

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



**Belfast
City Council**

7th June, 2018

MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Dear Alderman/Councillor,

The above-named Committee will meet in the Lavery Room - City Hall on Wednesday, 13th June, 2018 at 5.15 pm, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully,

SUZANNE WYLIE

Chief Executive

AGENDA:

1. **Routine Matters**

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

2. **Presentation**

- (a) Destination Hub: Outline Business Case (Pages 1 - 4)

3. **Requests to Present to Committee**

- (a) Ulster University Economic Policy Centre (UUEPC) - Economic Briefing (Pages 5 - 8)
- (b) Folktown (Pages 9 - 10)

4. **Growing Businesses and the Economy**

- (a) Working and Learning (Verbal update)

5. **Positioning Belfast to Compete**

- (a) Events and Festivals Strategy Update (Report to follow)
- (b) International Relations - Nashville Invitation (Pages 11 - 14)
- (c) Five Year Cultural Programme (Report to follow)

6. **Strategic and Operational Issues**

- (a) Belfast Cycling Strategy (Pages 15 - 20)
- (b) Year End Committee Plan Report (Report to follow)
- (c) Restricted - Recruitment Panel Nominations (Report to follow)



Subject:	Destination Hub: Outline Business Case Update
Date:	13 th June 2018
Reporting Officer:	Alistair Reid - Strategic Director Place & Economy
Contact Officer:	James Collier - Development Manager

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

Call-in	
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	Members will be aware that feasibility work is ongoing on a major cultural and visitor destination in the city centre. Belfast City Council in partnership with Tourism NI have commissioned Deloitte together with CHL Consulting to take this work forward. The outputs will include: <ul style="list-style-type: none"> - Emerging Concept - Governance and Organisational Structure - Outline Business Case (OBC)
1.2	The report will be accompanied by a presentation by expert advisors from the project team, who will update Members on the work undertaken to date, their emerging thinking around the three areas of work above, and timetable for completion of the OBC for inclusion in the Belfast Region City Deal.

2.0	Recommendations
2.1	<p>The Members are asked to:</p> <ul style="list-style-type: none"> – Note the work undertaken to date by the expert advisory team producing the Destination Hub Outline Business Case, including extensive engagement with key statutory and cultural stakeholders, and the intention to include this project within the Belfast Region City Deal. – Agree to receive a further report that sets out details of the outline business case, recommendations and a future work programme.
3.0	Main report
3.1	<p>In September 2015, Belfast City Council published the Belfast City Centre and Regeneration Strategy. This Strategy recommended that serious consideration should be given to developing an international visitor destination in the city centre to complement Titanic Belfast. Early feasibility work was conducted culminating in the completion of a Strategic Outline Case (SOC) in June 2016 that endorsed this goal.</p>
3.2	<p>The SOC indicated that a visitor destination that can be an attractor of people and investment has the potential to make a real and lasting impact through increasing visitor trips/stays as well as increasing footfall in the city centre, thereby supporting retail as well as the wider daytime and evening economy.</p>
3.3	<p>This project aims to deliver an exciting, engaging and accessible set of world-class facilities that integrates with existing organisations and builds on the growing visitor economy. It should create opportunities for new jobs and skills development, as well as be aligned and add to the wider visitor and neighbourhood tourism offer across Belfast. It will provide both local and international visitors with an outstanding visitor experience and the opportunity to engage with our rich cultural heritage. This addition to the tourism offer will encourage people to stay longer, increase the dwell time and spend more in the local economy.</p>
3.4	<p>Belfast City Council, in partnership with Tourism NI, commissioned a team of experts to take forward the recommendations from the SOC of 2016 to progress and conclude a number of workstreams in order to take the delivery of a new city centre visitor destination to the next stage. These workstreams and associated outputs are set out below, and progress against these outputs will be provided as part of the presentation to Committee.</p>

Output A: Outline Business Case

3.5 The Outline Business Case will be compliant with the Northern Ireland Guide to Expenditure Appraisal and Evaluation, which is an essential element to securing future investment in any potential capital project of this nature.

