

City Growth and Regeneration Committee

Wednesday, 6th November, 2019

MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Members present: Councillor Hargey (Chairperson);
Aldermen Kingston and Spence; and
Councillors S. Baker, Beattie, Brooks, Ferguson,
Flynn, Garrett, Hanvey, Heading, Howard, T. Kelly,
McLaughlin, Murphy, O'Hara and Whyte.

In attendance: Mrs. S. Wylie, Chief Executive;
Mr. A. Reid, Strategic Director of Place and Economy;
Mr. J. Greer, Director of Economic Development;
Mr. S. Dolan, Acting Director of City Regeneration
and Development; and
Mr. H. Downey, Democratic Services Officer.

Apologies

Apologies for inability to attend were reported on behalf of Councillors Graham, Lyons and McAllister.

Minutes

The minutes of the meeting of 9th and 23rd October were taken as read and signed as correct. It was reported that those minutes had been adopted by the Council at its meeting on 4th November.

Declarations of Interest

No declarations of Interest were reported.

Schedule of Meetings 2020

The Committee approved the following schedule of monthly meetings for the 2020 and agreed that it should continue to meet at 5.15 p.m.:

- Wednesday, 15th January;
- Wednesday, 12th February;
- Wednesday, 4th March;
- Wednesday, 8th April;
- Wednesday, 13th May;
- Wednesday, 10th June;
- Wednesday, 12th August;
- Wednesday, 9th September;

- Wednesday, 7th October;
- Wednesday, 11th November; and
- Wednesday, 9th December.

The Committee agreed also that its monthly meeting on 4th December should commence at the earlier time of 4.30 p.m.

Restricted Items

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

Resolved – That the Committee agrees to exclude the members of the Press and public from the meeting during discussion of the item as, due to the nature of the item, there would be a disclosure of exempt information as described in Section 42(4) and Section 6 of the Local Government Act (Northern Ireland) 2014.

Update on Strategic Site Assessments

The Committee was reminded that, in August 2018, the Council had commissioned a Strategic Sites Assessment in order to assess the regeneration potential of its fifteen publicly operated car parks within the City centre, as well as adjoining publicly owned land.

The Acting Director of City Regeneration and Development submitted for the Committee's consideration a report which provided an update on the findings of Phase 1 of the assessment and their context in terms of wider City regeneration. The report gave consideration also to further work to be undertaken to progress the three priority cluster sites, namely, Inner North West, Clarendon and Ormeau Avenue in phases, along with other appropriate land holdings, and to deliver a comprehensive programme of mixed use regeneration.

After a lengthy discussion, the Committee:

- i. noted the progress on Phase 1 of the Strategic Sites Assessment and the Member engagement to date;
- ii. agreed to receive at a future meeting a report on the potential to deliver a comprehensive programme of mixed used regeneration, with an overall predominance of residential use utilising these sites alongside commercial development to support job creation, to include the potential for working with adjacent landowners, funding options and potential for joint ventures;
- iii. agreed that the proposals for each of the SSA priority clusters should be progressed as follows:
 - (a) carry out further engagement with the local communities and the Department for Communities prior to preparing recommendations

for a route to delivery for the Inner North West Northern Cluster that is in accordance with the Inner North West Masterplan;

