GTG).</p>
3.7	<p>GTG is a visual arts gallery that delivers three different programme strands:</p> <ul style="list-style-type: none"> – Audience development – hosting exhibitions in two in-house exhibition spaces – Profiling and support – undertaking touring exhibitions, international art fairs, representation and mentoring – Participation – education and outreach including talks, tours, workshops and the award-winning “Draw Down the Walls” project.
3.8	<p>Golden Thread Gallery is the largest dedicated visual arts client supported by the Tourism, Culture and Arts Unit, receiving £30,208 core multi-annual funding. In addition, the organisation is in receipt of a one-off £95,000 grant from Creative and Cultural Belfast fund to deliver the “Draw Down the Walls” project. In 2015, GTG was one of two Belfast galleries accepted on to the PLUS Tate programme. This is an affiliate programme involving thirty five cultural institutions across the UK with the aim of expanding Tate’s reach and increasing public access to major collections of international modern and contemporary art.</p>
3.9	<p>The findings of the feasibility study were presented to the Development Committee in June 2014. In summary, these identified that a strong case could be made for the relocation of a number of organisations however the most likely partnership emerged between contemporary art and cultural cinema. The study did highlight the need for further audience research to determine the level of market demand for such a proposal. The committee subsequently agreed to provide further funding to Golden Thread Gallery to move towards an economic appraisal of the proposal (also co-funded by ACNI). The focus of this work was to build on the feasibility study and assess the viability of a proposal that included:</p> <ul style="list-style-type: none"> – The relocation of Golden Thread Gallery – A large-scale contemporary art gallery – A permanent collection of art from the late 1960’s to the present – A mixed-use space: community and outreach – Cultural Cinema: 4 screen art-house cinema – Café/bar and retail space – Office accommodation for external use – Storage space.

3.10	<p>The appraisal concluded that the optimal configuration was a flagship city centre venue incorporating contemporary art and cultural cinema. Two potential sites were identified: the Jameson & Green building on Ann St or as part of Northside Development in the Cathedral Quarter. The spatial requirement was measured at around 3,000 sq.metres.</p>
3.11	<p>The total capital costs of this project were calculated at just under £9million with an ongoing annual revenue funding requirement of £600,000. It was estimated that this new venue would be expected to attract in excess of 250,000 visitors each year. The appraisal does not detail the potential funding sources for either the revenue or capital funding but the lead organisations have now been using this work as a basis for discussion with potential funders.</p>
3.12	<p><u>Regional Art Gallery</u></p> <p>For a number of years, the Arts Council of Northern Ireland has sought to develop a proposal for a Regional Art Gallery for Northern Ireland. This is clearly articulated in their current five year strategy 2013-2018 “Ambitions for the Arts”. In 2014, the Department for Culture, Arts and Leisure (DCAL) approved an economic appraisal of this proposal to be carried out by the Strategic Investment Board (SIB).</p>
3.13	<p>The Strategic Investment Board has now completed a draft economic appraisal responding to the proposition that: “Culture and arts are increasingly acknowledged as significant catalysts in urban regeneration with the development of art museums and galleries acting as major economic anchors. They provide a powerful iconic symbol and make inner cities attractive and cultured places for business and tourism, bringing economic benefits. Despite this, Northern Ireland lacks a comparable major gallery dedicated to the visual arts. A new space is needed to show the indigenous collections of Irish and Northern Irish art, held in trust on behalf of our citizens. These collections in public ownership, including the collection of the Arts Council, represent a rich, unexploited resource deserving of a new dedicated gallery that will establish the credentials of Northern Ireland as a global centre for the visual arts.”</p>
3.14	<p>The proposal is for a new art gallery that would house the unique collections of Irish and Northern Irish art held by the Arts Council and National Museums Northern Ireland (NMNI). The report categorises the art collections as follows:</p> <ul style="list-style-type: none"> – Historic art collections relating to art produced before the 1900 – Modern art or Modernism is the term given to the succession of styles and

	<p>movements in art and architecture which dominated the Western culture from the 1900 up to the 1960's</p> <ul style="list-style-type: none"> – Contemporary art is defined as art produced in our lifetime or it is sometimes referred to as art produced by living artists and there is an overlap between the end of modern art and the start of contemporary art.
3.15	<p>The proposed project focuses on increasing access to historic and modern collections. The report does acknowledge that the National Museums of Northern Ireland are also preparing a strategy for consideration on how to increase accessibility of existing collections.</p>
3.16	<p>The preferred option identified by this appraisal is a two-site approach in Belfast and Derry-Londonderry with the site options in Belfast being the Northside development or Queen's Quay.</p>
3.17	<p>The capital costs of this proposal vary considerably depending on the model adopted. The Northside development is calculated at just under £10million with ongoing revenue costs of £4.7million to include a rental payment to the private developer. The other site option Queen's Quay includes outright capital costs of £32million with ongoing revenue costs lower at £4million as there would be no ongoing rental fee. The spatial requirement is 5000 sq. metres. It is estimated that this new Belfast venue would attract 500,000 visitors in year 1 with 250,000 per annum thereafter. At this point in time, no funding commitments are in place for either the capital investment or for ongoing running costs, however, the appraisal identifies a proposed annual funding contribution of between £1.2m and £1.7m from Belfast City Council.</p>
3.18	<p>The other proposals relating to visual arts infrastructure include:</p> <p><u>Riddel's Warehouse – Hearth/RUA project</u></p> <p>A listed building in Ann Street, Riddel's Warehouse, has been purchased by Hearth with support from charitable trust, Ulster Garden Villages. Hearth is involved in the acquisition and restoration of heritage assets at risk. It has access to a Revolving Fund which is used to restore buildings of importance which would otherwise be lost.</p>
3.19	<p>Hearth is working in partnership with the Royal Ulster Academy (RUA) to develop this building into a centre that would include galleries and exhibition space for the Diploma Collection of RUA. An estimated investment of £2-3 million is required to restore the building. While there has been some engagement with Council officers on the proposals,</p>

	<p>there is limited detail on ongoing cost commitments and no formal requests for support have been presented to the Council at this point.</p>
<p>3.20</p>	<p><u>Proposed Film Exhibition</u></p> <p>British Film Institute (BFI) and Northern Ireland Screen are currently reviewing cinema provision in Greater Belfast. While this may not be considered visual arts in the same way as the other proposals listed, it does have the potential to impact the project brought forward by Golden Thread Gallery as this included a four screen cinema as part of the overall scheme. The proposal identifies that the vision of the film centre is “to have a cultural cinema complex in central Belfast that acts as the focal point for the burgeoning screen industry in Northern Ireland; as the central hub for Northern Ireland’s already world class film education; and, primarily, as a cultural cinema with double the capacity of the QFT, catering for 200,000 cinema goers a year of all ages and backgrounds.”</p>
<p>3.21</p>	<p>It is proposed that the Belfast Film Centre would also facilitate and house Nerve Belfast, the Creative Learning Centre in Belfast and become the administrative and delivery home for the Belfast Film Festival, Into Film, Creative Skillset and Northern Ireland Screen. This work is at a very early stage and therefore there is no detail at this point on costs, proposed location or building content/configuration. Likewise, it is not possible to make any estimate of possible capital or revenue costs.</p>
<p>3.22</p>	<p><u>Artist Studios</u></p> <p>A separate challenge to the future of visual arts in Belfast has been identified as the state of artist studios. At a meeting of Development Committee in June 2014, the committee agreed to grant one of the city’s current studio providers – Flax Arts Partnership – funding to support a feasibility study. Funding from the Arts Council of Northern Ireland was also secured to examine the shortage of studio provision in the city as well as poor working conditions and long waiting lists in many workspaces. The feasibility study will identify the need for the best solution and future sustainability for the city and examine potential options across Belfast focusing on the regeneration of existing sites and buildings. Work is due to be completed on this study in September 2015.</p>
<p>3.23</p>	<p><u>Ulster Museum development proposals</u></p> <p>The Ulster Museum has indicated the possibility of expanding gallery space at their Botanic Gardens site however no further information is available at this stage.</p>

3.24	It is clear that not all of these proposals will come to fruition and at present a funding package is not in place for any of them. Therefore Council Officers will continue to engage with the project promoters and, at the stage which viable projects are developed, further reports will be brought back to Committee.
3.25	<u>Financial & Resource Implications</u> There are currently no financial implications to this report.
3.26	<u>Equality or Good Relations Implications</u> There are no Equality or Good Relations implications.
4.0	Appendices – Documents Attached
4.1	None.

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Subject:	Cultural Framework for Belfast – Progress Report
Date:	12 August 2015
Reporting Officer:	Lisa Toland, Head of Economic Initiatives and International Development
Contact Officer:	Eimear Henry, Assistant Tourism, Culture and Arts Manager

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

1.0	Purpose of Report
1.1	The purpose of this report is to give an update on progress on the Cultural Framework for Belfast 2012 to 2015 and seek permission to develop a new Action Plan for implementation from 2016 to 2020. Approval is also being requested to open the core multi-annual funding programme for arts and heritage organisations.
2.0	Recommendations
2.1	Members are asked to: <ul style="list-style-type: none"> – Note the contents of this report and agree to the development of a new action plan for 2016 to 2020 to support the Cultural Framework for Belfast – Agree to open Core multi-annual funding for arts and heritage organisations 2016 to 2020 in September 2015.
3.0	Key issues
3.1	<u>Cultural Framework for Belfast</u> At the September 2012 meeting of the Development Committee, the Cultural Framework for Belfast 2012-2015 was agreed. A significant programme of public engagement and consultation was carried out in the development of the framework. While the activities agreed covered a three year work programme, the framework established a longer-term vision to 2020 that was:

	<p>“Everyone in Belfast experiences and is inspired by our city’s diverse and distinctive culture and arts. Arts and heritage are valued for enriching quality of life and creating wealth, and the city’s culture and creativity is renowned throughout the world”.</p>
3.2	<p>The vision was supported by four strategic themes, namely:</p> <ol style="list-style-type: none"> 1. Distinctly Belfast 2. Inspiring communities 3. Attracting Audiences 4. Strengthening the sector.
3.3	<p>The Framework recognised that culture and arts make a vital contribution to the city, helping to improve quality of life, driving the economy and making Belfast a shared and welcoming city.</p>
3.4	<p>Since the introduction of the framework, the council has invested significant resources in a range of arts and heritage organisations through its various funding mechanisms. Funding schemes total an annual investment of £1.83million in the sector. This represents an increase of 25% on the budget available in the year before the introduction of the new framework. Council budgets have remained constant during this period while other funding partners have reduced their budgets significantly over the period.</p>
3.5	<p>The breakdown of the direct investment package for the Cultural Framework for Belfast 2012 to 2015 has included:</p> <ul style="list-style-type: none"> – £4.1m in 52 arts and heritage organisations through core multi annual funding – £176,000 through PEACE III in 11 community arts Creative Legacies projects – £180,000 invested in 12 large festivals through the PEACE III City of Festivals Programme – £480,000 in over 100 arts and heritage projects – Supporting nearly 100 community festivals in partnership with Department of Culture Arts and Leisure, with funding of over £400,000 – Developing a new fund, Creative and Cultural Belfast, worth £900,000 in partnership with Arts Council of Northern Ireland. This has resulted in 7 large scale Creative Belfast projects.
3.6	<p>Other Cultural Framework achievements to date include:</p>

	<ul style="list-style-type: none"> – Developing an Outcomes Framework called “Art Affects”, to identify, measure and evaluate the impact arts has on the city. Over 125 people from 80 organisations were involved in the development of this framework and will link into the implementation to help develop better measurements around the impact of cultural investment – Developing our European links and hosting the Eurocities Culture Forum in 2014, with 72 delegates attending, from 54 European cities – Supporting the visual arts, festivals and heritage sectors through forums and action plans – Creating the business support and development programme, ‘Strengthening the Sector’ which helps to develop the cultural sector and includes mentoring and training – New partnerships with Audiences NI, Community Arts Partnership and Voluntary Arts Ireland were developed to provide support across the sector – Supporting the music sector through Belfast Music Week; Output, a music industry conference; and Inside Out, outdoor music performances – Developing international reputation with events such as the From Belfast to Bolshoi exhibition – Supporting the 400th anniversary celebrations of Belfast being given a town charter.
3.7	<p>A full evaluation of the current, three year action plan will be completed at the end of this year. In anticipation of this work, and building on the achievements and lessons learned from activities undertaken to date, Members are asked to approve the development of a new action plan for the period 2016 to 2020 in line with the long term vision of the framework and the four strategic themes identified.</p>
3.8	<p>The process for developing this new Action Plan 2016 to 2020 will include:</p> <ul style="list-style-type: none"> – Review of current Action Plan (2012 to 2015) – Focused consultations with key partners and interested organisations on the following areas of work: <ul style="list-style-type: none"> – Funding: reviewing current funding – Place and heritage: place making and engagement with Belfast’s heritage – People: developing, supporting and retaining talent – Communities: building capacity among local communities – Global connections: role of culture in international branding of Belfast – Audiences: increasing engagement of audiences with culture, arts and

