

City Growth and Regeneration Committee

Wednesday, 9th September, 2015

MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Members present: Councillor Hargey (Chairperson);
the Deputy Lord Mayor (Alderman Spence);
Aldermen Kingston and Stalford;
Councillors Attwood, Beattie, Craig, Dudgeon,
Graham, Kyle, Magee, McAteer, Newton,
Ó Donnghaile and O'Hara.

In attendance: Mrs. S. Wylie, Chief Executive;
Mr. G. Miller, Director of Property and Projects;
Mrs. L. Toland, Head of Economic Initiatives and
International Development;
Mrs. S. Toland, Lead Operations Officer/
Head of Environmental Health; and
Mr. J. Hanna, Senior Democratic Services Officer.

Apologies

Apologies for inability to attend were reported from Alderman McGimpsey and Councillors Magennis, McDonough-Brown and Lyons.

Minutes

The minutes of the meeting of 12th August were taken as read and signed as correct. It was reported that those minutes had been adopted by the Council at its meeting on 1st September.

Declarations of Interest

Councillor Attwood and Councillor McAteer declared an interest in respect of Item 1(d) South Belfast Partnership Board and left the meeting whilst this item was under consideration.

Request by South Belfast Partnership Board to attend a Future Meeting

The Committee was advised that, at its meeting on 17th August, the South Belfast Area-Based Working Group had received a presentation from representatives of the South Belfast Partnership. At that meeting, the Working Group had been requested to consider providing financial assistance to support the work of the South Belfast Economic Forum in 2015/2016. The provision of funding of that nature did not fall within the remit of the Working Group and, accordingly, it had been agreed that the matter be referred to the City Growth and Regeneration Committee for consideration.

Subject to considering the request, the Committee was advised that the ability to meet with any request for assistance from the Partnership in 2015/2016 would be somewhat limited since the Council's Revenue Budgets for the financial year had been agreed previously.

After discussion, the Committee agreed not to accede to the request at this time but that, in the first instance, Senior Council officers meet with representatives of all five Partnership Boards to discuss issues which were aligned with the Council's strategies and future direction.

Restricted Items

The information contained in the following report was restricted in accordance with Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014.

City Centre Regeneration Strategy

The Committee considered a report which provided an update on the City Centre Regeneration and Investment Strategy which had been approved by the Strategic Policy and Resources Committee on 21st August and ratified by the full Council on 1st September.

After discussion, during which the Committee noted that the consultation responses and feedback from the Members had been taken into account in the draft Strategy document which had been provided to the Members in August prior to consideration by the Strategic Policy and Resources Committee, it was agreed that the Committee:

- note that the Strategy had been approved by the Strategic Policy and Resources Committee and ratified by the full Council and would form part of the Council launch event planned for 22nd September, 2015;
- note the status of the Strategy and its role - whilst not a formal planning document, it was a clear direction of travel – setting out the Council's intention to ensure that Belfast's City centre drives growth and social, economic and environmental well-being for the people of the City and the region; and
- note the work streams to be developed from the Strategy as outlined in paragraph 3.2 of the report, the development and implementation of which would be reported to the City Growth and Regeneration Committee where relevant.

Presentation

Rivers Agency - Flood Risk

In accordance with its decision of 22nd April, the Committee was advised that representatives of the Rivers Agency were in attendance to provide a short presentation on Flood Maps (NI), an interactive map viewer that would enable Members to access the latest flood hazard information for Belfast.

Mr. M. Calvert, Head of Mapping and Modelling, and Mr. J. Martin, Regional Engineer, were admitted to the meeting and welcomed by the Chairperson.

The Committee was informed that the Flood Maps (NI) had been developed to provide an overview of flood risk in Northern Ireland and contained a suite of detailed flood hazard maps that had been produced in accordance with the EU Floods Directive. There were three River-based Districts, with Belfast being located in the North-East area.