- (b) create a Development Framework for the Inner North West Southern Cluster showing desired uses and potential delivery arrangements, including the potential to re-imagine Smithfield Market;
 - (c) create a Development Framework involving adjacent landholdings at the Dunbar Cluster;
 - (d) agree that the Strategic Policy and Resources Committee should consider the feasibility of taking ownership of the Department of Finance's Corporation Street site, taking into account the capital requirements to acquire the land, including the potential for land swaps with the Department of Finance;
 - (e) prepare an outline planning application for the Ormeau Avenue site and undertake further engagement with surrounding communities regarding potential mix and tenure of the site;
- iv. agreed that the Council site at Gloucester Street should be considered as part of the strategic site delivery programme;
 - v. agreed to the inclusion of the Council's Hope Street Car Park and Whitla Street Car Park within the planning and master planning considerations for Weavers Cross regeneration project and the Yorkgate Train Station Project respectively;
 - vi. agreed to complete a traffic modelling assessment of the road infrastructure surrounding Ravenhill Rest Gardens and to explore potential development opportunities through junction realignment;
 - vii. noted that work had been carried out through the Belfast Agenda to quantify the demand for residential growth in Belfast, and that the Council and DfC were currently jointly undertaking further work to understand the residential market;
 - viii. noted that work was ongoing to establish the impact that the above developments will have on car parking in the city centre, both from a revenue generation perspective and loss of space, along with any mitigation plans;
 - ix. noted that a draft Development Framework for each cluster would be presented to the Committee for approval, which would include proposals on mixed tenure, in line with the emerging policies within the Local Development Plan Draft Plan Strategy; and
 - x. noted that the Strategic Policy and Resources Committee would have the final decision-making responsibility for acquisition or disposal of assets, along with any joint venture proposals.

Growing Businesses and the Economy

Update on Belfast - Dublin Economic Corridor

The Director of Development submitted for the Committee's consideration the following report:

"1.0 Purpose of Report or Summary of Main Issues

- 1.1** The purpose of this report is to provide the Committee with an update on progress to date on work to support the development of the Belfast-Dublin Economic Corridor and to set out the possible way forward to progress this work.

2.0 Recommendations

- 2.1** The Committee is requested to:

- i. note the outcomes from the research paper undertaken by the University of Ulster's Economic Policy Centre and Dublin City University; and
- ii. endorse the emerging plans for the Belfast-Dublin Economic Corridor.

3.0 Main Report

- 3.1** Members will be aware that Belfast City Council and Dublin City Council have a longstanding working relationship built up over many years and focused principally on issues relating to economic development and city growth.

- 3.2** More recently, at the Council meeting in May 2018, Councillor McAllister proposed the following motion, which was seconded by Councillor Long and referred to this Committee:

'This Council acknowledges the ever growing importance of relations between Belfast City and Dublin City as the main economic drivers within each jurisdiction. Furthermore, regardless of the outcome of negotiations around Brexit, it is imperative that relations continue to flourish between both cities, to the mutual benefit of all along this increasingly significant economic corridor. Accordingly, this Council agrees to establish a joint plan around co-operation regarding working relationships within the economic corridor. Going forward, this Council commits to ensuring key areas of progress and collaboration focussing on:

- *a complementary approach to inward investment and job growth;*
- *achieving Inclusive growth; and*
- *developing Infrastructure and connectivity.'*

- 3.3 In taking this forward, officers have engaged with councils along the economic corridor. A partnership has been established including four councils in Northern Ireland and four in RoI. The council partners are: Armagh City, Banbridge and Craigavon Borough Council; Belfast City Council; Dublin City Council; Fingal County Council; Lisburn and Castlereagh City Council; Louth County Council; Meath County Council; and Newry, Mourne and Down District Council.
- 3.4 In order to shape the future direction of the partnership and identify economic opportunities along the corridor, Dublin City University and Ulster University were commissioned to carry out research on behalf of the councils.
- 3.5 The research paper has now been completed. It notes that examples of economic corridors in other locations offer learning for the Belfast-Dublin economic corridor. The key success factor for these locations is the need for a clear articulation of what additional economic growth might arise from the enhanced regional and local inter-governmental collaboration. That means articulating clearly the benefit that will accrue from enhanced levels of engagement over and above what can be expected if partners are to continue to maintain the status quo and pursue their individual economic agendas. Clearly this will involve consideration of physical infrastructure but there are also opportunities for business to business collaboration and enhanced engagement among the research institutions along the corridor.
- 3.6 The report details the current economic performance of the Corridor and the future prospects for the region based on current trends. The report also begins the work of identifying potential areas for cooperation which could create a stronger trajectory for growth. Some of the report's key findings are outlined below:

Current Economic Position

- 3.7 The Eastern Economic Corridor is seeing strong growth in population terms with a 12% increase since 2006. Over 2 million people now live in the eight Council areas. Growth in the working age population (16-64 year olds) is also strong, and stands at 1.4 million people. There are high

levels of diversity within this population, with 15% born outside the island.