	<p>heritage</p> <ul style="list-style-type: none"> – Events: supporting the delivery of events and festivals.
3.9	<p>A draft action plan will be presented to this committee in November 2015 and, subject to endorsement, the plan will be issued for a full public consultation. On completion of the consultation phase, a revised draft of the Action Plan will then be presented to the committee for final approval, by March 2016.</p>
3.10	<p><u>Core multi annual funding programme</u></p> <p>One of the targets of the Cultural Framework was to streamline and simplify our funding processes by December 2012. In April 2013, core multi-annual funding (CMAF) replaced the previous Annual Funding and Multi-annual Funding programmes.</p>
3.11	<p>The purpose of the new core multi-annual funding was to support core costs and associated programme costs, offering longer term sustainability for Belfast-based arts or heritage organisations that have full time staff and ongoing annual costs, and that produce work which substantially benefits the city.</p>
3.12	<p>Organisations were invited to show how their planned programme for 2013 to 2016 was aligned to the themes of the Cultural Framework, of which the theme of ‘Distinctly Belfast’ was central.</p>
3.13	<p>Assessments were made only on the basis of information supplied by the applicant within their submission. This included the application form, programme of activities and supporting documentation such as business plans and strategies. Assessors considered the strategic fit of the proposed programme against the framework. Sixty five applications were assessed with 52 organisations receiving core funding totalling £1,372,830. The total request for funding was £2,345,231 which was substantially more than the budget available. A list of organisations receiving funding in the period 2013-16 is included in Appendix 1.</p>
3.14	<p>In the period to date, core funded organisations have provided an extensive programme of activities in Belfast with many exceeding their projected targets. These include an annual average of:</p> <ul style="list-style-type: none"> – 4,735,867 audience numbers – 204,352 participants

	<ul style="list-style-type: none"> – 18,863 individual artist contracts – 86,203 volunteer hours. <p>A full summary of programme outputs is included in Appendix 2.</p>
3.15	<p>In light of the positive evaluation statistics emerging from the first two years of CMAF, it is proposed that a new core funding programme is opened for the period 2016-2020. This longer funding period will align with the end of the new Cultural Action Plan, the overall Cultural Framework and the timescale for the Integrated Tourism Framework. Funding will be subject to budget being available annually.</p>
3.16	<p>As the vision of the framework and the four key themes were to remain intact until 2020, it is proposed that the assessment criteria for core multi-annual funding should remain largely unchanged. The criteria for the period 2013-16 are included in Appendix 3.</p>
3.17	<p>In recognition of the fact that the council boundary for Belfast changed in April 2015 and that this core funding programme is an open and competitive process, there will be an extensive programme of engagement and promotion in order to ensure that all eligible organisations have an equal opportunity to apply. This will include:</p> <ul style="list-style-type: none"> – Public advertisements via newspapers and websites – Email notifications – General Information Sessions – An offer of one to one advice session to any potential applicant with a Tourism, Culture, Arts & Heritage officer.
3.18	<p>It is hoped that the council will be able to maintain and potentially increase the level of funding available through this programme. In the period to date, organisations have successfully generated 45% of their income from non-grant sources making a vital contribution to Belfast’s economy. On average the core grant received from Belfast City Council amounted to 4% of an organisation’s turnover. This means that it is critical that the Council works with other funding partners to identify the optimal support mechanisms and approaches for the sector in order to maintain the positive benefits that can be accrued from investment in the arts.</p>
3.19	<p><u>Financial and Resource Implications</u></p> <p>There are no direct financial resource implications at this time. The recommendations for</p>

3.20	<p>funding will be presented to Committee for approval in January 2016 and will be subject to agreed budgets for subsequent years.</p> <p><u>Equality or Good Relations Implications</u></p> <p>The current Cultural Framework and Action Plan have been subject to a full Equality Impact Assessment. A further Equality Screening will be carried out on the new Action Plan.</p>
4.0	<p>Appendices – Documents Attached</p>
4.1	<p>Appendix 1 – Cultural Framework - List of Core Funded Organisations 2013-2016</p> <p>Appendix 2 - Cultural Framework - Outputs from Core multi-annual funding programme</p> <p>Appendix 3 - Cultural Framework - Core multi annual funding programme criteria.</p>

Appendix 1: List of core multi-annual funded organisations 2013-2016

Organisation Name	Programme Description	Amount recommended per year
Aisling Ghéar	Aisling Ghéar will tour a bilingual production in Belfast and across Europe; tour a Belfast focused production within diverse Belfast venues; create a new disability focused project and a series of comedy sketches; take part in local festivals; develop a new international cultural project and a new commission. They will also continue work on an outreach project in East Belfast and a drama training project.	£6,000.00
An Cultúrlann	Cultúrlann is a multi-purpose arts and cultural centre which promotes access to the arts and the Irish language. It creates opportunities for local residents and tourists to experience Irish culture and produces a multi-disciplinary programme of arts events catering for Irish speakers of all levels and age groups, and targets non Irish speakers to introduce them to Irish language and culture.	£39,000.00
An Droichead	An Droichead serves south and east Belfast communities, offering a diverse programme of Gaelic and traditional arts. The vision is to develop the largest, most diverse Irish language and cultural community in Ireland.	£25,000.00
Andersonstown Traditional & Contemporary Music School	The programme aims to deliver classes in traditional and contemporary styles, using community facilities and partner groups throughout the city. They propose to deliver public performances throughout the city, put pupils through exams if required, strengthen music tourism activities and develop the Irish traditional orchestra.	£4,000.00
Arts & Disability Forum	Arts and Disability Forum is an arts venue in the city centre with an exhibition space. It provides sector development, including maintenance of EU connections, information, skills training and an awards scheme. It also runs a disability arts festival and outreach programme.	£12,000.00
Arts For All	Arts for All is a gallery space and arts venue based in north Belfast. As well as running their gallery, they will deliver summer schools and a range of training and projects, including looking at the history of the port through the medium of textiles.	£10,000.00
ArtsEkta	ArtsEkta works to enhance the practice, understanding and appreciation of ethnic arts within an artistic, social and educational context. Their programme features a combination of outreach, festivals and artistic development initiatives.	£30,000.00

Appendix 1: List of core multi-annual funded organisations 2013-2016

Beat Initiative	The Beat Initiative programme will encompass training, leadership skills and international connections and exchange in carnival arts; drumming, music and dance training, workshops and performance and large scale carnival events in Belfast city centre.	£40,000.00
Belfast Community Circus School	Belfast Community Circus School will provide opportunities for participation and performance in circus and street theatre, helping to bring about enhanced self-esteem and confidence in those who take part, and contributing economic and tourism benefits to the city.	£38,000.00
Belfast Exposed	Belfast Exposed will continue to promote photography as a significant art form through exhibition, publications and engagement with local communities and schools, by developing photography skills in the community and through community participation in research and development of new work.	£25,000.00
Belfast Festival at Queen's	Belfast Festival at Queen's aims to 'provide the best total arts experience in Ireland, portray a positive image of Belfast and act as a catalyst for creative initiatives'. They will continue to provide a platform for events and productions of international quality as well as act as a showcase for local talent.	£39,000.00
Belfast Film Festival	The Belfast Film Festival 2013 will comprise 11 days of films, premieres, special events, workshops, master classes and other programme activity. More than 120 films and events will take place in a range of venues across the city. Their wider year-long programme includes involvement in Culture Night, a Halloween Film Night and the Outburst Film Programme.	£28,000.00
Belfast Photo Festival	Belfast Photo Festival's biannual festival will run in a wide range of venues. There will also be activity throughout the year and, in particular, in the interval years, supporting the development of photographic capacity and engaging with communities.	£8,000.00
Black Box	As a leading alternative venue for use by festivals, community groups and individuals in the Belfast area, the Black Box will host over 300 events, significant festival activity and over 40,000 visitors.	£23,000.00
Bruiser Theatre Company	Bruiser will have two major productions in 2013/14. They will also participate in the Pick'n'Mix festival and carry out three intensive theatre summer schools, a regular Graduate Academy at the MAC, teacher training, schools workshops, mentoring and internships.	£18,000.00

Appendix 1: List of core multi-annual funded organisations 2013-2016

Cahoots NI	Cahoots will deliver a diverse programme for 2 to 11 year olds and a family market, including new writing and creative partnerships, productions, outreach, touring and innovative developments with education and healthcare sectors.	£16,000.00
Cathedral Quarter Arts Festival	The main focus for the Cathedral Quarter Arts Festival in 2013 will be the delivery of its main festival in May, which will have 140 events. The festival aims to broaden the appeal of the arts, present events in accessible, centrally located venues, showcase the best of emerging talent and contribute to the development of culturally led regeneration in the Cathedral Quarter. They will also deliver the Out to Lunch festival each January.	£39,000.00
Cinemagic	Cinemagic will use film, television and digital technologies through screenings, workshops and other participative opportunities to educate, motivate and inspire young people. In 2013, activities will include two festivals.	£20,000.00
Community Arts Partnership	The Community Arts Partnership provides a range of services to individuals, communities and organisations. It offers a core arts workshop programme with seven project strands, fee-paying workshops and wide-ranging support for the sector which includes advocacy, information services, research, platforms for networking and sharing experiences, professional training and intercultural arts support.	£35,000.00
Craft and Design Collective	The Craft and Design Collective raises the profile and facilitates the development of craft, applied art and design, and it assists artists, designers and makers to produce work that is innovative, high quality and makes an income.	£6,000.00
Crescent Arts Centre	The Crescent Arts Centre is a multi-disciplinary community arts centre in Queen's Quarter which provides a programme of workshops and classes, facilitates community outreach and runs two annual festivals (Belfast Book Festival and City Dance). It is also home to seven arts organisations and houses an art gallery.	£38,000.00
DU Dance	DU Dance develops innovative contemporary dance projects across communities and to new audiences. They will develop intergenerational work; cross-community projects with a school and community tour and festival; and international work.	£12,000.00
Féile an Phobail	Féile an Phobail will provide a year-round programme of arts activity based around a number of festivals, including the main August Féile. Their full-time youth arts and disability outreach programme runs alongside their annual festival activities.	£39,000.00

Appendix 1: List of core multi-annual funded organisations 2013-2016

Golden Thread Gallery	Golden Thread Gallery is a visual arts gallery that delivers three different programme strands: audience (exhibitions in two in-house exhibition spaces); profiling and support (touring exhibitions, international art fairs, representation and mentoring); and participation (education and outreach, including talks, tours and workshops).	£30,208.00
Grand Opera House Trust	The Grand Opera House will present high-quality large-scale performing arts shows, including dance, opera and drama, and run a community and outreach programme involving young people, schools and community groups.	£35,000.00
Green Shoot Productions	Green Shoot Productions commission and produce plays about social and political history. In 13/14 they will develop two plays; produce and stage the final play of a trilogy; and tour an existing play to New York.	£10,000.00
Kabosh	Kabosh produces site-specific theatre with approximately 18 projects per year. This includes major site-specific works, projects looking at conflict resolution and high-quality cultural tourism products.	£25,000.00
Kids in Control	Kids in Control is a professional all-ability youth physical theatre company, and their target market is marginalised youth. Their activity includes community outreach, a schools inclusion programme and partnerships and collaboration.	£15,101.00
Lagan Legacy	Lagan Legacy runs the Belfast Barge as a heritage centre and museum with a focus on Belfast's maritime heritage. It also acts as a venue for a range of activity and houses a café and performance space.	£15,000.00
Linen Hall Library	In addition to its library and collections functions, the Linen Hall also runs events and exhibitions and acts as a city centre venue for other arts and cultural activities.	£35,000.00