Output B: Governance, structure and organisational design

3.6 This will include assessment and identification of the optimal structures for the delivery of a new visitor destination to include governance during procurement, delivery and the ultimate ownership and operation of the facility.

Output C: Concept development

3.7 This will include a review of previous feasibility work and further consideration of the key components of the visitor destination, including recommendations on how any investment could support the wider development of the creative and cultural sectors in Belfast. Therefore consideration is being given to the activity currently being delivered by various stakeholders and how a new visitor destination could:

- help to foster city, regional and international collaborations;
- provide a facility of the scale and quality to enable audience development;
- help to address skills and employability gaps identified in these sectors
- supplement and tie-in to the wider neighbourhood tourism offer in the city.

3.8 A stakeholder group is in place to oversee the development of the work and this group includes representation from key statutory and cultural stakeholders. Further engagement has also taken place with the cultural and heritage sectors to help develop the emerging concept for the Destination Hub and its component parts. Further detail on the approach to date will be outlined by the consultant team in their presentation. If it is decided to take this project forward following the conclusion of the OBC then further engagement and communication activity would be undertaken across the city to help develop the concept and content of the Destination Hub. This will include delivering a programme of extensive civic engagement as well as detailed consultation with the wider cultural and tourism sectors.

3.9 Programme and next steps

The expert team will be working on the above three workstreams over the coming months ahead of a further report to CGR and SP&R committees in August. A particular focus will be engagement with government economists over the detailed financial, economic and commercial elements of the OBC. This will enable the Destination Hub to be included as a project within the Belfast Region City Deal in September. Work is also ongoing to assess the relationship of the Destination Hub to tourism and cultural infrastructure across the city to ensure that any investment also supports and strengthens this existing offer,

3.10	<u>Financial & Resource Implications</u> Costs associated with the outline business case are included in departmental budgets with partnership funding from Tourism NI.
3.11	<u>Equality or Good Relations Implications</u> There are no equality or Good Relations implications.
4.0	Appendices – Documents Attached
	None



Subject:	Request to present – Ulster University Economic Policy Centre (UUEPC)
Date:	13 June 2018
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Claire Patterson, Business Research & Development Manager

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

Call-in	
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	As part of the ongoing commitment to hold regular strategic briefings, it is proposed that Committee receive an annual economic briefing and presentation from the Ulster University Economic Policy Centre (UUEPC) at their meeting in September 2018. This provides an opportunity to consider the city and regional economic conditions and forecasts to inform future direction and priority setting around key inter-related programmes of work for the Council - growing the economy, employability & skills and city development.
1.2	Members will be aware that the Council have agreed to contribute to the work of the Ulster University Economic Policy Centre (UUEPC) to enhance the ongoing analysis and

	<p>monitoring of the city economy and support the underpinning evidence base for the Belfast Agenda and the emerging economic outcomes for the city.</p>
1.3	<p>The briefing will also provide an opportunity for the Committee to consider the work that the UUEPC have carried out on the development of a local skills barometer. This model has been developed at a Belfast City Region level to forecast the skills required by the economy and the likely availability of the skills in the population over the next 10 years. This will be used to inform, target and measure employability and skills interventions for Belfast. It has been used in the development of the Belfast Region City Deal proposals.</p>
1.4	<p>Members are asked to consider the economic briefing in the context of the current uncertainties associated with the decision for the UK to leave the EU and the pressing need to develop new approaches to address the city's persistent challenges as a result of high levels of economic inactivity, low skills levels and the need to grow the private sector.</p>
1.5	<p>The Committee has expressed the importance of and their interest in hearing from a diverse range of perspectives on economic issues and prospects for Belfast and the region.</p>
2.0	Recommendations
2.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> – Agree to receive a presentation from the Ulster University Economic Policy Centre at the September Committee meeting; and – Consider and make suggestions for any additional economic input at a future meeting.
3.0	Main Report
3.1	<p>The Ulster University Economic Policy Centre (UUEPC) is an independent economic research centre focused on producing evidence-based research to inform policy development and implementation. It engages with all organisations that have an interest in enhancing the economy and its work is relevant to government, business and the general public. The Centre's Advisory Board includes Belfast Harbour Commissioners, Department for the Economy, First Trust Bank, Ulster University and Department of Finance. Belfast City Council is the first local government member.</p>
3.2	<p>The Centre has developed a macroeconomic model for Northern Ireland providing a comprehensive set of economic data and forecasts, which will help assess the impact of potential policy initiatives on the Northern Ireland economy and contribute effectively to the</p>