- 3.8 The labour market in all parts of the Corridor is very buoyant. Unemployment rates are between 3% and 4%, close to or at historical lows. This is due to recent strong growth in employment numbers, so that around 1 million residents are currently in work. An even larger number of jobs are located on the Corridor, pulling in numbers of commuters, particularly to Belfast and Dublin at either end.
- 3.9 There is a different story for the economically inactive, those not participating in the labour market due to ill health, caring duties or other reasons. Across the Corridor there are pockets of high levels of inactivity, particularly in Belfast, Dublin, ABC and NMD. This poses the question of how to improve employability opportunities for up to a quarter of residents in some places.
- 3.10 More than a third (34%) of residents of the Corridor have educational attainments greater than NVQ Level 4, ahead of other parts of the island. Although this share varies across the corridor and within individual Council areas, the overall picture is of a well-educated and available population.
- 3.11 At present, more than 5% of the million plus jobs on the Corridor are filled by commuters onto the Corridor from other parts of the island, often with an even higher skills profile than its residents. There is a significant challenge for addressing the skills gaps in the hidden pockets along the corridor.
- 3.12 The demand for skills is partly a result of a strong inward investment pipeline in recent years. This has been especially the case in Belfast, Dublin, Louth and, to a lesser extent, Meath. These location choices are supported by the recent results from FDI Intelligence which finds that the two cities feature prominently among the cities of choice globally. Dublin is No.1 among the 'large cities' locations, while Belfast is No.2 among 'mid-sized and small cities'. Both cities score highest on what is called 'business friendliness', but less so on connectivity, suggesting one challenge to future potential. There is considerable synergy in the core growth sector strengths along the corridor and these are often linked to University Centres of Excellence.

Future prospects for the Eastern Economic Corridor

- 3.13 The outlook to 2040 is that, on current trends, population growth will continue, reaching 2.5 million people. This projection, based on both natural increase and inward

migration, means a continuation of the slow shift towards a third of the island's population living on the Corridor. All cohorts of the population will increase with working age population providing a strong labour force into the future. One pattern to note is that there will continue to be stronger demographic trends in the southern part of the Corridor, when compared to the northern section. Clearly, Belfast City Council has already identified the need to grow the city's population as part of the Belfast Agenda and this focus on increasing the city's population will be important in the context of the corridor development.

- 3.14 The current employment growth is set to continue, perhaps at a lower rate, out to 2040 with an additional 325,000 jobs added. At nearly 1.3 million jobs on the Corridor, this will be a 35% share of the island's jobs and will see the position of near full employment and inward commuting continue.
- 3.15 A tight labour market also points to strong demand for skills to continue. Between expansion demand and replacement demand (as existing jobs continue to be filled) there may be an annual net requirement of 30-40,000 people along the Corridor. Much of the demand will be in the professional occupations, such as science & technology professionals, health professionals and business & service professionals. This points to the need to create a higher educational attainment profile than exists at present in the Corridor with a focus on addressing skills inequalities. The two main cities will continue to attract the majority of these roles. While this creates employment opportunities, there is a need for continued investment in specific sectoral skills at higher levels. In order to promote inclusive growth, there is a need to consider how we can develop pathways to help those without the necessary skills to move into work in this field.

Strengths of the Corridor and Sector Priorities

- 3.16 The report identifies the sectoral concentrations and strengths in the Corridor, particularly across tradeable services (including ICT, Professional Services and Financial Services), as well as high tech Manufacturing and Construction.
- 3.17 Another sector that is important in every Council area is tourism with 68,000 jobs across the Corridor. Over 10 million trips were made in the Corridor in 2017, with access onto the island being especially beneficial. A high proportion of these numbers are in Belfast and Dublin.