The deputation then provided examples of the flood hazard extent in Belfast and answered a number of questions in relation to flooding which occurred regularly in a number of areas of the City, how the Rivers Agency provided information to the Planners and other agencies and the work being undertaken with the Association of British Insurers to help ensure that flood insurance remained widely available to the vast majority of homes and businesses in flood risk areas.

After discussion, the Committee noted the details of the presentation and agreed that the Director of Planning and Place meet with representatives of the relevant agencies to discuss how they would work together to provide a more holistic and structured approach to flood risk management.

Belfast Agenda

Committee Workshop Update

The Committee considered the undernoted report:

“1.0 Purpose of Report or Summary of Main Issues

On 26 August 2015, members of the committee attended a planning workshop with a view to developing a work plan for the City Growth & Regeneration Committee.

A total of 16 Members attended the workshop, together with the Chief Executive and the Directors of Development, Planning and Place and Property and Projects.

Members identified a number of priorities and made a number of proposals which are detailed within the main report. Members made these proposals in the context of emerging

priorities identified as part of the 'Belfast Conversation' and the development of the Belfast Agenda. Discussion was also informed by information on the role of the committee and the resources at its disposal for delivery. The proposals will form the basis of a committee plan will be brought back to members in October 2015.

Members also received a presentation from Heavenly, the brand consultancy appointed to develop a new customer focused Brand Strategy for the Belfast Waterfront. There was support at the workshop for the brand values & behaviours, positioning and the proposal on the name of the venue. A separate report on the brand strategy and the recommendations of the consultants is a separate item on the agenda for this committee.

2.0 Recommendations

Members of the committee are asked to consider and approve the list of key priorities and suggested proposals resulting from the committee workshop on 26 August.

Members are asked to give approval for officers to draft a committee plan based on the key priorities and bring a draft of the committee plan to the City Growth & Regeneration Committee in October.

3.0 Main report

Key Issues

At the recent City Growth & Regeneration workshop, Members considered the following questions as part of the planning exercise:

- 1. Discuss the role and priorities for the committee**
- 2. How is the new committee working?**

The top roles and priorities discussed by table have been circulated. The key issues and priorities identified by members include:

- **City centre regeneration & investment strategy;**
- **Job creation and the employability & skills strategy;**
- **Place positioning and an agreed city brand to maximise the opportunities for investment, tourism and regeneration;**
- **Integrated tourism strategy;**
- **Investigate the feasibility of a City Deal for Belfast;**
- **Develop a car parking strategy; and**

- Ensure the above strategies give consideration to connecting neighbourhoods to the city centre, ensuring that the whole city enjoys the benefits.

Members discussed how the new committee is working and have made a number of suggested proposals, as follows:

- Currently too much on the agenda and it is not possible to fully discuss the key strategic issues of the city – more time needs given to these;
- Consider the possibility of having a second meeting every month. The second meeting could be in the form of a workshop and/ or discussion sessions with key partners; and
- Improved working relationships with key outside bodies.
- Improve the coordination of discussions and agendas with other BCC committees.

Next Steps

If approved by Committee, the proposals made at the workshop which relate to the remit of the committee will form the basis of a committee plan which will be brought back in October 2015. The plan will be based on the identified priorities and proposals highlighted by members. It will also identify existing programmes currently being delivered by the council which contribute to committee's priorities.

Financial & Resource Implications

The committee plan will be developed in the context of the resources available to the committee.

Equality or Good Relations Implications

There are no equality or good relation implications."

The Committee adopted the recommendations.

Waterfront Hall Brand

The Committee was reminded that the Belfast Waterfront Hall was currently undergoing a £30 million investment programme that would see the venue transformed into a new world leading conference venue, attracting 50,000 delegates per year, resulting in an economic impact of £45 million per annum and supporting 1,500 additional jobs for Belfast. The Committee was reminded also to support that transformation the Council had appointed Heavenly to develop a new customer focused Brand Strategy for the Belfast Waterfront and Ulster Halls. To date the Members had received two presentations on the proposed Brand Strategy, including a detailed

presentation from Heavenly at the City Growth and Regeneration Committee Workshop on 26th August.