	<p>policy debate. The Centre has also developed a Skills Barometer for Northern Ireland, which assesses the current and emerging skill needs by sector as well as forecasting future skill needs in Northern Ireland. This work will directly inform how the Council approaches its key priorities to address the city challenges of supporting business start-up and growth and addressing the skills and employability issues in the city.</p>
3.3	<p>Members are asked to consider the economic briefing in the context of the current uncertainties associated with Brexit and the pressing need to develop new approaches to address the city's persistent challenges of high levels of economic inactivity, low skills levels and the need to grow the private sector. The new Brexit committee may also wish to avail of the opportunity for these briefings.</p>
3.4	<p>The factors that influence economic growth do not solely lie within the local government's control, therefore strengthening business relationships and local-central government relationships is a central tenant of the Belfast Agenda as well as being critical to build the city's role as the regional driver.</p>
3.5	<p>The UUEPC acts as a 'critical friend' for the Council, which has been central to the development of the Belfast Agenda and the key priority of growing the economy. This ensures that the priorities, programmes and plans are evidence based and targeting the areas that will have maximum impact; for example, targeting business support and employability & skills programmes. The UUEPC has been involved in a number of specific pieces of work that have informed the Belfast Region City Deal and the Council's plans and programmes. This includes:</p> <ul style="list-style-type: none"> – producing economic forecasts to inform the Local Development Plan to shape the city's future development; – assessing the under-represented groups in enterprise and self-employment; – analysis of the key employment sectors emerging from the Belfast Agenda target of 46,000 new jobs in the economy; – briefings on the potential opportunities and implications of Brexit for Belfast and the City Region; and – developing a localised skills barometer for Belfast and the City Region.
3.6	<p>It is proposed that the presentation and briefing will draw on these key research pieces to outline the work of the UUEPC, the key issues for the Northern Ireland economy and economic forecast as well as what this means for Belfast as the regional economic driver.</p>

3.7	<p><u>Financial and Resource Implications</u></p> <p>Members will be aware that the Council is represented on the Board of the UUEPC and has previously agreed to contribute £25,000 per annum for a two-year period (which will be subject to renewal in 2019/20).</p> <p><u>Equality or Good Relations Implications</u></p>
3.8	<p>There are no equality and good relations implications.</p>
4.0	<p>Appendices – Documents Attached</p>
	<p>None</p>



Subject:	Request to present – Folktown Regeneration Initiative
Date:	13 th June 2018
Reporting Officer:	Alistair Reid - Strategic Director Place & Economy
Contact Officer:	Callie Persic - Regeneration Project Officer

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

Call-in	
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 Committee is asked to consider the request from Folktown Regenerative Initiative to attend a future meeting of the City Growth and Regeneration Committee in order to present an update to Members on their work and future ambitions.
2.0	Recommendations
2.1	Committee is asked to <ul style="list-style-type: none"> • Agree to receive a presentation from Folktown Regenerative Initiative at a future committee meeting.

3.0	Main report
3.1	<p>At the West Area Working Group on 22 March 2018 Members received an update on the proposals for the Folktown Regeneration Initiative, who would like Committee support for the following activities:</p> <ul style="list-style-type: none"> • Promote the area as an emerging cultural quarter and independent retail. • Develop meanwhile activity • Develop a proposal for a permanent event space and community hub
3.2	<p>The West Area Working Group recommended that Folktown present their work to CGR so that their proposed future activities could be considered alongside wider work underway in the city centre in terms of meanwhile/city animation, business support and promotional activity, as well as work underway to consider the potential Capital of Culture legacy programme.</p>
3.3	<p>To note, Folktown has since the meeting in March with West Area Working Group secured £5,000 from the Department for Communities to support promotional activity in relation to the emerging cultural quarter.</p> <p><u>Financial & Resource Implications</u></p>
3.4	<p>None – this is a request to present in the first instance.</p> <p><u>Equality or Good Relations Implications</u></p>
3.5	<p>There are no equality or good relations implications.</p>
4.0	Appendices – Documents Attached
	None