Approach

- 3.18 Following the conclusion of the initial research piece, the senior council officials have continued to meet to consider how to move forward. At a recent meeting, the following approach was agreed:
- i. the need to undertake a detailed economic modelling exercise to provide a benchmark economic forecast for the corridor in the medium to long term. This will take account of the critical success factor from other economically successful corridors, namely a clear articulation of the vision and the additional benefits that can be accrued by undertaking this more collaborative approach to economic development;
 - ii. the need to consider alternative forecasts assuming various levels of investment in priority sectors. These forecasts will indicate the impact of any investment and provide a robust business case for funding projects along the corridor. This assessment will be critical for any engagement with government agencies on either side of the corridor, particularly where there is to be a funding 'ask' of those agencies. There is likely to be a need to develop full business cases for some of the priority projects that have the potential to lever investment from government partners;
 - iii. the priority sectors for economic collaboration are likely to include research and innovation, tourism, infrastructure and agri-food. These will be underpinned by consideration of skills development and population health;
 - iv. the collation of potential investment projects in the area of Research and Innovation to explore potential opportunities for collaboration. It is envisaged that this exercise will be rolled out across other themes such as infrastructure, tourism and health. This will educate a more detailed examination of agreed projects for inclusion in a business case for the selected joint investment proposals; and
 - v. the need to focus on how to give some focus and direction to the ongoing engagement – there is a sense that the partners need to put some 'meat on the bones' of the discussions to date and focus

much more significantly on stakeholder engagement to build wider support for the economic corridor proposal. Partners agreed a framework for collaboration based on the areas identified above and committed to taking a collective approach to moving forward.

3.19 Financial and Resource Implications

The activities outlined within this report will be resourced from the 2019/20 Economic Development budget agreed by this Committee on 6th March, 2019.

3.20 Equality or Good Relations Implications/Rural Needs Assessment

The Economic Development unit is currently undertaking a process of equality screening on the overall work programme, this will ensure consideration is given to equality and good relation impacts throughout the delivery of each project.”

After discussion, the Committee adopted the recommendations and:

- i. agreed that officers inform the other participating councils of the Committee’s request for consideration to be given to including good growth, inclusive growth, housing, just transition and a reduced/zero carbon approach within the priority sectors referred to within paragraph 3.18 (iii) of the report;
- ii. agreed that information on the good growth index score for Belfast and for the other regions along the corridor be submitted to a future meeting;
- iii. noted that the conference which had been scheduled for February 2019 to highlight co-operation opportunities along the corridor would now be delivered as part of an overall work plan; and
- iv. agreed that the pre-feasibility study on the potential Belfast - Dublin fast rail link, which had been presented to the Committee on 9th January, be circulated to Members.

Regenerating Places and Improving Infrastructure

Improving City Centre Connections

The Committee considered the following report:

“1.0 Purpose of Report or Summary of Main Issues

- 1.1 This report provides an update on (i) the City Centre Connectivity Study (CCCS), co-commissioned with the Department for Communities and the Department for

Infrastructure, including the proposed process and engagement to develop the City centre Future Vision, and (ii) on the emerging work programme with DfC in relation to civic spaces.

2.0 Recommendations

2.1 The Committee is requested to:

- i. note the appointment of the Jacobs consultancy team to carry out the CCCS and develop the future vision for Belfast city centre. This will include examining models of pedestrianisation and other initiatives in a way which facilitates the development of the city centre, enabling both pedestrian enjoyment and public transport access while ensuring a vibrant and inclusive space for the future city centre;
- ii. agree to develop communication and awareness raising programme that builds interest and discussion in the city about the future shape and functions of the city centre;
- iii. agree to progress the exploratory work to determine the impact of the proposed transfer of civic spaces from DfC to the Council;
- iv. agree to the Jacobs Consultancy team presenting the draft Future Vision to the Committee in February, 2020.