Appendix 1: List of core multi-annual funded organisations 2013-2016

MAC	The MAC will deliver a year-round programme across the art forms, ranging from the popular and accessible to experimental new work, and including both local and international artists. The Cathedral Quarter venue comprises flexible mixed-use spaces including performance spaces, international standard gallery spaces and studios.	£75,000.00
Maiden Voyage	Maiden Voyage will take on a children's dance commission and accompanying outreach in 2013/14. They will also run a mentoring programme and regular company classes and aim to showcase and network internationally.	£9,763.00
McCracken Cultural Society	McCracken Cultural Society organises a programme of traditional arts events and training. This includes concerts, classes and master classes in art forms including music, dance and literature.	£15,000.00
New Lodge Arts	New Lodge Arts runs a multi-strand programming benefitting children and young people in the greater New Lodge and neighbouring communities. This includes: the Arts Academy, weekly activities in a variety of art forms running throughout the school year; the North Belfast Lantern Parade; a winter festival; and training in event management, citizenship and leadership.	£23,000.00
Northern Visions	Northern Visions is an open access centre of excellence for the arts and digital media encompassing creative writing, music, film, drama, documentary, cinematography, set design, graphic design, local television and web-based media.	£25,000.00
Oh Yeah Music Centre	Oh Yeah Music Centre delivers a wide variety of exhibitions, tours, events and projects, such as business start-up training, under 18 gigs, Belfast Urban Affinity Festival, Belfast Music Week programming and community outreach.	£23,000.00

Appendix 1: List of core multi-annual funded organisations 2013-2016

Open Arts	Open Arts is an arts and disability organisation. Its programme includes 32 workshops in art, creative writing, drama, music and dance, culminating in a summer scheme. They also plan to run an Indonesian music festival including performances and an exhibition.	£14,000.00
Open House Festival	In June 2013, Open House will deliver a five-day folk and traditional arts festival based mainly in Belfast's Cathedral Quarter. The programme will include up-and-coming folk acts, world-class traditional Irish music concerts, live music pub trails, music masterclasses, free events, all-age gigs and a major family-friendly event.	£23,000.00
Prime Cut Productions	Prime Cut theatre company produce two plays per year as well as offer internship(s) and outreach packages alongside them. In 2013/14, they will conclude a European tour in Belfast and an outreach project will develop a community choir to sing at the performance.	£15,000.00
Queen St Studios	Queen Street Studios' primary purpose is to promote, maintain, improve and advance public interest in the visual arts. They provide studio, office, library, exhibition space and workshop facilities for artists.	£6,000.00
Queen's Film Theatre	Queen's Film Theatre will screen over 400 different films to a total annual audience of 80,000 people in 2013/14. The majority of the films will not be shown anywhere else in Belfast.	£18,000.00

Appendix 1: List of core multi-annual funded organisations 2013-2016

Replay Productions	Replay Productions produce theatre for children of all ages, from babies to teenagers. In 13/14 they plan four new productions, an outreach programme to children with profound disabilities, a new writing commission and development initiatives. They perform in diverse locations and tour their productions.	£15,000.00
Source	Source publishes a magazine of contemporary photography four times a year alongside activities such as tours and training.	£5,000.00
Spectrum Centre	The Spectrum Centre's proposed programme features an Art Den for 9 to 15 year olds, women's arts and crafts, creative writing workshops culminating in a play about the Shankill Road and an artist in residence.	£23,000.00
Streetwise Community Circus	Streetwise Community Circus School is a circus skills training organisation which teaches a wide variety of circus-based skills to both adults and children. Their programme includes workshops, samba, stilt training, a summer school and collaborations with health trusts.	£14,000.00
The Lyric	The Lyric theatre will continue to focus on producing high-quality theatre, as well as showcasing work from other local and international companies, and their 2013/14 programme includes seven world premieres. Their creative learning programme will continue to improve access to the theatre, develop audiences and increase practitioner skills.	£100,000.00
Tinderbox	Tinderbox theatre company will produce new plays and develop programmes to support local playwrights, particularly younger talent through initiatives such as the writers' lab and workshops.	£20,000.00
Ulster Architectural Heritage Society	Ulster Architectural Heritage Society promotes the appreciation and enjoyment of good architecture, while encouraging the conservation, restoration and re-use of built heritage. Their programme includes a series of 18 events for members, lobbying work and running of the buildings-at-risk register.	£9,475.00
Ulster Orchestra	The Ulster Orchestra's programme will include classical concerts in Belfast and further afield; radio broadcasts; CD recordings; and an education and outreach programme.	£149,283.00

Appendix 1: List of core multi-annual funded organisations 2013-2016

Wheelworks	Wheelworks' multi-strand programme will engage marginalised young people from all communities across Belfast in arts activity. This includes the ArtCart, a purpose-built mobile arts hub, the issue-based Multiple Realities programme and training for arts and youth workers.	£10,000.00
Young at Art	Young at Art's core programme of activity includes the annual Belfast Children's Festival; projects to promote shared space and inspire children and young people; partnerships with community organisations; and artist development via training, seminars, internships, an artist-in-residence scheme and international showcasing.	£38,000.00
Youth Action NI	Youth Action NI will provide a wide range of workshops, training and performance opportunities for young people from many different backgrounds and communities. Their dedicated youth arts programme includes the activities of Rainbow Factory, Youth Arts Hub, Techie School and the Company youth theatre group.	£27,000.00

Appendix 2: Outputs from Core multi-annual funding programme

Overview

Included below is a breakdown of outputs from arts and heritage organisations supported by the core multi-annual funding programme.

Key targets over 3 year period include:

Target	3 Year Target	Actual at end of Year 2
Participants	400,000	408,704
Participants from areas of deprivation	10,000	138,738
Artist Contracts	12,000	37,726
Full Time Equivalent jobs supported	900	978

Other key achievements include the international recognition for the quality of Belfast's culture and arts such as:

- Work from Belfast toured around the world, including Glasgow, London, Dublin, Galway, Sarajevo, New York, Pittsburgh, Belgium, Finland and the Czech Republic.
- Prizes include RIBA Award, Civic Trust Award, Mies van der Rohe Award; Outstanding Multi-Arts Project: 2013 British Awards for Storytelling Excellence; Best Technical Direction at Sarajevo MES Festival; Joint Winner Best Production for Young People category, Off West End Awards.

A full evaluation of the Cultural Framework will be carried out once data is collected up to 31st April 2016. This will include impact of all funding streams including core multi-annual funding, small grants, European funded programmes and Creative and Cultural Belfast projects.

Summary of outputs supported by core multi-annual funding programme

Year	Percentage activity that took place in Belfast	Total no. of events/ activities	Total Actual Artists	Total Actual Volunteer Hours	Total Full Time Equivalents	Individual participants	Total audience
13/14	82.4	18,112	16,903	90,095	541.5	240,705	4,316,320
14/15	84	19,869	20,823	82,312	436.6	167,999	4,208,241
Total to date	n/a	37,981	37,726	172,407	978	408,704	8,524,561
Average	83.2	18,990.5	18,863	86,203.5	489	204,352	4,262,280

Breakdown of income of organisations supported by core multi-annual funding programme

Year	Earned Income £	Earned Income %	Income from other grants £	Income from other grants %	Contributed income £	Core multi-annual funding grant £	Income from CMAF %	Income from all grants %	Total Income £
13/14	15,099,709.21	45.6	14,418,678.49	43.5	2,232,238.86	1,372,830.00	4.1	47.7	33,123,456.56
14/15	13,118,895.58	44.3	12,668,156.18	42.8	2,644,369.00	1,193,330.00	4.0	46.8	29,624,750.73
Total to date	28,218,604.79	n/a	27,086,834.67	n/a	4,876,607.86	2,566,160.00	n/a	n/a	62,748,207.29
Average	14,109,302.39	44.95	13,543,417.33	43.15	2,438,303.93	1,283,080.00	4.1	47.2	31,374,103.64

Breakdown of expenditure of organisations supported by core multi-annual funding programme

Year	Total core/running costs £	Total programming costs £	Total expenditure £
13/14	14,306,788.71	17,933,249.50	32,240,038.21
14/15	13,388,635.46	15,408,367.03	28,797,002.49
Total	27,695,424.17	33,341,616.53	61,037,040.70
Average	13,847,712.08	16,670,808.26	30,518,520.35

Breakdown of Participation in activities supported by core multi-annual funding programme

Year	Disabled People #	Disabled People %	Minority Ethnic #	Minority Ethnic %	Older People #	Older people %	Children & Young People #	Children & Young People %	People living in areas of deprivation #	People living in areas of deprivation %
13/14	15,534	5.8	12,651	4.7	16,892	6.3	137,270	51.3	71,260	26.6
14/15	10,122	5.4	6,475	3.5	13,421	7.2	131,861	70.6	67,478	36.1
Total	25,656	n/a	19,126	n/a	30,313	n/a	269,131	n/a	138,738	n/a
Average	12,828	5.6	9,563	4.1	15,156.5	6.8	134,565.5	61.0	69,369	31.4

Breakdown of Audience in activities supported by core multi-annual funding programme

Year	Disabled People #	Disabled People %	Minority Ethnic #	Minority Ethnic %	Older People #	Older people %	Children & Young People #	Children & Young People %	People living in areas of deprivation #	People living in areas of deprivation %	Visitors #	Visitors %
13/14	38,425	0.8	46,491	1.0	230,830	4.8	256,914	5.4	222,635	4.6	186,923	3.9
14/15	90,619	1.9	94,707	2.0	369,284	7.9	725,280	15.5	519,179	11.1	184,722	4.0
Total	129,044	n/a	141,198	n/a	600,114	n/a	982,194	n/a	741,814	n/a	371,645	n/a
Average	64,522	1.4	70,599	1.5	300,057	6.4	491,097	10.5	370,907	7.9	185,822.5	4.0

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Appendix 3: Information on criteria for core multi-annual funding programme

Who can apply?

The following list is the basic eligibility criteria that your organisation must meet to be able to apply for core multi-annual funding. If your organisation does not meet the eligibility criteria, your application will not be considered for funding.

Your organisation must meet all of the following criteria:

- It must be an arts or heritage organisation. This means that its constitution or memorandum and articles of association (the document that governs how the organisation is run and its purpose) must state that arts or heritage is a primary objective of the organisation
- It must be a legally constituted group and supply evidence of this (a constitution or memorandum and articles of association)
- It must have paid full-time staff (or a number of paid part-time staff that is equivalent to having at least one full-time member of staff) on its payroll throughout the year
- It must have ongoing annual costs
- It must have an office in and operational focus in the Belfast City Council local government district. (The Northern Ireland Neighbourhood Information Service has maps of Belfast with a postcode search function. See www.ninis.nisra.gov.uk.)
- It must not be able to share out profits to members or shareholders
- It must be a not-for-profit organisation. We cannot support commercial programmes or activities that could be undertaken on a commercial basis. If, in the reasonable opinion of the council, the organisation applying for funding is a de facto commercial organisation, whatever the legal make-up of the organisation, then the council will not fund that organisation. The decision of the council shall be final in this regard
- Regardless, our funding must only be used to support elements of your programme that are not commercial and can demonstrate public benefit
- It must have a business plan covering at least the first year of your programme (i.e. 1 April 2013 to 31 March 2014) and supply a copy
- It must have a marketing and audience development plan(s) covering at least the first year of your programme (i.e. 1 April 2013 to 31 March 2014) and supply a copy. If your marketing plan is a separate document from your audience development plan, you should supply copies of both of these
- It must have up-to-date annual and management accounts signed as agreed by the board or management committee and supply copies of them
- It must hold a bank account in the organisation's name and provide evidence of this
- Belfast City Council is highly unlikely to fund an organisation that is in poor financial health or that cannot prove that it has effective financial controls
- It must have a board or management committee and supply a list of members
- It must have a child protection policy and equal opportunities policy and keep to relevant laws including the Race Relations (NI) Order 1997, the Sex Discrimination (NI) Order 1976, Fair Employment and Treatment (NI) Order 1998, and the Disability Discrimination Act 1995.

Applications that are not complete and/or do not provide detailed financial budgets in the tables provided in the application form will also be deemed ineligible. Even if you have previously given us the evidence we ask for as part of another application for a grant, you must provide it again as part of this application. The organisation completing the form must be the same organisation that will receive the grant and manage the programme. We will not consider an application made by one organisation on behalf of another.

Assessment process

Stage-one assessment: eligibility, management and governance (sections A and D of the application form)

We will first make sure your organisation meets the eligibility criteria listed under “Who can apply?”

We will then assess your organisation’s management and governance. If any of the information we need is missing or incomplete, we will contact you and ask you to send the information within five working days.

Stage-two assessment: your programme and strategic fit (your business plan, audience development and marketing plan(s) and sections B, C and D of the form)

If your application meets the first-stage eligibility assessment, it will be scored against the following criteria:

Criteria Weighting

1	Fit with the Framework’s themes, impact on Belfast, targets and outcomes	40 per cent
2	Quality of programming	30 per cent
3	Marketing and audience development	10 per cent
4	Organisational culture, capability and commitment to excellence	10 per cent
5	Value for money	10 per cent

Section A: Management and governance

This section gathers information about how your organisation is set up and managed. It also asks for financial information and details of policies you have in place

Section B: Your programme

In this section you need to describe your planned programme and activities. Your planned programme should be ambitious and reflect your organisation’s purpose and objectives.