Subject:	International Relations – Nashville Invitation
Date:	13 June 2018
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Laura Leonard, European & International Relations Manager

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

Call-in	
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 purpose of this report is to seek Members' approval for an outward business-focussed visit to Nashville from 26 - 30 August 2018.
2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> • Approve the attendance of the Chair of Committee or nominee and one officer to engage in the outward business visit to Nashville with key stakeholders and Belfast

	businesses, from 26 - 30 August 2018. This is subject to confirmation of stakeholder commitment and programme value.
3.0	Main Report
3.1	Members will recall the November 2016 approval of a new International Relations Framework for the period 2016 - 2021.
3.2	The aim of this Framework is to continue to promote Belfast on the international stage with other stakeholders as a place to invest, work, visit and study. The Framework will deliver primarily on the formal relationships already in existence through our Sister City Agreements with Shenyang, Boston and Nashville, the Memorandum of Understanding with Dublin, and developing relationships with the City of London. New areas of opportunity will be considered on their merits and relevance to Belfast.
3.3	Members will be aware that, at the 8 March 2018 meeting of the City Growth and Regeneration Committee, an update report on International Relations activity for the previous six months was presented and the outline plans for the coming period were agreed.
3.4	As part of the agreed programme of activity for 2018/19, Belfast City Council hosted a <i>Nashville in Belfast Week</i> (28 April - 6 May 2018), showcasing joint activity across a range of sectors including music, food creative industries, education study abroad opportunities, doing business in Nashville and pursuing tourism opportunities. A detailed report on this highly successful week will be presented to members in due course, once all outputs have been measured.
3.5	As part of the Nashville programme, a series of focussed business meetings were held with Belfast City Council, Invest NI, Catalyst Inc., CSIT, Venture Capitalists and both Universities. The Nashville delegation included a leading entrepreneur in the field of healthcare, who is also a venture capitalist with interest in investing in business start-ups in Belfast. Since the visit, a proposal has been presented to Belfast City Council by the Nashville Sister Cities Board to invite Belfast City Council, economic agencies and a number of Belfast businesses in the healthcare/life health sciences sector to attend a conference in August 2018, and follow a wider but focused economic programme.
3.6	The conference entitled "Health: Further" is being held during the week of 26 August 2018

	<p>as part of a wider series of events happening in Nashville that week called “<i>Nashville Is... Week</i>”, a week of entrepreneurial celebration in the city. The Nashville Board and this leading entrepreneur have invited a delegation to attend the week free of charge, but to focus specifically on opportunities for Belfast businesses in health and healthcare, as Nashville is an economic driver for the USA in this field. The proposal asks that a Belfast delegation is made up of 1 Belfast City Council elected member and official, 4 healthcare entrepreneurs, 1 Venture Capitalist in this field, 1 representative from the Department of Health in Northern Ireland, 1 representative from Invest NI in this sector and 2 other representatives in the sector recommended by Belfast City Council and partners. There will be a maximum number of 14 delegates.</p>
3.7	<p>The Sister Cities Nashville Board and Nashville City Council are fully supportive of this invitation and are encouraging Belfast to attend to drill down into real cooperation and business opportunities. This is the outcome of 2 years of developing relationships and targeting the right people in business, government and academia and may lead to direct financial investment in Belfast companies.</p>
3.8	<p>With regard to the key International Relations activities for 2018/2019, all activity will be driven by a number of the priority outcomes set out in the Belfast Agenda. This proposal from Nashville will contribute to the ‘Growing the Economy’ theme of the Belfast Agenda. These focus on:</p> <ul style="list-style-type: none"> – Building the City’s position as a magnet for FDI – Maximising the City’s connections worldwide to drive growth – Positioning the City internationally as a key tourism, education and business destination – Helping local companies to internationalise their business.
3.9	<p><u>Financial and Resource Implications</u></p> <p>It is proposed that Members approve and agree to provide financial support to the Nashville outward visit for BCC related participation at a maximum cost of £3500. This resource will be covered within the agreed 2018/19 International Relation’s Unit budget allocation, included in the budget estimates which were approved by the Council in February 2018.</p>
3.10	<p><u>Equality and Good Relations Implications</u></p> <p>The International Relations Framework was equality screened.</p>