The recommended Brand Strategy, as presented to the Committee at the workshop, outlined the recommended approach in terms of the Belfast Waterfront and Ulster Halls' core brand values and behaviours, positioning statement and proposed names. The Brand would be used as a basis for further work on staff training, culture change, web presence, uniforms, fit-out, communications and sales.

The Committee approved the Belfast Waterfront and Ulster Halls Brand Strategy.

Business and Economy

Transport Issues

(Mr. K. Sutherland, Development Planning and Policy Manager, attended in connection with this item.)

The Committee considered the undernoted report:

“1.0 Purpose of Report or Summary of main Issues

Taxi Access to Royal Avenue, Belfast

- 1.1 DRD Transport NI in conjunction with the PSNI, recently carried out a trial to permit taxi access to the pedestrianised / bus only portion of Royal Avenue, Belfast. The trial commenced on 1st October 2014 and finished on 1st April 2015. Taxis were permitted access to Royal Avenue from 6pm to 6am each day, in order to collect or set down fares in the street, but not to rank or ply for trade.**

Taxi Ranks – Donegall Square

- 1.2 DRD have received a request from organisations that represent public hire taxi drivers in Belfast to consider extending the rank provision around Donegall Square. There is an existing public hire taxi rank at Donegall Square North with additional space on Donegall Square East, however, the organisations feel that more capacity is required.**

New Cycle Routes proposal

- 1.3 DRD published the Bicycle Strategy for Northern Ireland on the 25th August 2015. The strategy proposed the delivery of new bicycle routes and connections within Belfast City Centre. DRD are currently consulting on three proposed routes:**

- Grosvenor Road / Durham Street; College Square North / College Street & Queen Street;
- High Street to Middlepath Street; and
- Alfred Street/ Upper Arthur Street.

Consultation layout drawings for the proposed routes have been circulated.

DRD Transport NI (TNI) presentation

- 1.4 A request has been received from TNI to present proposals on the Autumn Works Programme to this Committee.
- 1.5 Proposed introduction of waiting restrictions on Falls Road and Divis Street, Belfast (between Beechmount Avenue and Millfield)

DRD Transport NI have requested feedback on proposals to facilitate the operation of the Belfast Rapid Transit (BRT) scheme on the Falls Road and Divis Street.

2.0 Recommendations

- 2.1 It is recommended that Committee consider the proposed responses outlined below and if appropriate agree their submission to DRD as the Council position. In summary:

- it is suggested that DRD extend the pilot scheme to allow taxi access to Royal Avenue until further assessment can be carried out as part of the Streets Ahead Phase 3 scheme;
- in relation to taxi rank provision in the Donegall Square area, it is suggested that the Donegall Square West area is retained for coach drop off and pick provision only until further assessment on coach parking needs is carried out; and
- it is suggested that the Council support the proposals to upgrade the cycling infrastructure and network in the city centre subject to DRD engagement with the frontages along the proposed routes.
- It is recommended that Members agree the request from TNI for a presentation to Committee on the autumn programme in November. All Members will be invited to this presentation which will be widened to include other transport issues and projects and should include DRD.

- 2.2 It is recommended that Committee supports the introduction of waiting restrictions on Falls Road and Divis Street (between Beechmount Avenue and Millfield) which should provide better access for customers to the local businesses in the area and facilitate the introduction of the BRT west way route.

3.0 Main report

Key Issues

Taxi Access to Royal Avenue, Belfast

- 3.1 DRD have stated that no complaints were raised during the trial period. The Council previously responded that any amendment to the access in this area should be considered by DRD, DSD and the Council as part of the next phase of the Streets Ahead project. It was considered that development work for Streets Ahead Phase 3 would provide the opportunity for a broader approach to consideration of how the streets are utilised and accessed in the northern area of the city centre.