Section C: Strategic fit with the Cultural Framework for Belfast 2012–15

We will only award funding to organisations whose core activities contribute towards the success of the Cultural Framework for Belfast 2012–15. The framework sets out our priorities for action and funding. Its vision is that:

“By 2020, everyone in Belfast experiences and is inspired by our city’s diverse and distinctive culture and arts. Arts and heritage are valued for enriching quality of life and creating wealth, and the city’s culture and creativity is renowned throughout the world.”

Our key aims for 2012 to 2015 are:

- We will connect people to the city, its stories, places, arts and heritage.
- We will promote the value and authenticity of the city's heritage.
- We will place culture, arts and heritage at the heart of Belfast's ongoing narrative.
- We will remove barriers to participation to ensure that all sections of the community can engage with high-quality culture, arts and heritage.
- We will enable people to value and understand their places.
- We will develop shared cultural space which celebrates and promotes local cultures and communities.
- We will target areas and communities with low levels of engagement in culture and arts.
- We will increase the number of residents taking part in culture and arts.
- We will increase the number of visitors taking part in culture and arts.
- We will promote Belfast as a diverse and dynamic cultural city to existing and potential local and out-of-state audiences.
- We will provide opportunities for organisations to develop and diversify their income streams.
- We will increase investment in culture, arts and heritage.
- We will develop a better infrastructure for skills development in Belfast.

Section D: Income and expenditure

Please note: We will use your income and expenditure to assess your programme's value for money. This is worth up to 10 per cent of your overall score. In this section you must fill in the tables to show us your expected income and expenditure. The figures you give should be accurate, detailed, realistic and consistent with other documents (for example, your annual accounts or business plan). Failure to complete this section will result in your application being deemed ineligible. Applicants should only request the level of funding they need to support their core programme of activities. We will not fund organisations that project operating at a profit or loss, and you must provide "zero-sum" budgets for the three-year period (that is to say, your income and expenditure must match).

The council's funding budget is finite, and funding is always very competitive. We will look at each request for funding individually. The amount requested will be considered alongside our assessment of your programme's strategic fit. We will use this to determine whether the award represents good value of money, and we reserve the right to award less than the amount applied for.

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Subject:	Financial Reporting – Quarter 1 2015/16
Date:	12 August 2015
Reporting Officer:	Ronan Cregan; Director of Finance and Resources
Contact Officer:	David Orr; Business Manager, Development Department

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

1.0	Purpose of Report or Summary of main Issues
1.1	This report presents the quarter 1 financial position for the City Growth and Regeneration Committee including a forecast of the year end outturn. It includes a reporting pack which contains a summary of the financial indicators and an executive summary (Appendix 1). It also provides a more detailed explanation of each of the relevant indicators and the forecast outturn for the year.
2.0	Recommendations
2.1	Members are asked to note the report and the associated financial reporting pack.
2.2	Members are asked to request that the Committee receive the report in September as outlined in paragraph 3.5.
3.0	Main report
	Current and Forecast Financial Position 2015/16
3.1	The Quarter 1 position for the Committee is an over-spend of £219k. (6.0%), with the forecast year end position being an over-spend of £371k (2.3%).
3.2	The Committee current and forecast overspend positions are due to two specific service areas:- <ul style="list-style-type: none"> • City Events and Venues and • The Zoo

3.3	The City Events and Venues Service reported a Quarter 1 overspend of £93k and a forecast year end overspend of £260k. The key drivers to this position are the loss of income above that which was planned for and the failure to reduce expenditure impacted by the loss of income.
3.4	The Zoo had a net overspend of £206k at the end of Quarter 1, with a forecast year end overspend of £200k. The forecast position is due to anticipated loss of income of £100k and additional expenditure, including employee costs.
3.5	The Committee is asked to request that Development Department and the Parks and Leisure Department investigate the forecast overspends and submit a report to the September meeting of the Committee outlining the corrective actions to be undertaken to address the forecast overspend during the year.
4.0	Appendices – Documents Attached
4.1	Appendix 1- Quarter 1 Performance Report

















City Growth and Regeneration Committee

Quarterly Finance Report

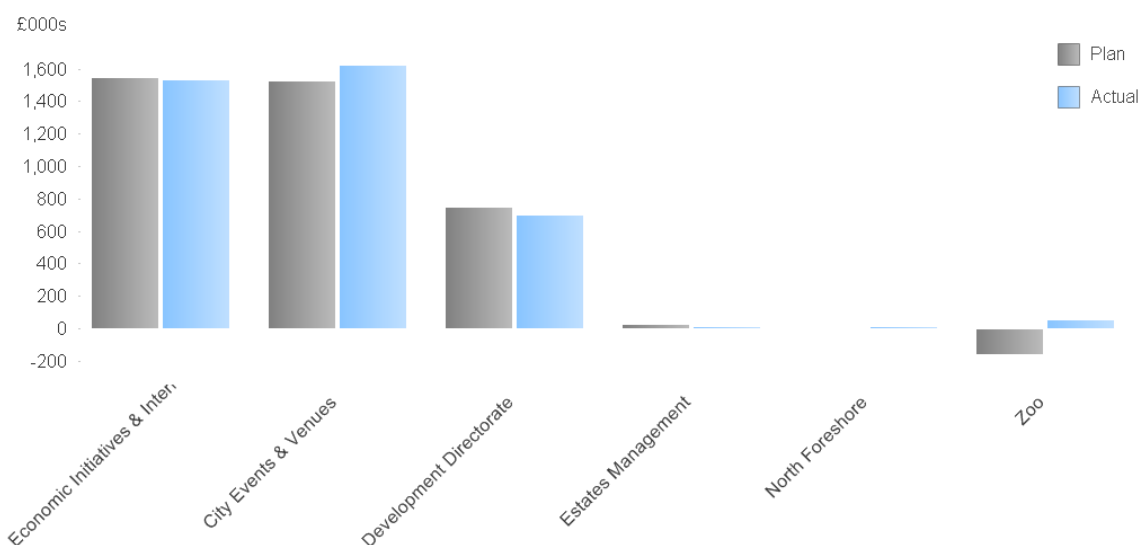
Report Period: Quarter 1, 2015/16

Dashboard

Quarter 1, 2015/16

Revenue Section							Page
Services	YTD	YTD Var £000s	Var %	Forecast	Forecast Var £000s	Var %	3 - 5
Economic Initiatives & Internat Devpt		(18)	(1.2)%		10	0.1%	
City Events & Venues		93	6.1%		260	6.3%	
Development Directorate		(46)	(6.3)%		(149)	(3.9)%	
Estates Management		(15)	(64.9)%		50	14.2%	
North Foreshore		0 -			0	-	
Zoo		206	(132.0)%		200	23.3%	
Total		219	6.0%		371	2.3%	

Committee Net Revenue Expenditure: Year to Date Position



The **City Growth and Regeneration Committee** budget is over spent by £219k, or 6% of its net budgeted expenditure of almost £3.7 million, at the end of Quarter 1.

The Committee's budget is made up of the following profit centres:

- **Economic Initiatives:-** Tourism; Economic Development; Markets; European Unit and International Relations
- **City Events and Venues:** City Events; Belfast Waterfront; Ulster Hall
- **Development Directorate:** Urban Development; Business Research and Development; Directorate
- **Parks Estates Management:** Malone House; Belfast Castle; Stables Restaurant; Adventure Playground
- **Zoo**
- **North Foreshore**

Economic Initiatives and International Development (EIID) are under spent by £18k (1.2%); Development Directorate are under spent by £46k (6.3%); Parks Estates Management are under spent by £15k (64.9%) whilst City Events and Venues are over spent by £93k (6.1%), and the Zoo is over budget by £206k (132%).

There are four main areas which give rise to the current overall £219k (6%) over spend within the City Growth and Regeneration Committee budget at the end of Quarter 1:

1. Supplies and Services expenditure was £168k above budget. This was mainly due to over spends in the Zoo (£147k) and Belfast Waterfront (£52k) which are offset by under spends in EIID (£26k) and Parks Estates (£5k).
2. Gross Income was £41k less than budgeted income in Quarter 1. This variance relates to £13k of less grant funding received in quarter one in EIID than anticipated and £38k less than planned income received within the Zoo. An additional £10k was received in Parks Estates.
3. Employee costs were £29k more than budget with over spends in Markets (£19k); Belfast Waterfront (£36k) and Zoo (£20k) offset by an under spend of £46k in Development Directorate.
4. Grants costs were £16k less than the budgeted figure in EIID. These are profiling issues and will self correct within the financial year.

EIID are under spent by £18k at the end of period 3.

Less income than planned (£13k) relating to the Economic Development unit having reduced match funded programmes and an over spend in employee costs (£19k) in relation to increased weekend supervisory agency costs within Markets are offset by under spends in supplies and services (£26k) and grants. These are profiling issues and will self correct throughout the financial year.

City Events and Venues are over spent by £93k at the end of period 3.

Whilst the City Events Unit has a small overspend of £2k. City Venues is over budget by £91k at the end of the first quarter. Whilst income is in line with budget, employee costs are over budget by £36k, as are premises costs of £5k and supplies and services by £52k.

Directorate are under spent by £46k at the end of period 3.

The under spend within Directorate is attributable to decreased spend within employee costs.

The Zoo is over spent by £206k at the end of period 3.

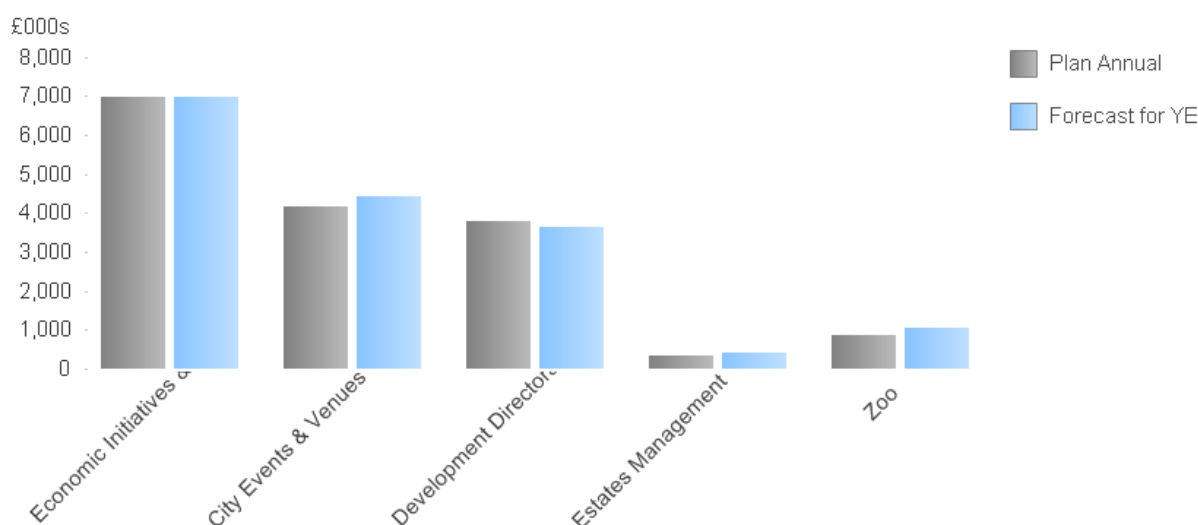
Income is £38k below the profiled budget. Income from Zoo admissions is approximately £61k below target and is offset by £23k additional income from shop sales and franchise concessions. Supplies and services are over spent by £147k as is employee expenditure by £20k due to vacant posts and the use of overtime to cover them.

The Parks Estates is under spent by £15k at the end of period 3.

Income is £9k above the profiled budget as a result of franchise concessions whilst supplies and services are under spent by £5k.

The North Foreshore is on budget with no variance at the end of Quarter1.

Committee Net Revenue Expenditure: Forecast for Year End



It is forecast that the **City Growth and Regeneration Committee** budget will be overspent by £371k, or 2.3%, of its budgeted expenditure at year end.

The Economic Initiatives and International Development unit are forecast to be over spent by a total of £10k (0.1%). This relates to unbudgeted increased rates charges for St Georges Markets which is partially offset by increased income.