4.0	Appendices – Documents Attached
	None



Subject:	Belfast Cycling Strategy
Date:	13 th June 2018
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Anne Doherty, Planning & Transport Officer

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

Call-in	
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>European Cycle-Friendly Employer Accreditation Scheme</p> <p>To provide information on the Sustrans and Cycle NI proposals for a workforce cycling accreditation scheme.</p>

1.2	<p>Advocacy and Influence</p> <p>To consider proposals for Council engagement with the Department for Infrastructure on the implementation of the Belfast Bicycle Network Plan.</p>
2.0	<p>Recommendations</p>
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> • Note emerging detail of the Cycle-Friendly accreditation scheme. • Agree to invite DfI to a future meeting to discuss plans for the implementation of the Bicycle Network Plan and agree Council priorities; and • Note the ongoing partnership work of the Active Belfast initiative and the work of the ‘Task And Finish’ subgroup.
3.0	<p>Main report</p>
3.1	<p>European Cycle-Friendly Employer Accreditation Scheme</p> <p>A new cycle-friendly accreditation scheme for employers, which is delivered by Cycling UK, was launched in Belfast on the 19 April 2018. The scheme is aimed at encouraging staff to commute to work by bike and was developed to provide a European standard for cycle-friendly companies. It is run by the European Cyclists’ Federation (ECF) across Europe. It will be delivered in the UK by Cycling UK and supported by Sustrans. Sustrans is promoting the scheme as part of the €4.4m CHIPS project (Cycle Highways Innovation for Smarter People Transport and Spatial Planning) which involves Belfast working with European partner countries to tackle high levels of air pollution by encouraging cycling.</p>
3.2	<p>The scheme recognises that encouraging staff to cycle to work and for business journeys helps improve staff health and can boost productivity. Research shows that on average, employees who cycle-commute take at least one day per annum less off sick than colleagues who do not cycle to work. The benefits can also be found for people’s mental wellbeing, as studies have shown car commuters are at least 13% more likely to feel constantly under strain or unable to concentrate than those who cycle/walk to work.</p>
3.3	<p>To gain certification, organisations will have to meet some basic measures like cycle parking and providing information to employees, plus some additional measures which</p>

	<p>they can choose. Employers are then graded Gold, Silver or Bronze depending on their commitment to making their workplace more cycle-friendly. For example:</p> <ul style="list-style-type: none"> • Bronze - A staff member is responsible for improving cycling to work, and parking a bike is as easy as parking a car. • Silver- There are some facilities like lockers and regular events but they could improve. On-site assessment and advice is provided. • Gold- cycling to work is stress-free and seamless for staff and visitors. There are showers, bike mileage reimbursements, and incentives to get more staff cycling.
3.4	<p>The outline detail of the scheme would indicate a contribution to delivering a number of the outcomes of the Belfast Agenda in particular “Belfast is a vibrant, attractive, connected and environmentally sustainable city”. An indicator of this outcome is to increase “the percentage of all journeys which are made by walking, cycling or public transport”.</p>
3.5	<p>Officers from across Council departments are currently engaging with Sustrans and Cycling UK, regarding further detail of the Cycle-Friendly Accreditation Scheme and a follow up report will be brought back to committee at a later date.</p>
	<p>Advocacy and influence</p> <p>Belfast Bicycle Network Plan</p>
3.6	<p>The Council responded to the public consultation on the Draft Belfast Bicycle Network Plan in January 2017, highlighting the following issues:</p> <ul style="list-style-type: none"> • the timeframe for the delivery of the network will be dependent on the resources available and it is critical that adequate resources are allocated to the implementation of the plan; and • the omission of a number of the main arterial routes which service high density residential areas from the primary network was viewed as a major oversight, in particular the Lisburn and Ormeau Roads.
3.7	<p>In relation to strengthening the Council’s advocacy role with DfI, it is suggested that the Council invite DfI to a future meeting of the CG&R Committee to discuss their plans for the implementation of the Belfast Bicycle Network Plan and that the Council highlights potential areas for consideration as priorities to deliver the bicycle network plan for Belfast.</p>