3.0 Main Report

City Centre Connectivity Study

- 3.1 The Belfast Agenda outlines the City's ambition to promote the development of sustainable transport and includes promoting walking and cycling. The support, and concept, of sustainable place-making in the city reflects one of the key policies in the Belfast City Centre Regeneration and Investment Strategy (BCCRIS), which seeks to create a green, walkable, cycle city centre. It specifically references the lack of green space and tree-lined streets, and identifies the need for rebalancing the scales between tarmac and soft landscaping and recognises that there is no provision for children in the city centre.
- 3.2 As outlined at the City Growth and Regeneration Committee meeting in June, the Council, the Department for Communities and the Department for Infrastructure have agreed to jointly commission a study to examine how the

City Centre could develop in a way that is people-focused, inclusive and welcoming for all. The focus of the study is on place-making and will include an examination of models of pedestrianisation and other initiatives, which would facilitate the development of the City Centre, enabling both pedestrian enjoyment and sustainable access. The area of focus for the study will be the primary retail core of the city centre but it will also address the connectivity issues between the city centre and adjacent communities and key connectivity routes. A joint, BCC, DfC and DfI press release was issued following the meeting that reiterated the agreed commitment to undertaking an holistic and ambitious study of the city centre. Coupled with the recent council declaration of a Climate Emergency the study provides an opportunity to explore issues and solutions within, and around the city centre, and is in line with the Air Quality Action Plan and emerging Resilience Strategy.

- 3.3 The study will be delivered through a staged approach that provides analysis, addresses future growth and sets out a vision for the city centre based on stakeholder engagement and analysis. The Terms of Reference and the Specification were agreed by BCC, DfC and DfI and an open tender for Phase 1 of the study was issued on 23 August and closed on 13 September. Jacobs was successful in the tender and are proactively working with officers and departmental officials to develop the draft Future Vision for the city centre.
- 3.4 Phase 1 Sept – Dec 2019: Within this initial Phase there are three elements of work that will result in the shared Vision for the city centre. Step one, *Understanding Best Practice* will inform the debate on how Belfast could address some of the current issues through analysis of established benefits and dis-benefits of approaches that other cities with similar characteristics have implemented to transform their city centre. Step two, *Understanding Belfast City Centre*, will look at how the city centre functions to ensure a balance between the different requirements and needs of users. This section will establish a baseline in terms of access, city centre servicing, deliveries, movement and footfall, modes of transport and land use. Step 2 will also explore the changing nature of the city centre, including mapping out the emerging and built / under-construction developments that will deliver the diversification of the city centre including enhanced tourism, city centre living, working, leisure and open and green infrastructure. Building on this information and best practice, the final step will be to develop an ambitious vision of how people could better use the spaces where they live, work and play.

- 3.5 **Phase 2 April 2020:** Develop an action plan to provide options based on the delivery of the Future Vision. The action plan and options will be used to inform discussions with key city partners, statutory authorities and city leaders, and during the proposed public consultation in Phase 3.
- 3.6 **Phase 3 Apr – Sept 2020:** Carry out a 12 week, city-wide public consultation on the options to deliver the Future Vision and the emerging recommendations for action. This consultation will include a range of public events and engagement, detailed engagement with existing city centre residents and key focus groups prior to finalisation of the Future Vision and delivery plan.

Stakeholder Engagement Phase 1

- 3.7 To develop the draft Future Vision stakeholder engagement across sectors and in particular, with adjacent city centre communities, is critical to the success of the scale and ambition of this project and will take place during each phase of the project. The BCC/DfC/DfI Steering Group meets regularly and a Stakeholder Engagement Plan is currently under-development with the following engagement proposed to inform the draft Future Vision:
- One to one engagement with key stakeholders, statutory authorities, delivery partners and focus groups;
 - A Visioning Workshop will take place in November with key civic partners and organisations to establish an agreed ambition for the Future Vision;
 - A briefing workshop will be held with Members in November to provide an update on the engagement, to test the emerging ambition and to input and contribute to the draft Future Vision
 - A programme of public engagement and communications focused on maintaining the awareness of the study and to provide the public with an opportunity to contribute the development of the draft Future Vision.
- 3.8 Members will be briefed further following the finalisation of the draft Future Vision and agreement sought prior to advancing to the next stage of the study.