The City Events and Venues unit are forecast to be over spent by £260k (6.3%) by the end of the financial year. Income is projected to be £112k below budget as a result of the decrease in entertainment and business hire due to the ongoing construction project being greater than anticipated and as a result of a downturn in bookings and £148k relating to overspends in premises costs and supplies and services. In the first instance, this will be managed within the unit with cost reduction plans to be implemented to reduce operational expenditure in line with reduced activity in order to offset this decreased income.

City Events will be on budget at year end.

Directorate are forecast to be under spent by £149k (3.5%). This relates to vacant posts within Urban Development and Business Support.

The **Zoo** is forecast to be £200k (23.3%) overspent at year end. Income from Zoo admissions is projected to be £100k under budget. Employee costs are expected to be £20k over budget whilst limiting expenditure in the next three quarters will result in an over spend in supplies and services of £80k.

The current **Parks Estates** franchise arrangements are currently under review and an interim arrangement may result in a shortfall of £50k (14.2%) against the budgeted income.

It is forecast that **the North Foreshore** will be on budget at year end.

City Growth and Regeneration Committee

Section Expenditure Budgetary Analysis & Forecast

Service	Plan YTD £000s	Actuals YTD £000s	Variance YTD £000s	% Variance	Annual Plan 2015/2016 £000s	Forecast for Y/E at P3 £000s	Forecast Variance £000s	% Variance
Economic Initiatives & Internat Devpt	1,544	1,526	(18)	(1.2)%	6,961	6,971	10	0.1%
City Events & Venues	1,522	1,615	93	6.1%	4,149	4,409	260	6.3%
Development Directorate	740	694	(46)	(6.3)%	3,804	3,655	(149)	(3.9)%
Estates Management	23	8	(15)	(64.9)%	353	403	50	14.2%
North Foreshore	0	0	0		0	0	0	
Zoo	(156)	50	206	(132.0)%	858	1,058	200	23.3%
Total	3,674	3,893	219	6.0%	16,125	16,496	371	2.3%



Subject:	Markets Issues - Update
Date:	12 August 2015
Reporting Officer:	Lisa Toland, Head of Economic Initiatives and International Development
Contact Officer:	Clodagh Cassin, Markets Development Manager

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

1.0	Purpose of Report or Summary of main Issues
1.1	<p>The purpose of this report is to:</p> <ul style="list-style-type: none"> - seek Members' approval to grant a licence for a market in Custom House Square in September 2015 and to - update on the request by Folktown CIC to waive stallage fees for Folktown market.
2.0	Recommendations
2.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> - Agree to grant the licence for the Taste of Northern Ireland festival at Custom House Square on 18-20 September 2015 - Adhere to the original decision of the Development Committee from February 2015 which concluded that stallage fees should be payable at Folktown market.

3.0	Key Issues
3.1	<u>Request to grant markets' licence to Taste of Northern Ireland event, September 2015</u>
	<p>Members will be aware that anyone wishing to operate a market or car boot sale within Belfast must apply to Belfast City Council for permission to do so. An application has recently been received for the "Taste of Northern Ireland Festival" to be held in Custom House Square, Belfast on 18, 19 and 20 September 2015.</p>
3.2	<p>This is the fifth year that this event has taken place in Belfast. It is designed to showcase the range of food and drinks produced in Northern Ireland. Some stall holders do have products for sale on the day; however most will offer free samples and use the event as an opportunity to demonstrate their product range.</p>
3.3	<p>The event is being organised by Denvir Marketing on behalf of Tesco. The organisers have supplied the relevant documentation for this event such as public liability insurance, method statement and risk assessments, HACCP policy and house rules, operational plan covering issues such as security and stewarding, traffic management system and first aid provision, environmental health information regarding noise emission, sale of food and beverages, food sampling, alcohol sampling and licensing, waste management and fire regulations. Officers from the Markets Development Unit have also engaged with the relevant officers across the Council in order to check and verify this documentation and are content that all is in order. Checks will also be carried out during the event, in line with the Markets Rights Policy guidelines.</p>
3.4	<p><u>Request by Folktown CIC to waive stallage fees at Folktown Market</u></p> <p>At the 17 February 2015 meeting of the Development Committee, a report was presented to provide some clarification around the Markets Rights Policy. The policy, which has been in force since June 2012, sets in place a framework which allows the Council to utilise its historic rights to hold markets and to extend these rights to third party organisations to allow them to operate in dependent markets.</p>
3.5	<p>The policy sets out the various types of markets, the relevant conditions and the fees applicable to each. Currently, there are two elements to the market licence fee, namely a one-off licence fee and a fee per stall for each market day. The policy had indicated that, in some instances, both the licence fee and the stallage fee</p>

	would be waived for any market which was run “for solely charitable purposes”.
3.6	With the policy in operation for over two years at that point, it had become clear that there was a level of ambiguity around the fees payable and instances in which fees might be waived. Working in conjunction with the Legal Service team, a number of clarifications were provided, and these were endorsed by the Development Committee and ratified at the Council meeting in March 2015.
3.7	The upshot of this decision was that Community Interest Companies (CICs) – such as Folktown – did not meet the criteria set out in the policy in respect of events run for “solely charitable purposes”. These were described as “organisations operating for solely charitable purposes, namely a charity, sporting group, social group, church or one-off fundraising market where the event is staffed by volunteers and the groups receive full proceeds of the sale. Such groups were entitled to have both the licence fee and the stallage fee waived.
3.8	The policy clarification continued that “registered charities, non-commercial organisations including CICs, social enterprises and organisations where the primary purpose is not for commercial return” should benefit from a discounted licence fee (50% of fee payable) but that full stallage fees should be paid. For information, the stallage fees are £5 or £6 per stall, depending on the number of stalls in the market.
3.9	The organisers of Folktown Market – Folktown CIC – made a presentation to the March 2015 Development Committee at which they set out their plans for the market. In the course of the presentation, they also asked that the Council would give consideration to waiving the licence fee and stallage fees for Folktown Market for a three year period, in order to help the market establish itself. After some consideration, the Members agreed to refer the request to the City Growth and Regeneration Committee for its consideration.
3.10	Folktown Market has been operating since mid-April 2015. The market runs each Thursday and generally attracts between 20 and 30 traders. The organisers were successful in attracting some funding from DSD to purchase equipment and to carry out some marketing and promotional activities. Based on the original committee approval, the organisers would be liable to pay the Council in the region of £100-£180 per week, depending on the number of stalls in place.

3.11	Given the previous confusion around the markets rights policy and the clarification recently agreed by the Development Committee in March 2015, it is recommended that Members adhere to this policy clarification and that, therefore, the request from Folktown CIC to waive the fees for a three year period is not endorsed as it does not fit the criteria. However, officers will seek to support the market as appropriate.
4.0	Appendices – Documents Attached
4.1	None.

By virtue of paragraph(s) 2 of Part 1 of Schedule 6
of the Local Government Act (Northern Ireland) 2014.

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Subject:	Notice of Motion re: Family friendly city centre
Date:	12 August 2015
Reporting Officer:	Catherine Taggart, Community Development Manager
Contact Officer:	Elaine Black, Children and young People Manager

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

1.0	Purpose of Report or Summary of main Issues
1.1	<p>The purpose of the report is to consider and agree the next steps for the notice of motion on 'family friendly city centre' from 03 March 15 Shadow Council:</p> <p>“This Council notes that city centres which are child and family friendly bring a wide range of benefits including,</p> <ul style="list-style-type: none"> • contributing to healthy childhood development; • driving economic regeneration as families spend more time in the City; and • making city centre living a more viable option for families, and thereby contributing to longer-term social regeneration. <p>The Council commends the work of the Belfast Healthy Cities (BHC) organisation which has been researching and testing child friendly places since 2011, including the provision of temporary 'Kids Spaces' in the city centre. The Council agrees to harness its new planning, community planning and economic regeneration powers to develop a world class family friendly strategy for Belfast, including the development of</p>

	'Kids Spaces' in the City centre."
2.0	Recommendations
2.1	<p>It is recommended in support of the original motion:</p> <ul style="list-style-type: none"> • A recognition letter is sent to BHC seeking their ongoing commitment to work in partnership with Council and others in this area. • Officers review the details of all activities and resources to present a full and final list of current council programmes and investments with key partners like BSP which supports the benefits outlined in the motion. This will identify opportunities, better join up existing programmes and consider how best to assign resources for the greatest measurable benefit for both CYP and city outcomes. • Moving forward, the benefits from specific activity around child, family and age friendly initiatives are incorporated into Council's ambition for everyone to benefit from city regeneration and investment.
3.0	Main report
3.1	<p><u>Key Issues</u></p> <p>Council has a positive track record of support and investment through both core services and partnership work on which to harness the new planning and anticipated regeneration powers to promote the benefits of a child and family friendly city (centre) particularly with its ongoing commitment to be a designated healthy city as part of the World Health Organisation's European Health Network. Belfast is a member of the Global Network of Age-friendly Cities and Communities. As part of this commitment Council, in partnership with Belfast Strategic Partnership (BSP) and the Healthy Ageing Strategic Partnership (HASP), lead and drive the Age-friendly Belfast Plan 2014-2017 as a member of the WHO Global Network of Age-friendly Cities and Communities. BHC are also a member of both BSP and HASP.</p>
3.2	<p>For over ten years, delivery of the best outcomes for children and young people has been a priority for Members who have endorsed a vision for Belfast's Children and Young People to 'reach their potential and to recognise that Belfast is the place to be to do just that.' A progress report on CYP outcomes approach will be presented to the People and Communities Committee September 15.</p>
3.3	<p>Working in partnership at regional, city and at a local level there are a range of</p>

	<p>stakeholders involved in supporting children and young people, older citizens and city regeneration. Most notably the council and the Public Health Agency commits funding to the BSP and Belfast Healthy Cities to progress a range of child friendly, family friendly and age friendly initiatives. There are also high levels of project level activity, resources and emerging opportunities detailed in appendix 1. This activity will benefit from one focused approach within the context of the developing Belfast agenda.</p>
3.4	<p>In our recent response to BHC ‘Shaping healthier places for children – a call to action’ in June 15, council reinforced our commitment, leadership, policy direction and action along with a desire for collaboration among all partners who have a role to play in shaping an all age friendly city.</p>
3.5	<p>As the Belfast Conversation develops, and with the new planning powers bedding in, there is a general consensus the city centre regeneration and investment plan will be a catalyst for a dedicated focus on the benefits derived from child, family and age friendly initiatives - in short, an all ages friendly approach. Moving forward a dedicated ‘PLACE & SPACE’ outcomes workshop may support the development of these benefits for everyone in the city – CYP, older people, and families alike as we rationalise the priority actions falling under city centre regeneration and investment as part of the Belfast agenda.</p>
3.6	<p>As part of the implementation of the City Centre Plan, a detailed report will be brought back with proposals for more city centre play areas and activities.</p>
3.7	<p><u>Next Steps</u></p> <p>Focused approach</p> <p>The appendix highlights the volume of activity currently underway to support a child and family friendly city but recognises the potential for collaborative planning and delivery to achieve better results. The City Centre regeneration strategy, supported by the CYP outcomes framework, provides the focus to prioritise what services are needed to get the greatest benefit for the child, young person or family. Each of these distinct programmes of work can incorporate the key messages in the notice of motion.</p>
3.8	<p>Stakeholders</p> <p>The City Centre Regeneration and Investment plan offers a timely opportunity to engage the relevant stakeholders via a dedicated outcomes workshop to agree priorities in a way</p>

	<p>which supports collaborative effort and to focus clearly where services need to go and how they are best delivered.</p>
3.9	<p>Organisational expertise</p> <p>As part of the culture change, there is opportunity to better harness the existing expertise within the organisation to influence new ways of working. For example, the Play team designed and delivered the ‘Come and Play’ initiative to enable children to play outdoors. Their knowledge and experience on the principles of play can shape future physical play provision in new and regenerated capital build schemes to provide safe play space rather than always rely upon fixed play equipment to provide a play opportunity in the city and neighbourhoods.</p>
3.10	<p><u>Finance and Resource Implications</u></p> <p><u>Financial</u></p> <p>Costs associated with outcomes workshop will be resourced from within existing revenue budgets.</p> <p><u>Human Resources</u></p> <p>From within existing staff teams where relevant sections will contribute officer time for the task and finish work around any audit. CYP manager can co-ordinate the task and finish group.</p> <p><u>Asset and Other Implications</u></p> <p>Not applicable</p>
3.11	<p><u>Equality or Good Relations Implications</u></p> <p>There are no equality or good relations implications.</p>
4.0	Appendices – Documents Attached
4.1	Appendix 1: Outline of existing activities and investment by Council towards realising the benefits from a child/ family friendly city

Appendix 1: Outline of existing activities and investment by Council towards realising the benefits from a child/ family friendly city

Children and young people has been a corporate priority for Members over the last 10 years. This being recently confirmed in December 14 when elected members endorsed our draft CYP outcomes approach which is currently being tested across council services. A progress report is planned for the People and Communities Committee September 2015 in line with our agreed vision that 'we want all Belfast's Children and Young People to reach their potential and to know that Belfast is the place to be to do just that.'