- 3.2 There are a number of developments proposed and underway in this part of the city, including the Ulster University on York Street, which could impact on the traffic situation in this area. It is suggested that the pilot is extended, the situation kept under review and considered alongside the Streets Ahead Phase 3 proposals.

Taxi Ranks – Donegall Square

- 3.3 DRD are requesting feedback on the following proposals to provide additional capacity for ranking of public hire taxis:
- Retain Donegall Square North rank as existing;
 - Provide new feeder capacity in Donegal Square West, using part of the area currently allocated for coach pick up and drop off, which would be in direct line of sight of the Donegall Square North rank; and
 - Use the existing taxi rank in Donegall Square East as a feeder rank to the proposed additional capacity on Donegall Square West.
- 3.4 It is suggested that the Council should not support a new feeder rank in Donegall Square West as this would reduce the space available for coach pick up and drop off by 20 metres. The Council would request further assessment and information to be provided on the impact of reducing the

provision for visiting coaches in this area. There has been an increase in demand for coach parking in the city centre in recent years and coach operators consider the current provision to be inadequate to handle current demands.

New Cycle Routes proposals

3.5 Grosvenor Road / Durham Street / College Square North / College Street & Queen Street

DRD proposes to upgrade the existing cycle infrastructure along the Grosvenor Road and Queen Street and extend it to provide a new connecting two way segregated cycle lane along Durham Street and College Square North. Improvements are also proposed to enhance the environment for both pedestrians and cyclists in College Street.

- 3.6** The proposed new bicycle route will provide a dedicated connection between the Grosvenor Road Junction with the Westlink to the city centre. The proposal should provide designated cycle infrastructure on the western approach towards the city centre and enhanced access for residents to the retail core and employment areas.

High Street to Middlepath Street

- 3.7** The proposal is to upgrade and add to the existing cycle infrastructure along High Street to Middlepath Street. The proposed route will provide a dedicated connection between the High Street Junction with Bridge Street to Middlepath Street. It will provide an opportunity for people to avail of designated cycle infrastructure between the city centre and the eastern city approaches, as well as a connection to Titanic Quarter.

New Cycle Route along Alfred Street /Upper Arthur

- 3.8** The first part of this proposal is to upgrade the existing cycle infrastructure along Upper Arthur Street and extend it to provide a new connecting two way segregated cycle lane along Alfred Street. This proposed new bicycle route along Alfred Street and Upper Arthur Street will provide a continuous segregated cycle facility between Ormeau Avenue and Chichester Street. It will provide an opportunity for people to avail of designated cycle connection between the Lagan Towpath (Gasworks / Lower Ormeau) to the city centre.

- 3.9 To facilitate this proposal, a range of traffic management measures are proposed such as: removal/relocation of parking bays, provision of loading bays, kerb and junction realignment, traffic signal works, banned south bound turning movements into Alfred Street from adjoining side streets, extension of the one way system on Alfred Street from the junction of Franklin Street to Ormeau Avenue north bound, extension of existing raised junctions and additional 50/50 humps at junctions.
- 3.10 The DRD proposals support a key objective outlined in the Council's Transport policy 'to seek to influence the development of transportation policies and proposals which improve connectivity and encourage modal shift away from the private car to more sustainable forms of travel, such as walking, cycling and public transport'.
- 3.11 It is suggested that the Council supports the proposals to upgrade the cycling infrastructure in the city centre and the connections to the western and eastern approaches to the city centre. This is subject to DRD engagement with the frontages along the routes. The proposals should provide safer routes for cyclists in the city centre and enhanced connections along the western and eastern approaches. The proposals will also support the Council's Belfast Bikes scheme.