3.8	<p>It is suggested the following priorities are raised with DfI for consideration:</p> <ul style="list-style-type: none"> • Potential to introduce new cycling infrastructure along key arterial routes linking to the city centre such as: <ul style="list-style-type: none"> - the Ormeau Road linking to the proposed Gasworks Bridge and Towpath; - the north of the city linking the National Cycle path along the River Lagan; and - the west of the city connecting the Royal Hospital and the new transport hub. • The Sydenham Greenway – the potential to link the existing Comber Greenway and Connswater Community Greenway with the North Down Coastal Path at Holywood. This has the potential to provide a link to the George Best Belfast City Airport, the Harbour Estate and the proposed park and ride facility at Tillysburn. • Through the Green and Blue infrastructure plan (as part of the ongoing Local Development Plan work) consider routes and links along green corridors and rivers which can be used to promote cycling and walking.
3.9	<p>Although DfI have made progress on developing the cycling network in the city centre, there is a lack of progress on developing a coherent bicycle network city-wide. The Middlepath Street scheme, once completed will link the city centre to the east of the city and the Connswater Greenway, however there is a need for convenient and safe cycling infrastructure linking the city centre to the north, west and south of the city. There is also a need to maximise opportunities around the development of greenways such as the Comber and Connswater Greenway and develop new greenways.</p>
3.10	<p>Active Belfast</p> <p>It should be noted that the Council is already committed to working at a strategic level on promoting physical activity including cycling through the work of the Belfast Strategic Partnership (BSP) and the Active Belfast initiative. On behalf of BSP, the Active Belfast Partnership has developed and agreed a new overarching strategy for physical activity within Belfast. ‘Get Active Belfast’ provides a platform to strengthen the partnership approach to addressing inequalities by creating a more active city. It is not a replacement for strategies which are currently being taken forward by individual organisations, but is intended to create additional value through working together at a strategic level. In this, it is acknowledged that <i>‘increasing participation in physical activity cannot be achieved through any single solution’</i>, but requires a collaborative approach which embraces the themes of education, transport, planning, public health, community development and sport.</p>

3.11	<p>Get Active Belfast also sets out seven pledges in pursuit of the five strategic priorities and associated outcomes. These are as follows:</p> <ol style="list-style-type: none"> 1. Support schools to offer physical activity throughout the day 2. Create an integrated Active Travel network 3. Create more active places through local spatial planning 4. Strengthen connections to and within the health sector 5. Develop and implement a comprehensive marketing campaign on the benefits of being active 6. Deliver wide ranging and inclusive community based activity programmes 7. Support local sports clubs to deliver inclusive and adapted sports for all
3.12	<p>Each pledge will have an associated action plan, with the first of these being around the pledge to 'create an integrated active travel network'. A 'Task and finish' subgroup has recently been established for this pledge and key stakeholders have been asked to commit to three meetings, with a view to producing a collective action plan to be rolled out from mid-2018.</p>
3.13	<p><u>Financial and Resource Implications</u></p> <p>There may be resource implications associated with the implementation of the bicycle network proposals in association with Dfl and council involvement in the Cycle-Friendly Accreditation Scheme. A follow up report will be brought back to committee at a later date outlining potential resource implications.</p> <p><u>Equality or Good Relations Implications</u></p>
3.14	<p>No specific equality or good relations implications.</p>
4.0	Appendices – Documents Attached
	None.

This page is intentionally left blank