To ensure a co-ordinated approach, council is a key partner in the Belfast Outcomes group which is part of the regional infrastructure for Children and Young People Strategic Partnership with a primary focus on achieving positive outcomes for CYP including environmental wellbeing. Council is also an active partner in the city level partnership namely Belfast Strategic Partnership (BSP) which has among its priorities a focus on child friendly, family and also age friendly city.

- BSP identified family friendly (and age friendly) as key priorities and are currently co-funded by Council in partnership with PHA and BHSCT. The CYP manager and other council officers e.g. Environmental health service staff, are represented on the Family Friendly sub group which is planning its priorities for the next year and is keen to follow Council's new outcomes approach on children and young people services.
- There is a one year Service Level Agreement and investment for 2015-16 with Belfast Healthy Cities primarily for them to support programmes and projects aligned to the corporate Belfast Agenda and the Belfast Strategic partnership. The Council, through the Lord Mayors office, also supported the application for the re-designation of Belfast under Phase vi of the World Health Organisation's European Healthy Cities Network (2014-2019). There is support at BHC board level from 2 senior managers and 4 officers at operational level as part of the WHO delivery plan with the CYP manager reflecting CYP needs at the Child Friendly task and finish sub group.
- Regionally Council is represented on a Play and Leisure Forum, all of which have overlapping interests in either children and young people and space or place.
- At a neighbourhood level, historically Council has led or participated in local estate based strategies; renewal plans and more recently local area working all of which supports activity and provides resources for a more child/ family friendly city.

In Council's response to BHC 'Shaping healthier places for children – a call to action' (June 15) our commitment, leadership, policy direction and action were all reinforced along with a desire for collaboration among all partners who have a role to play in shaping an all age friendly city

particularly key projects in the pipeline as part of the city centre regeneration and investment plan. This provides real opportunity and focus for additional efforts in actively engaging children and young people in the city centre regeneration.

There is a range of current activity, resources and opportunities being developed which are directly linked to supporting both child friendly and family friendly city. The following is an illustrative list but is not exhaustive:

- The Investment Programme and Playground Improvement programme reflects the commitment by council in developing physical play provision.
- Belfast Bikes has been a positive investment in affordable access throughout the city centre hopefully attractive to families... renewing the routes also contributing greatly to appealing to families, communities and individual young people to make their way into the city;
- Council's dedicated Play service operates 'Come and play' which is an investment in supporting children to explore the outdoors through play. Playboard also operates a Street Play model and all share similar principles to BHC's 'kid's spaces'. Conversations have begun on how the Play service can meet any needs or gaps identified for child or family friendly in particular to support the City Centre Regeneration and Investment Plan stated objective to encourage CYP and families into the heart of the city.
- The Play team expertise, alongside the research work of Playboard and others, has influenced the recent Peace IV proposal: this recognises that play is the first opportunity in a child's life to realise their potential and interact with others. CYP unit has applied an outcomes approach to the development of the idea that through a child's eyes 'everything is a play opportunity'.
- The current Youth Forum is ending its first year and has participated in a range of training and support, networked with umbrella youth organisations before agreeing their priority areas of work for the rest of their term. The 3 campaign areas which they have prioritised are Child poverty; Youth homelessness (sofa surfing) and a shared space in the city centre. Working with partner organisations, such as the Simon community, NIHE, NCB, CINI, NICCY, etc, the unique nature of this work is that the young people are learning how to carry out research and develop policy to inform and influence elected Members and are acting as city leaders - articulating the voice of children and young people in order to influence the future shape of the city.
- There is a community safety led app for the city which is incorporating a Youth Forum proposal of identifying youth friendly sites, shops and space in the city centre
- We are continuing to identify and build relationships with new partners such as Global shapers. This organisation works with young influencers and other entrepreneurial and enterprising young person/ adult groups who are keen to lead the way in influencing city centre regeneration and business investment from a young person/ adult perspective. Given this is

often a key target group for many models of city living, this approach reflects a need to engage a wider age range to fully inform a child/ family/ all age friendly city model.

- Council continues to manage a healthy and vibrant city events programme, our Parks and Leisure programme of events and activities alongside neighbourhood programmes in our community centres and our summer play programme.
- Council invests in Belfast City Centre Management to derive a safe and thriving city centre. They are also an active player in Belfast Healthy Cities and BSP's family friendly initiative.
- The City Centre Regeneration and Investment Plan, the Investment Programme, Sports Development Strategy, Age Friendly action plan and also the Lord Mayor's Annual programme all promote the benefits recorded in the notice of motion.

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Subject:	Consultation - DETI Review of Tourism Accommodation Policy 2015 - 2020
Date:	12 August 2015
Reporting Officer:	Lisa Toland, Head of Economic Initiatives and International Development
Contact Officer:	Brian Johnston, Tourism, Culture and Arts Manager

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

1.0	Purpose of Report
1.1	The purpose of the report is to present a draft response to a DETI consultation on the review of tourism accommodation policy for the period 2015-2020. The review considers the existing accommodation provision and considers the potential future demands in light of projected growth. A copy of the consultation is attached as Appendix 1.
1.2	The consultation closed at the end of July. In order to meet the consultation timeframes, a draft response was submitted – based on the Appendix 2 to this report. However, officers confirmed that this response should be considered a draft and that it would have to be endorsed by elected members in August. DETI provided a template for all responses so the council response follows this template.
2.0	Recommendations
2.1	Members are asked to approve the draft response to the consultation, as set out in Appendix 2.
3.0	Main report
3.1	The consultation document highlights the importance of tourism to the region. It estimates that tourism supports 43,000 jobs and contributes 5.2% of the GDP. The Programme for

	<p>Government sets targets to increase tourism to 4.5 million overnight visitors and tourism spend to £1 billion by 2020. To meet these targets, it will be necessary to provide suitable accommodation.</p>
3.2	<p>Members will be aware that the Integrated Tourism Strategy for Belfast has a number of challenging targets in terms of visitor numbers and economic return. The strategy proposes to double the value of tourism by 2020 to £870million annually.</p>
3.3	<p>The review reveals that the main shortfall is in the supply of 4/5 star accommodation, and that Belfast in particular, may be approaching an undersupply in these categories. This issue will become more urgent as the opening date for the Waterfront Conference and Exhibition Centre draws closer and the demand for midweek business tourism grows. This echoes research that has recently been undertaken by Visit Belfast and, on this basis, there has been some early engagement with lending institutions, hoteliers and developers to see what can be done to address this situation. In addition, since this engagement, a number of hotel applications have been submitted to the planning service.</p>
3.4	<p>One of the key proposals of significance to Belfast in the draft policy document is the proposed end to the moratorium on funding for capital investment in accommodation in Belfast. It is proposed that a Tourist Accommodation Loan Fund will be developed for hotel and larger-scale accommodation projects in the Belfast area until 2020. Funding will be available for a limited range of developments including:</p> <ul style="list-style-type: none"> – New Build: four star and five star hotel developments – Expansion projects: four star and five star hotel expansion projects – Market repositioning: upgrades where, on completion, the hotel will be at least four star.
3.5	<p>The draft policy suggests that local authorities will have a significant role to play in helping articulate the demand for tourism accommodation within their respective areas, working in conjunction with Tourism NI and Invest NI.</p>
3.6	<p>It also touches on the need to look at how flexible solutions such as pop-up hotels can be used to accommodate large spikes in demand, for example if there is a major event in the city. Finally, it proposes a revision of the current certification for accommodation categories to allow for additional flexibility, with the emergence of new types of accommodation solutions.</p>

3.7	<u>Financial & Resource Implications</u> No specific financial or resource implications.
3.8	<u>Equality or Good Relations Implications</u> No specific equality or good relations implications.
4.0	Appendices – Documents Attached
4.1	Appendix 1 - DETI: Review of Tourism Accommodation Consultation 2015-2020. Appendix 2 - Draft Belfast City Council Response to the Review of Tourism Accommodation Policy 2015-2020.

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Department of
**Enterprise, Trade
and Investment**

www.detini.gov.uk

Review of Tourism Accommodation Policy 2015-2020

Consultation Document

June 2015

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- Background and Strategic Context
- Core Principles of a new Tourist Accommodation Policy 2015-20:
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 3. Financial Intervention
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 5. Non-Financial Support
 6. Flexibility of Tourism Legislation

Annex A – List of Consultation Questions / How to Respond

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Annex C – Organisations Involved in Stakeholder Engagement

Foreword by Jonathan Bell MLA, Minister of Enterprise, Trade and Investment



Tourism is now recognised as a key economic driver for Northern Ireland. There has been sustained growth in tourism spend into the economy over the last 4-5 years increasing the number of jobs supported by the sector to 43,000 and contributing 5.2% to GDP. Challenging targets have been set within the Programme for Government to grow tourism and the aspiration is to grow total overnight visits to 4.5 million and spend to £1 billion by 2020.

In the context of these targets, it is imperative that accommodation supply provision does not hinder tourism growth. In order that challenging visitor targets are met, tourist accommodation needs to meet the demands, requirements and expectations of visitors, both in terms of volume of supply and in terms of the provision of a quality visitor experience.

In order to capitalise on the investment in tourism and grow our tourism industry and its contribution to our economy we have to be able to accommodate a growing number of visitors. A review has been undertaken by my Department in conjunction with Invest NI and Tourism NI to consider our existing accommodation provision, our future needs as tourism continues to grow in line with our targets and to ensure that we have the right accommodation in place and of the right quality to meet the needs of visitors from our key markets.

It is essential that we understand the needs of our key tourism segments from our key markets if we are to meet the accommodation needs over the next 5-10 years. It is also essential that we take account of your views as key stakeholders, therefore I would encourage you to take part in this important consultation process.

A handwritten signature in black ink that reads "Jonathan Bell". The signature is written in a cursive style and is positioned above a horizontal line.

Jonathan Bell, MLA
Minister for Enterprise, Trade and Investment

Background & Strategic Context

The Department of Enterprise, Trade and Investment, in conjunction with Invest NI and Tourism NI, is currently reviewing its policy regarding the provision of support to tourism accommodation providers in Northern Ireland to help grow and develop their business to ensure that it supports and enables the provision of sufficient accommodation supply to 2020.

Since its inception in 2002, Invest NI has had responsibility for the administration of applications for government assistance for the development of tourism accommodation; this includes new starts, expansions and improvements. The current policy position governing the provision of support to tourist accommodation providers in Northern Ireland was last reviewed in 2004.

In taking forward the review we have considered the strategic vision for tourism going forward drawn from our key targets in our Programme for Government and other key documents such as Tourism NI's Priorities for Growth, the DETI/Tourism NI Events Strategy, the Tourism Recovery Taskforce Report - GB Path to Growth, the Belfast Tourism Strategy, a number of reviews of our key tourism markets and the impact on business tourism of the Waterfront development. In this context, it is imperative that accommodation supply provision meets the demands, needs and expectations of visitors, both in terms of volume of supply and in terms of the provision of a quality visitor experience.

The extent to which the public sector should intervene in the accommodation sector is a complex area and an initial review of the current policy highlighted a number of wider policy issues that required further exploration and which would benefit from further information and evidence from individuals and organisations with an interest or active involvement in the sector.

As a result the Department undertook a stakeholder engagement exercise in 2014. Many key stakeholders responded to our request for information / evidence and respondees are listed at Annex C. Information gleaned through the stakeholder engagement process has been considered alongside the Department's existing evidence base to inform the Department's policy position as set out in the [Review document](#).

Drawing together the evidence gathered by the Department including key evidence from external stakeholders there would appear to be a lack of 4/5 star hotel accommodation within our key tourism areas. In other accommodation sectors such as B&B, guest house and self-catering there is sufficient supply with a need to upgrade the quality and authenticity of the offering and in some cases there may be oversupply. The main concern highlighted in our policy review is that we may be approaching a position of undersupply of hotel accommodation in Belfast to accommodate our growing tourism aspirations especially with the opening of the Waterfront Conference Centre in 2016.

In light of this the following section summarises the core principles of a proposed Tourism Accommodation Policy 2015-2020.

Core Principles of a New Tourist Accommodation Policy 2015–2020

1 Priority Areas

In order to capitalise on the investment in tourism and grow our tourism industry and its contribution to our economy we have to be able to accommodate a growing number of visitors. In doing so we need to ensure that our tourist accommodation meets the needs of our key tourism markets and market segments as well as upcoming developments in business tourism.