DRD Transport NI (TNI) presentation

- 3.12 The presentation will include information on:
- Strategic Road Improvement such as the York Street Interchange;
 - Network Development such as minor works and bus measures;
 - Network Traffic and Street Lighting;
 - Network Transport Telematics;
 - Network Maintenance; and
 - Network Planning.
- 3.13 Proposed introduction of waiting restrictions on Falls Road and Divis Street, Belfast (between Beechmount Avenue and Millfield)

In order to facilitate the operation of BRT on the Falls Road and Divis Street, DRD are proposing the following measures:

- To introduce a Parking and Waiting Restrictions Order limited to 2 hours, no return within 1 hour, Monday to

Saturday, 8.00am to 6.pm, on a number of parking lay-bys on Falls Road, Belfast, between Grosvenor Road and Millfield. The aim of this proposed restriction is to deter all day parking and create a turnover of available spaces that will benefit local businesses and offices along the route; and

- To introduce a 25 metre section of no waiting 'At Any Time' waiting restriction (double yellow lines), on the north side of the Falls Road between Beechmount Avenue and Islandbawn Drive. Loading and unloading will be permitted within the proposed waiting restrictions. This proposed restriction aims to regulate all day parking and aid traffic progression to facilitate the operation of the BRT bus lane at this location.

The layout drawings have been circulated.

- 3.14 The Council has previously supported the work to progress the development of Belfast Rapid Transit scheme. It is suggested that the Council would support the introduction of waiting restrictions on Falls Road and Divis Street (between Beechmount Avenue and Millfield) which should provide better access for customers to the local businesses in the area and facilitate the introduction of the BRT west way route.

Financial & Resource Implications

- 3.15 None

Equality or Good Relations Implications

- 3.16 None"

After discussion, the Committee agreed the proposed responses outlined below to the Department for Regional Development (DRD) as the Council's position in relation to a number of transport issues:

- that the DRD extend the pilot scheme to allow taxi access to Royal Avenue until a further assessment could be carried out as part of the Streets Ahead Phase 3 Scheme;
- in relation to taxi rank provision in the Donegall Square area, that the Donegall Square West area be retained for coach drop-off and pick-up provision but that further discussions take place on use of that area by public hire taxis at certain times or at an alternative site;

- to support the proposals to upgrade the cycling infrastructure and network in the City centre, subject to DRD engagement with the frontages along the proposed routes, and that the Department be also requested to extend the cycling infrastructure to the roads which lead into the City;
- to accede to the request from Transport NI to provide a presentation at a future meeting of the Committee on the Autumn programme, with all Members of Council being invited to attend, and to the presentation being widened to include other transport issues and projects and should include DRD; and
- to support the introduction of wait restrictions on the Falls Road and Divis Street (between Beechmount Avenue and Millfield), subject to the concerns of the Falls Road library regarding use of the parking areas by customers and the Committee's concerns on how it would be enforced being included.

Business Improvement Districts Update

The Committee considered the undernoted report:

“1.0 Purpose of Report

- 1.1 The purpose of this report is to update Members on proposals to establish Business Improvement Districts (BIDs) in Belfast and to make a recommendation as to how the council might vote in the Belfast One BID Ballot, which closes at the end of October 2015.

2.0 Recommendations

2.1 Members are asked to:

- Note the update on the Belfast One and Destination CQ BIDs
- Agree to a yes vote in the Belfast One BID ballot, with the votes to be cast by the Director of Finance and Resources on behalf of the Council

3.0 Key Issues

- 3.1 At the 12th August 2015 meeting of the City Growth and Regeneration Committee, members were advised of the impending ballot within the Belfast One Business Improvement District (BID) area.