Transfer of Civic Spaces

- 3.9 In 2015, a number of DfC owned Civic Open Spaces were scheduled to be transferred to BCC as part of Local Government Reform. Among these publicly-owned assets

DfC have focused on ownership of a number of civic open spaces in the city centre, including Custom House Square, Bank Sq., Blackstaff Sq., Cotton Court, Donegall Quay, Hanover Quay and Writer's Sq. A key theme of the City Centre Regeneration Task Force theme of 'Re-imagining and Diversification' of the city centre and making better use of publicly-owned assets.

- 3.10 DfC has written seeking the Council's view on whether there would be agreement in principle to transferring these particular civic open spaces into Council ownership. DfC have had preliminary discussions with the Strategic Investment Board to explore viability of transferring ownership of these civic spaces to the Council and have identified a number of issues for further consideration and to establish lifecycle costs, potential liabilities, valuations and any conditions on transfer.
- 3.11 A number of workshops have been held with DfC/BCC/SIB to progress agreement around technical due diligence and procurement of condition surveys. These surveys will be a joint commission, but fully funded by DfC, to provide visibility around cost associated with bringing the spaces up to a 'compliant' standard and also to look at whole life budgeting on enhanced specifications. SIB have provide a draft specification for a pilot survey that would test the potential transfer methodology to be adopted. A future progress report will be presented to Committee in the coming months.

Equality and Good Relations Implications

- 3.12 There are no negative Equality, Good Relation or Rural Needs implications at this point. The Council's Equality and Diversity Officer will be consulted during any future consultation process and any proposed approach will be subject to the Council's screening requirements to ensure that Equality and Good Relations implications and Rural Needs are fully considered.

Finance and Resource Implications

- 3.13 The costs for the proposed publicity and awareness rising will be approximately £20,000 and will be met within current budget."

After discussion, the Committee adopted the recommendations and agreed that the Department for Communities be made aware of its concerns regarding the proposal to replace the granite carriageway in Queen's Square with a standard road construction, in the context of the transfer of assets, pedestrianisation and the wider connectivity study.

City Centre Revitalisation Programme

The Committee considered the following report:

“1.0 Purpose of Report/Summary of Main Issues

- 1.1 To update the Committee on the progress of the Revitalisation Programme and provide a quarterly update on the work of the City Centre Regeneration Task Force.**

2.0 Recommendations

- 2.1 The Committee is asked to note:**

- i. the progress on the City Revitalisation Programme;**
- ii. the progress to date on the priority areas of the City Centre Regeneration Task Force; and**
- iii. the established governance structures and procedures to deliver the City Centre Regeneration Task Force Action Plan as business as usual.**

3.0 Main Report

3.1 City Revitalisation Programme update

Since the detailed update provided to the Committee on 7th August, officers continue to engage with key stakeholders to further develop and deliver a programme of activity to enhance the vitality and sustainability of the city centre, in the context of the budget envelopes previously agreed by the Strategic Policy and Resources Committee on 22nd February 2019. The following sections provide an update on the programme of activity being delivered across the City Revitalisation strands including:

- Physical and Environmental Improvements**
- Enhanced Animation Programme**
- Marketing and Communications**

Physical and Environmental Improvements

- i. Pop- Up Park**

- 3.2 Work is continuing on proposals to deliver a pop-up park to Cathedral Gardens in time for Spring 2020, along with a bid to DfC for additional funding to increase the potential scope of the works. A design team (Park Hood) has been appointed**

and engagement with key stakeholders to inform design development is programmed to take place during October / November. The project is expected to be in place for a period of up to two years as a pilot project for the permanent Cathedral Gardens works.

ii. Bank Square Canopy

- 3.3 A key project for the City Revitalisation Programme was exploring the creation of an outdoor covered space for retailer-led themed events and other animation activity in Bank Square. Two pilot temporary canopy structures had been put in place during July and September, with an extensive and diverse programme of animation and events delivered attracting visitors and shoppers to spend time in the area. In response to the first pilot installation in July, feedback from the public has been generally positive. Some reservations have been expressed by local businesses regarding the management and use of the canopy, in that the space was not licensed but was positioned adjacent to a number of licensed premises. This feedback was reflected during the second installation in September, with the canopy re-positioned to the north of Bank Square to make clear its function as a public space that complements local businesses rather than an extension of the businesses themselves. In the absence of sufficient consensus among local businesses it is not considered appropriate to proceed with a permanent installation at this time, however should consensus be reached on the proposal by the businesses in the area, the council will reinvestigate and provide a report back to committee setting out the proposed way forward.