Having taken all of these factors into consideration it is proposed that for all categories of accommodation, financial support will be primarily focused on accommodation projects that:

- seek to develop “out-of-state” tourism; and
- link to the needs and desires of Northern Ireland’s key visitor segments from our key visitor markets; and
- align with Northern Ireland’s best prospect tourism experience;
- develop our capacity to grow our business tourism sector

Priority will also be given to projects which:

- address the needs of the Waterfront Conference Centre through development of a large conference hotel
- add value in terms of distinctiveness, niche market opportunity or offer product that is unique to Northern Ireland; or
- attract new international brands that will reinforce Northern Ireland as a destination of choice

2 Assessment of Demand - Destination-Level Accommodation Need

There is a need to keep our tourist accommodation needs under review and so it is proposed that regional accommodation needs plans should be taken forward by local Councils.

Different regions of Northern Ireland will appeal to different markets and visitors will, therefore, have different expectations and requirements of their accommodation. Each region also offers a range of unique experiences and accommodation provision should be seen as an integral part of the tourism experience.

Therefore, it is appropriate that future accommodation needs should be considered on a regional basis. New Local Councils should work together to consider the needs of their Local Government District and each tourism destination area within Northern Ireland and develop accommodation needs plans, which take account of demand patterns by visitor type. This work fits well with the new community planning responsibilities of Councils.

3 Financial Intervention

Financial intervention for tourism accommodation projects which meet the above priorities will be available in a range of formats depending on the scale, nature and location of the project.

With regards to the manner in which capital assistance is made available, going forward, it is anticipated that there may be a departure from providing assistance solely by way of grant towards financially assisting companies in other ways, such as loan or equity funding and in this regard, HM Treasury has ring fenced financial transactions capital funding, which can only be used for the purposes of loan or equity funding.

This policy seeks to capitalise on this development by developing a Tourist Accommodation Loan Fund initially for Belfast, with capital grant remaining available for other areas outside of Belfast.

3.1 Hotels - Northern Ireland

Outside of a ten mile radius of Belfast, capital grant assistance will remain available subject to regional aid restrictions. The following projects will be eligible for financial support:

- New build projects - three star, four star, five star and budget hotel developments;
- Expansion projects - three star, four star, five star and budget hotel expansion projects; and
- Market repositioning - upgrades where, on completion, the hotel will be at least three star.

Capital grant assistance will be considered under Invest NI's existing selective financial assistance schemes subject to Regional Aid rules.

3.2 Hotels - Belfast

It is proposed that a Tourist Accommodation Loan Fund will be developed for hotel and larger-scale accommodation projects in the Belfast area until 2020 at which point this provision will be subject to review to consider if the potential under supply situation has been addressed. The moratorium on capital grant assistance for hotel development within a ten mile radius of Belfast will therefore be relaxed for the period of this Policy to enable hotel projects which fall within the following categories to access the Loan Fund:

- New Build - four star and five star hotel developments;
- Expansion projects - four star and five star hotel expansion projects; and
- Market repositioning - upgrades where, on completion, the hotel will be at least four star.

This relaxation will be reviewed, in the context of the prevailing market conditions at the end of the period of this Policy, to determine the future need for public sector intervention in the Belfast hotel sector.

Support will only be available through the new Tourism Accommodation Loan Scheme funded through financial transaction capital. The Loan Fund will be available at commercial borrowing rates and to a maximum of 30% of build cost.

3.3 Bed and Breakfast and Guesthouse Accommodation

The Review indicates that Northern Ireland has sufficient stock of B&B and self-catering accommodation to meet current and likely future demand. The key need is to ensure a good quality. Therefore due to issues with potential oversupply and quality standards the following support will be considered for B&B and Guesthouse Accommodation:

- New Build – across Northern Ireland new B&B and Guesthouse accommodation will not be prioritised for financial support unless a strong case is made to demonstrate demand and that the project meets the priorities listed at 2.1 as part of an assessment of accommodation needs within a tourism area.
- Expansion projects – expansion projects for existing B&Bs and Guesthouse Accommodation will not be prioritised for financial support unless as strong case is made to demonstrate demand and that the project meets the priorities listed at 2.1 as part of an assessment of accommodation needs within a tourism area.
- Market Repositioning - upgrading of existing B&B and Guesthouse premises will be eligible for financial support where, on completion, the establishment will achieve at least three star rating under the Tourism NI classification scheme.
- Support for B&B and guesthouse accommodation will principally be available through: the Rural Development Fund – under the Rural Business Development Scheme through the Local Action Groups.

3.4 Self-Catering Accommodation

Due to issues with oversupply and quality standards the following support will be considered for self-catering developments:

- New Build – new self-catering developments will not be prioritised for financial support unless a strong case is made to demonstrate demand and that the project meets the priorities listed at 2.1 as part of an assessment of accommodation needs within a tourism area.
- Expansion Projects - expansion projects for existing self-catering premises will not be prioritised for financial support unless they clearly demonstrate demand and that the project meets the priorities listed at 2.1 as part of an assessment of accommodation needs within a tourism area.

- Market Repositioning - upgrades of existing self catering premises will be eligible for financial support where, on completion, the establishment will be at least three star under the Tourism NI classification scheme

The source of support will depend on the size of the project and number of units.

Support for self-catering accommodation of 10 or more units or those projects which are part of a mixed use tourist resort development will be considered by InvestNI either under capital grant assistance or the Loan Fund depending on location. Outside Belfast capital grant assistance may be considered by InvestNI through its existing selective financial assistance schemes subject to Regional Aid rules.

Support for small scale accommodation of less than 10 units will be considered under the Rural Development Fund – the Rural Business Development Scheme through the Local Action Groups.

3.5 Hostel Accommodation

Due to issues with oversupply and quality standards only projects that seek to upgrade hostel facilities through a departure from dormitory style accommodation to that which involves the provision of single, twin, double and four bed rooms with ensuite facilities will be considered for financial assistance. The following support will be considered for hostel projects:

- New hostel developments will not be prioritised for financial support unless a strong case is made to demonstrate demand and that the project meets the priorities listed at 2.1 and is of at least 3 star standard on completion as part of an assessment of accommodation needs within a tourism area.
- Expansion Projects - expansion projects for existing hostel accommodation must clearly demonstrate demand and that the project meets the priorities listed at 2.1 and is of at least 3-star standard on completion as part of an assessment of accommodation needs within a tourism area.
- Market Repositioning - upgrades of existing hostel accommodation will be eligible for financial support where, on completion, the establishment will be at least three star under the Tourism NI classification scheme

The source of support will depend on the size of the project and number of rooms.

Support for hostel accommodation of 10 or more rooms will be considered by InvestNI either under capital grant assistance or the Loan Fund. Capital grant assistance may be considered by InvestNI through its existing selective financial assistance schemes subject to Regional Aid rules.

Support for small scale accommodation of less than 10 rooms will be considered under the Rural Development Fund – the Rural Business Development Scheme through the Local Action Groups.

3.6 Guest Accommodation

Due to limited information on this category of accommodation it is not possible to adequately assess the supply situation therefore the following support will be considered:

- New Guest accommodation developments will be considered for financial support provided a strong case is made to demonstrate demand and that the project meets the priorities listed at 2.1 and is of at least 3 star standard on completion as part of an assessment of accommodation needs within a tourism area.
- Expansion Projects - expansion projects for existing guest accommodation must clearly demonstrate demand and that the project meets the priorities listed at 2.1 and is of at least 3-star standard on completion as part of an assessment of accommodation needs within a tourism area.
- Market Repositioning - upgrades of existing guest accommodation will be eligible for financial support where, on completion, the establishment will be at least three star under the Tourism NI classification scheme

The source of support will depend on the size of the project and number of units.

Support for guest accommodation of 10 or more rooms will be considered by InvestNI either under capital grant assistance or the Loan Fund depending on location. Outside Belfast capital grant assistance may be considered by InvestNI through its existing selective financial assistance schemes subject to Regional Aid rules.

Support for small scale accommodation of less than 10 rooms will be considered under the Rural Development Fund – the Rural Business Development Scheme through the Local Action Groups.

3.7 Caravans, Campsites, Campus and Bunkhouse Accommodation

There is no evidence that the development, upgrade or expansion of caravan, campsite, campus or bunkhouse accommodation will impact on the development of ‘out of state’ tourism and so such accommodation will not be prioritised for financial support.

Projects in this category seeking support may be considered under the Rural Development Fund – the Rural Business Development Scheme through the Local Action Groups.

4 Appraisal of Accommodation Projects

In the appraisal of accommodation projects, there is a need to take away the emphasis on ‘quantity’ of existing supply in current appraisals of business cases, recognising that in some cases displacement of old for new and business churn are a good thing when that is associated with an overall strategic aim of raising the standard of the Northern Ireland accommodation offering as one part of our strategy to attract additional overseas visitors. Our interventions to raise the standard of tourist accommodation will be open and available to any eligible applicant seeking support.

In the context of Northern Ireland's accommodation sector, displacement of low quality accommodation with new, higher quality accommodation, which then improves the overall tourism offering, is considered acceptable within an overall strategic aim of raising the standard of the Northern Ireland accommodation offering to external/out of state visitors.

5 Non-Financial Support

Notwithstanding the range of support that is currently available for tourist accommodation businesses, the review has identified the need for additional capability support, particularly for smaller businesses (i.e. B&Bs, Guesthouses, self-catering), who do not have the skills or the resources necessary to adequately market themselves or to promote their strengths in what is a very competitive marketplace.

More public intervention is needed in the form of signposting, collaborative working, training, experience, and benchmarking. Invest NI will continue to provide advice on the commercial aspects of tourism accommodation development and a broad range of advice and guidance on IT, design, market research and marketing. However Tourism NI should take the lead in providing this support to smaller businesses in the tourism accommodation sector through its industry development programme and as part of implementing the Hunter Review recommendations.

6 Flexibility of Tourism Legislation

6.1 Temporary Accommodation Solutions to meet Spikes in Demand

In 2012 and 2013 there was a lot of speculation about the capacity to accommodate the expected visitor numbers attending key events. While an under-supply situation did not materialise this debate did highlight the need to consider the future potential for temporary accommodation solutions such as pop-up hotels where there is a clearly defined and substantiated need.

It is proposed that the new policy will set out how existing tourism legislation provides a mechanism to deal with situations where there is a clear short-term demand beyond that which could be accommodated by our existing accommodation supply. Under the Tourism (NI) Order 1992, any proposal for an exemption to the certification requirements in order to allow temporary accommodation solutions will require a site-specific business case, supported by clear evidence of need to be submitted to the Department for approval. It will also need to meet other statutory/legislative requirements such as planning.

6.2 Emerging Product - Certification Scheme

In Northern Ireland we require all tourist accommodation businesses to be certified. This has the benefit of ensuring we have minimum standards guaranteed for our visitors and also that we have a definitive database of tourist accommodation. Following a review, accommodation categories were added in April 2011 which has enabled a wider range of premises to be certified. It is proposed that the policy will recommend another review of the categories defined in legislation to increase flexibility and ensure we are seen as open for business for the development of new and emerging tourism accommodation product.

Annex A – How to Respond / List of Consultation Questions

Responses on the consultation questions set out below should be submitted by 5.00pm on Friday 24 July 2015.

1. The document may be completed on screen, saved with a new title to your desktop, printed and posted to the address below.
2. Alternatively, the document may be completed on screen, saved with a new title to your desktop and emailed as an attachment to tourismpolicy@detini.gov.uk

Address for postal replies:

Tourism Policy Branch
Department of Enterprise, Trade and Investment
Room 55,
Massey Avenue,
Netherleigh,
Belfast BT4 2JP

All responses should include the name and postal address of the responder. Please state whether you are responding as an individual or representing the view of an organization. If responding on behalf of an organisation please make it clear who the organisation represents and, where applicable, how the views of members were assembled.

Help With Queries

If you have any questions on the consultation document you can contact Andrew Patterson:

Tel: (028) 90529495

Email: tourismpolicy@detini.gov.uk

If you require access to this document in a different format – eg Braille, disk, audio cassette – or in a minority language, please contact the above number and appropriate arrangements will be made as soon as possible. Hard copies of the equality screening forms can also be provided on request.

Annex B – Equality Assessment

Under section 75 of the Northern Ireland Act 1998, the Department is required to have due regard to the need to promote equality of opportunity:

- between persons of different religious belief, political opinion, racial group, age, marital status or sexual orientation;
- between men and women generally;
- between persons with a disability and persons without; and
- between persons with dependants and persons without.