- 3.2 The ballot will open on 17th September 2015 and will close 6 weeks later on 29th October 2015 with the result to be announced on 30th October 2015.
- 3.3 Members are reminded that 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 statutory partners. They agree to fund these services – set out in a business plan – through a levy which all businesses in the area are required to pay.
- 3.4 The draft business plan for the Belfast One BID will be issued to all businesses in the area from 11th September 2015. It will set out the broad priorities for action agreed to date by the BID Task Team (comprising rate payers in the area). The final business plan cannot be agreed until the BID is operational. At this point, it becomes a legally binding document which the BID company commits to deliver. If the ballot is successful, the BID will become operational from 1st April 2016.
- 3.5 In advance of the ballot, Land and Property Services (LPS) have provided some more refined rates data. This confirms that there are now 1,025 properties within the Belfast One BID area, with a combined rateable value of £77.7 million. The Belfast One BID is proposing a levy of 1.5% of the rateable value. This should produce a total annual income of around £1.1 million for the BID. There will be a number of exemptions, including properties with an NAV of less than £10,000 per annum and churches and charities with no retail outlets. There will also be a reduced levy (1.2%) for properties located within shopping centres.
- 3.6 Belfast City Council pays rates on three properties within the Belfast One Boundary; Seymour House and Digital Services buildings in Gloucester Street and City Hall. The Council will be liable for a BID levy of almost £12,000 annually for these properties. It will have 3 votes in the BID ballot.
- 3.7 The Belfast One Task Team is confident of a yes vote in the ballot. In order to secure a yes vote, the BID ballot must attract a 25% turnout of eligible businesses by number and rateable value, as well as a 50% yes vote by both property number and rateable value.

The Task Team – as well as some of the businesses responding to the consultation of the draft plan – have expressed some concern that the BID could be seen by the council and other statutory parties as an opportunity for them to step back from their obligations and previous levels of commitment within the city centre. They have been keen to emphasise that the BID will focus on additional activity. While some work has been done to baseline current delivery of frontline services in the city centre e.g. cleansing, it is more difficult to establish a baseline for the other discretionary activities, such as events, festivals and marketing support. It will be important to consider how these services are taken account of when establishing the baseline. The City Centre Regeneration Plan recently approved by the council commits to a programme of capital and revenue investment in the city centre. Consideration will need to be given to how that support aligns with the work of the BID.

- 3.8 Figures presented by Belfast One show that the top 10 levy payers will account for 15% of the total levy. The top 20 will pay 25% of the levy and the top 100 will pay around 50% of the total levy for 70% of businesses, the levy will total less than £1,000 per annum.
- 3.9 Members will be aware that, at the August 2015 meeting of the City Growth and Regeneration Committee, it was agreed that the Director of Finance and Resources would cast the votes on behalf of the Council in the Belfast One BID ballot.
- 3.10 It is proposed that the council uses its votes to support the BID. This recommendation is based on a number of factors:
- Department for Social Development (DSD) as the promoters of this policy have confirmed that they will support the BID and have written to all government departments that have properties in the BID area to advise them to support the BID
 - The Belfast Chamber has also confirmed that it is supportive of the BID – albeit that each of the Chamber members based in the BID area will be able to take their own decision about how they want to vote in the ballot
 - The BID is a mandatory levy. By agreeing to pay it, businesses are taking responsibility for their area and making a commitment to improvements of the business environment. The council has always been keen to promote a collective approach to city regeneration: this

represents a commitment by the private sector to invest their resources not only in their own business but in the wider city centre area

- The BID provides a strong engagement mechanism for the council with businesses in the area: by making a financial commitment, this will encourage businesses to take greater ownership of and interest in city centre development activities. There is an opportunity for the council to have at least one representative on the BID Board and, thereby, directly influence and engage with the BID
- The BID represents an opportunity for the council to demonstrate its commitment to the City Centre Regeneration Plan, with a focus on improving the city centre and supporting further regeneration. It will also enable the council to make informed decisions around its investment in the city centre, based on direct engagement with businesses located in that area
- The Belfast One BID area is the retail core and represents a significant proportion of rates income to the city. By supporting the BID, the council will be seen to recognise the value of that contribution
- Experience from elsewhere suggests that BIDs works best when the council and the BID work well together. In all of the BIDs that have taken place across the UK, the council has always voted to support the BID, where it has properties in the area.

3.11 As mentioned in the August report to this Committee, if the - BID is successful, it will present the council with a number of decisions as to how it supports and resources city centre regeneration and promotion. This may include the current nature and level of support to organisations such as Belfast City Centre Management and, to some extent, Visit Belfast, as well as consideration of how investment in activities such as city marketing and events and festivals can be taken forward to ensure maximum benefit, avoiding duplication of effort and activity. A further report on these issues will be brought back to a future meeting of this Committee.

3.12 The Belfast One area is one of two locations currently going through the process of developing a BID. The other is the Cathedral Quarter area. The Destination CQ BID is not as advanced as the Belfast One BID. The team is currently developing the business plan and hopes to have a draft by

mid-October. The business plan will be finalised by December and the ballot will be issued in early January 2015, with a closing date of 25 February 2015.

- 3.13 The Destination CQ BID anticipates generating an annual income of around £300,000 from the BID levy. While the overall priorities are not fully determined at this stage, feedback from preliminary surveys suggests that the key priorities will be place making (events, markets, public realm improvements) and marketing. Clearly there are synergies between the activities of the two BIDs and both recognise that there are likely to be opportunities for collaboration.
- 3.14 While BCCM have appointed a BID Manager (supported by Belfast City Council and Department for Social Development), Cathedral Quarter Trust (CQT) have been trying to develop the activities within existing resources which have also been pared back to recent funding costs. Cathedral Quarter Trust have now written to the council to ask for funding towards staffing and project costs for the BID development work between now and March 2016. CQt have been advised that the council does not have any provision for funding within its current revenue estimates. Tourism NI has committed £10,000 towards the development activity but much of this funding has been spent at this stage.
- 3.15 Financial & Resource Implications
- None
- 3.16 Equality or Good Relations Implications
- No specific equality or good relations implications.”

The Committee agreed:

- to a Yes voted in the Belfast One BID ballot, with the votes being cast by the Director of Finance and Resources on behalf of the Council; and
- that officers meet with representatives of the Destination CQ BID to consider possible options for support, including staff resources, for that BID.

Tourism, Events and International Relations

Ciclovia Belfast Event

The Committee was reminded that, at its meeting on 22nd April, it had approved the payment of £15,000 towards a Ciclovia Belfast Event, which promoted the closure of streets within cities in order to facilitate walking and cycling on certain days, to take place in June, 2015. The Members were reminded that Ciclovia Belfast had advised that the event would be delivered by an organisation called "Upbeat" and it would be taking place in conjunction with "Bike Week". However, due to the tight timescales and a range of planning activity that was required in advance of the event, delivery within the June timeframe had not been feasible. Ciclovia Belfast had now proposed to reschedule the event for 4th October, 2015. They had also advised the Council that the delivery partner for the event would be the Pioneer Group.

Noted.

2015 BBC Sports Personality of the Year - Update

(Mr. G. Copeland, Events Manager, attended in connection with this item.)

The Committee considered the undernoted report:

"1.0 Purpose of Report or Summary of main Issues

1.1 This is an update paper for Members and is a follow-on from a report to Committee on the 21 August re plans for Belfast's hosting of the 2015 BBC Sports Personality of the Year Awards, which will take place 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

3.1 Key Issues

It is estimated that the BBC Sports Personality of the Year will attract an audience of around 7,000 people, with the public coming from both in-state and out-of-state. Tickets will be sold by the BBC and details of these arrangements are still to be announced. As a public partner, Belfast City Council will be allocated tickets for the event. This iconic awards ceremony will be broadcast to an audience of over ten million viewers via BBC's various broadcasting channels, including BBC 1, BBC Digital and BBC Radio 5 Live.