In addition, without prejudice to its obligations above, the Department is also required, in carrying out its functions relating to Northern Ireland, to have regard to the desirability of promoting good relations between persons of different religious beliefs, political opinions or racial group.

We have carried out an equality screening exercise for the proposed Tourism Accommodation Policy and found that it does not have any significant equality impact. A full Equality Impact Assessment, therefore, is not required. If you would like a copy of the screening form, please contact us.

Annex C – Organisations Involved in Stakeholder Engagement

Abbey Tours	Isle of Man Steam Packet Company
Antrim Borough Council	Larne Borough Council
Ards Borough Council	Limavady Borough Council
Armagh District Council	Lisburn City Council
ASM Chartered Accountants	Magherafelt District Council
Ballymena Borough Council	Mourne Heritage Trust
Riada House	Moyle District Council
Banbridge District Council	National Trust
Belfast City Airport	Newry and Mourne District Council
Belfast City Council	Newtownabbey Borough Council
Belfast International Airport	NI Bed and Breakfast Partnership
Museum and Civic Centre	NI Hotels Federation
Civic and Administrative Offices	Belfast Business Centre
Causeway Coast and Glens	North Down Borough Council
CIE Tours	The Stableyard
City of Derry Airport	Channel House
Coleraine Borough Council	Pubs of Ulster (now Hospitality Ulster)
Cookstown District Council	Queen's University Belfast
Craigavon Borough Council	Stena Line Limited
Derry City Council	Strabane District Council
Derry Visitor and Convention Bureau	Titanic Belfast
Down District Council	Trafalgar Tours
Dungannon and South Tyrone Borough Council	Translink
Fermanagh District Council	Ulsterbus Tours
Fermanagh Lakelands Tourism	University of Ulster
Giant's Causeway Visitor's Centre	University of Ulster
Hostelling International	Visit Belfast

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Consultation Questions on Core Principles

Principle 1 – Priority Areas

Do you agree that financial support should be primarily focused on accommodation projects that:

- **seek to develop “out-of-state” tourism**

Strongly Agree Agree Neither Agree or Disagree Disagree
 Strongly Disagree

- **link to the needs and desires of Northern Ireland’s key visitor segments from our key visitor markets**

Strongly Agree Agree Neither Agree or Disagree Disagree
 Strongly Disagree

- **align with Northern Ireland’s best prospect tourism experience**

Strongly Agree Agree Neither Agree or Disagree Disagree
 Strongly Disagree

- **develop our capacity to grow our business tourism sector**

Strongly Agree Agree Neither Agree or Disagree Disagree
 Strongly Disagree

Do you agree that priority should also be given to projects which:

- **address the needs of the Waterfront Conference Centre through development of a large conference hotel**

Strongly Agree Agree Neither Agree or Disagree Disagree
 Strongly Disagree

- **add value in terms of distinctiveness, niche market opportunity or offer product that is unique to Northern Ireland**

Strongly Agree Agree Neither Agree or Disagree Disagree
 Strongly Disagree

- **attract new international brands that will reinforce Northern Ireland as a destination of choice**

Strongly Agree Agree Neither Agree or Disagree Disagree
 Strongly Disagree

Should a Conference hotel be of a minimum size e.g. 400 rooms?

We consider that there should be a minimum number of rooms in hotels designated as conference hotels. These should be located in close proximity to the Waterfront Conference and Exhibition Centre. Research as part of the business tourism element of the Belfast Tourism Strategy supports the notion that this would be a complementary offer to the extension of Belfast Waterfront Hall. We consider that this objective could also be achieved by way of an extension to an existing hotel property with a suitable offering.

Are there any other areas which you would consider priority but are not included above?

No specific additional areas identified.

Principle 2 – Assessment of Demand - Destination-Level Accommodation Need

Do you agree that Regional Accommodation assessments on a Council / Tourism basis should be undertaken and be the basis for decisions and future support?

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

Please use box below for any comments

It will be important that these assessments are objective and based on accurate data. In order to ensure consistency across all council areas, it may be appropriate for Tourism NI to be involved in an advisory capacity, bringing an understanding of visitor markets and demand patterns.

Belfast City Council works closely with its partners in monitoring accommodation supply and demand in the area and this has become an increasingly important issue with the development of the Belfast Waterfront Conference and Exhibition Centre. While business tourism is set to grow considerably in the city, the tourism product also attracts a range of leisure tourists and it is important that there is an appropriate accommodation mix, at a range of price bands, to meet their needs. It is likely that these needs will vary from area to area but it is critical that the local variations can be articulated in order to ensure that the appropriate infrastructure is available and that investment is accessible to support future growth.

Principle 3 – Financial Intervention

Hotels – Outside Belfast

Do you agree that capital grant assistance should remain available for hotel development outside of Belfast for developments at 3 Star or above?

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

Please use box below for any comments

No specific comments - likely to be of more relevance to partners outside of Belfast.

Do you agree that capital grant assistance should remain available for hotel development outside of Belfast for recognised Budget Brand Hotels?

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

Please use box below for any comments

Hotels – Belfast

Do you agree that the proposed Tourism Accommodation Loan Fund should be developed for hotel developments of at least 4 Star within the Belfast area?

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

Please use box below for any comments

While Belfast City Council recognises that business tourism will be a critical element of future tourism growth in the city, and that this sector generally requires at least 4 star accommodation, this is not the only area of growth for Belfast.

The Belfast Tourism Strategy 2015-2020 highlights the need to attract younger markets. The analysis around this indicates that younger markets will be attracted by more bespoke accommodation offers and possibly not the traditional 4 star + offer.

Secondly, branded operators may take the view that the brand defines the market position of the hotel, rather than the local star grading scheme. It is also possible that the local grading scheme may mean little to overseas markets. Forcing International operators to sign up to the grading scheme to avail of the funding would seem an unnecessary barrier to development.

Given over 60% of tourism revenues (NISRA, 2013) are spent in Belfast it would seem Belfast as the capital city/best known/air and sea access/nightlife, industrial history and global influence, retail, attractions offers the best return on investment.

Do you agree that the proposed loan at commercial borrowing rates and at up to a maximum of 30% of build cost is reasonable?

- Strongly Agree
- Agree
- Neither Agree or Disagree

- Disagree
- Strongly Disagree

Please use box below for any comments

Belfast City Council has recently commissioned a detailed analysis of demand and supply within the hotel sector in Belfast. This has looked at not only high level demand projections, but it has also broken this down in terms of accommodation types potential impediments to growth. One of the critical factors identified has been access to finance.

The assessment is that, for projects where the developer is new to the sector, the general consensus seems to be that a loan to cost ratio of 60% from the banks will be the upper limit of any offer (assuming that the project can support this level of debt).

The key issue from the perspective of the banks as far as the Loan Fund is concerned is that they will view it as another loan. Therefore, if the fund offered 20% of the cost of the hotel project, and that loan was repayable once trading commenced, then the banks would scale back their offer accordingly (to 40% for instance) in which case the developer would still be required to inject 40% equity into the project. If this is the case, the availability of the fund actually achieves little, if anything.

However, there may be a way of dealing with this problem – firstly, if there was the deferral of repayments to the loan fund, then the banks may offer a higher ratio of debt to cost. This would enable some of the bank's debt to be 'paid down' before any repayment is required to be made to the loan fund. Indeed, it may be that the project could be refinanced after a period to take the loan fund debt out.

Secondly, if the loan fund contribution was offered as equity the banks would view this favourably, even though that equity stake would be repayable at some point.

Therefore, it may be the case that the critical issue is not the percentage funding available but rather the terms of that lending and how it may be considered by other lenders and the impact that it could have in supporting the release of bank funding, as opposed to just replacing it.

Bed and Breakfast and Guesthouse Accommodation

Do you agree with the proposed approach that, until demand for such accommodation is demonstrated in future Regional Accommodation Plans, support should concentrate on development of existing provision to ensure at least 3 Star quality?

- Strongly Agree
- Agree
- Neither Agree or Disagree

- Disagree
- Strongly Disagree

Please use box below for any comments

The bed and breakfast sector in Belfast is small relative to the provision in hotels in the city. The emergence of Air BnB in the city may have an impact in the longer term on the traditional Bed and Breakfast sector, with a large choice of properties on offer.

Self-Catering Accommodation

Do you agree with the proposed approach that, until demand for such accommodation is demonstrated in future Regional Accommodation Plans, support should concentrate on development of existing provision to ensure at least 3 Star quality?

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

Please use box below for any comments

Again, the self catering sector is relatively small compared to hotel provision in Belfast City. Self catering provision was not identified as an area for further development in Belfast in the Belfast Tourism Strategy.

Hostel Accommodation

Do you agree with the proposed approach that, until demand for such accommodation is demonstrated in future Regional Accommodation Plans, support should concentrate on development of existing provision to ensure at least 3 Star quality?

- Strongly Agree
- Agree
- Neither Agree or Disagree

- Disagree
- Strongly Disagree

Please use box below for any comments

The Belfast Tourism Strategy 2015-2020 suggests a greater concentration on younger markets. Hostel accommodation has been recommended as potentially satisfying this market. However, this is not necessarily the traditional hostel offering, rather 4 star+. These are typical across Europe and are to be encouraged in Belfast in particular. Belfast City Council has an analysis of this type of accommodation which can be submitted if required.

Guest Accommodation

Do you agree with the proposed approach that, until demand for such accommodation is demonstrated in future Regional Accommodation Plans, support should concentrate on development of existing provision to ensure at least 3 Star quality?

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

Please use box below for any comments

It is worth considering as per the previous point the impact of Air BnB as a recognised brand Internationally and the impact this will have on this sector. The question is whether the policy should consider this as an emerging sector.

Caravans, Campsites, Campus and Bunkhouse Accommodation

Do you agree with the proposed approach that, until demand for such accommodation is demonstrated in future Regional Accommodation Plans, support should concentrate on development of existing provision?

- Strongly Agree
- Agree

- Neither Agree or Disagree
- Disagree
- Strongly Disagree

Please use box below for any comments

University campus accommodation can be an important part of the tourist accommodation mix in the summer months. It is important this sector is recognised. Again, this can be collated through the regional accommodation plans.

Principle 4 - Appraisal of Accommodation Projects

Do you agree with the Review Conclusions that appraisal of accommodation projects should recognise that in some cases displacement of old for new businesses is a positive thing when it ensures that the standard of supply is raised?

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

Please use box below for any comments

It is important that accommodation stock on offer is of sufficient quality to satisfy current and future visitor markets. In some cases the accommodation stock may be outdated and a new business offering could be more relevant to current and future market demand.

Principle 5 – Non-Financial Support

Do you agree that the proposed support and roles of Tourism NI and Invest NI are sufficient?

- Strongly Agree

- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

Please use box below for any comments

As previously suggested, we consider that Tourism NI could help with the development of the regional accommodation plans and take a proactive role in this regard, in conjunction with local authorities. It is important that there is clarity around the respective roles of Tourism NI and Invest NI in this regard and that there is clear signposting for business advice. Belfast City Council also receives some requests for advice from potential and current hotel operators so it is important that this information is accurate, consistent and coherent across the various agencies. In reality, the support services offered are often of use to the wider hospitality sector, not just hotels. In that regard, it is essential that the organisations responsible for business support across all elements of the hospitality sector work together to make it as easy as possible for businesses to access the support available.

Principle 6 – Flexibility of Tourism Legislation

Do you agree with the proposed approach to temporary accommodation solutions, such as pop-up hotels, and how this could be facilitated in cases where demand is clearly demonstrated subject to the necessary statutory/legislative requirements being met?

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

Please use box below for any comments

Belfast has strong aspirations to attract large scale events and conferences to the city. This will benefit accommodation providers within Belfast but also beyond the boundaries of the city. Recent experience in respect of events such as MoneyConf and EnterConf highlighted the need for this type of flexible pop-up approach to accommodation provision. It is attractive to the event organisers but also to delegates/ visitors who will often want to stay in accommodation close to the source of the event.

Do you agree with that the Certification Scheme should be reviewed to ensure it enables development of new and emerging tourism accommodation?

- Strongly Agree
- Agree

- Neither Agree or Disagree
- Disagree
- Strongly Disagree

Please use box below for any comments

It is important that the scheme remains relevant to the needs of current and future perspective visitors. It is important that the certification scheme is reviewed to ensure it is still entirely relevant and is helping visitors make informed decisions on their choice of accommodation. In some European countries the local star rating scheme has become in part redundant as several branded hotel operators don't use these. In an increasingly global tourism market, it is important to consider how consistency can be achieved .