- 3.2 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 positive manner.
- 3.3 The Council's City Events and Sports Development Units have met with the BBC Sports Personality of the Year team to develop a series of 'lead in' events built around sports development. These will be delivered with the BBC's 'Get Inspired Active Academy' brand. Under this banner a programme of sports outreach initiatives will operate from the end of September to the end of December that will engage with schools, community groups and clubs across the city.
- 3.4 Four try it days will take place in North, South, East & West of the city over the months Oct, Nov & early Dec. The aim of these events is to provide taster sessions to teenagers across the city in activities/sports that are not usually available in school/ non mainstream sports such as table tennis, dodgeball, cricket, GAA, rugby, boxing, cycling amongst others. In regard to cycling it would be the plan to promote the Council's Belfast Bike scheme as part of this sports development opportunity. In addition these events will help establish pathways to local clubs by using local coaches that can inform students on training days/times.
- 3.5 Promotional material detailing club contacts are to be circulated around participants. Each session will target between 60-120 teenagers.
- 3.6 The month of October will include a Sporting Halloween programme. Ten Clubmark (a recognition of quality) clubs from across the city will organise outreach coaching for young people in schools/community/youth centre settings during the first three weeks. The young people involved will then be offered free coaching camps during the Halloween week in the clubs' premises with a view to encouraging them to join the club and continue their participation on a long-term basis.
- 3.7 The Council's Sports Development Officer (Boxing) and two boxing coaches will work with the BBC and the city's local boxing clubs to create 'club open' events and these will be complemented by a series of schools' boxing 'come try-it' initiatives. This will entail boxing coaches going to around

thirty schools across Belfast over a six week period. Both of these programmes will underpin the Council's significant work in regard to its 'Amateur Boxing Strategy 2012 – 2022'.

The above elements will also be supported with the activity planned through our Active Communities Coaching programme, which is delivered by our partners Greenwich Leisure Limited (GLL), Disability Sport NI (DSNI) and the Belfast Community Sports Development Network (BCSDN).

3.9 A further strand will be a series of specialist coaching sessions for high performance athletes through the 'Belfast Talent Squads' which will be delivered by 10 sports governing bodies. It would be anticipated that some 6,000 participants will take part in the planned programme which will culminate with two significant initiatives the week before the BBC Sports Personality Awards event. The first would be the staging of the Council's Sports Conference at the Clayton Hotel (formerly the Holiday Inn on Ormeau Ave), on the 14th December 2015. The conference will focus on the coaching and volunteering aspect of being involved in sport addressing issues such as mental health, nutrition for sport, funding, club development plans, support for new clubs and it is hoped that the BBC would assist in securing some influential key note speakers for the event who will also take part in workshops and Q&A sessions. The conference aims to attract 150 plus delegates, from 100 plus sports clubs across the city. Finally, a 'Get Inspired Active Academy' event will take place on the 17 and 18 December and it is anticipated that this element of the outreach programme will attract around one thousand participants. The current choice of venues are:

- Ozone Indoor Tennis Arena. This would be subject to permissions to play sports other than tennis due its new flooring system
- Andersonstown and Shankill Leisure Centres
- T13 Urban Sports at Titanic Quarter

3.10 The short-listing of these venues is based on capacity and due to unavailability of the new Girdwood 4G pitches and budgetary constraints in regard to using the Mary Peter's Track.

Financial & Resource Implications

Council has agreed to commit £140,000 towards the Sports Personality of the Year production at the Odyssey Arena.

Equality & Good Relations Implications

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.”

The Committee noted the contents of the update report which provided details on the 2015 BBC Sports Personality of the Year Awards and associated events.

Finance, Procurement and Performance

Finance Report - Forecast Overspend Waterfront Hall

(Mr. G. Fenlon, Interim Managing Director, Waterfront and Ulster Halls, attended in connection with this item.)

The Committee noted the actions which were being undertaken to address and reduce the overspend at the Belfast Waterfront Hall.

Financial Reporting - Quarter 1 2015

Zoo Update

(Mr. M. Chalis, Zoo Manager, attended in connection with this item.)

The Committee noted the contents of a report and the associated action plan to address the financial performance of the Belfast Zoo.

Chairperson