iii. City Dressing and Lighting Strategy

- 3.4 Work is underway to develop a City Lighting and Dressing Strategy, including the definition of key principles and mapping of distinct character areas within the city. A number of lighting pilots are being progressed which will trial approaches and opportunities for collaborative working to inform the development of the strategy. These include an interactive projection onto shop frontages in Castle Street, and a bespoke lighting feature in Castle Arcade. Contractors have been appointed and work is underway in both locations to secure necessary permissions. Planning applications are currently under consideration, with all locations expected to be installed during November and early December.

iv. Christmas Lighting Feature (Soda and Champ's Christmas Adventure)

- 3.5 A Christmas lighting working group was established with BCC, BCCM, BID One and Destination CQ to provide additional proposals for the Christmas Lighting offer. BCC are working with specialist contractors to provide a large projected animation programme based on a theme developed in partnership with BID One, involving a dog and cat's Christmas adventure. The animation will be presented in a series of episodes to build anticipation. The main projection onto a building frontage on Royal Avenue opposite the entrance to CastleCourt, will be accompanied by a range of activities including a family activity hub, window display(s), activity booklet and themed marketing campaign. The projection will be further enhanced through an additional projection onto Bank Buildings which will build on the theme/message of the main animation.

v. Entries and Lanes Strategy

- 3.6 The procurement of a design consultant (joint venture between Aecom and Tandem Design) is now complete for Phase 1 of the Entries Project which will include a programme of works in Castle Arcade, Crown Entry, Joys Entry, Pottinger's Entry, Coles Alley, Wellington St and Winecellar Street. Design development is now well advanced with plans being developed for surface repairs, painting, enhanced lighting, de-cluttering, and wayfinding features. Design concepts will also be developed through this commission for Jubilee Gardens, Wellington Street, High Street Entry, Sugarhouse Entry and Fountain Mews, and officers will continue to explore funding opportunities to support further delivery. Additional funding from the Department for Communities has also been confirmed to deliver the initial works.

vi. Deep Clean and Graffiti Removal

- 3.7 The cleanliness and physical appearance of the city centre was a key point from the majority of stakeholders. The City and Neighbourhood Services department are now operating a hot water washer to provide a deep underfoot clean to the public realm, and have a dedicated team working on the deep clean throughout the city centre. The initial focus for this work is on the underfoot cleaning (pavements/granite) and

the gable walls. Officers are currently delivering anti-graffiti artistic shutter wrapping in College Street as a trial and will be subject to agreement with property owners.

vii. Belfast in Bloom

- 3.8 The enhanced Belfast in Bloom programme is currently being rolled-out with additional greenery and colour being introduced across the city centre including the installation of enhanced planters, hanging baskets, flower towers and floral features along a 70-metre stretch of new pedestrian railings around Bank Buildings. A new and creative floral display feature has been installed in City Hall grounds.

Enhanced Animation Programme

- 3.9 As previously agreed by this Committee, the animation programme focused on scaling up planned animation activity in order to drive additional footfall into the city centre, particularly those parts of the city that have suffered most from a reduction in footfall since the fire at Bank Buildings. Since the August report to Committee, the key activities that have been undertaken include:

- the rollout of the Summer Music programme – involving more than 56 performances in indoor and outdoor spaces across the city centre. These events attracted more than 9,000 people in total. They included the very popular ‘Mix the City’ event which took place within City Hall grounds; and
- support to enhance Culture Night and to run the first ever Culture Day event – organisers estimate that around 85,000 people attended Culture Night with up to 35,000 coming into Belfast for the first ever Culture Day. This targeted the family audience and included programming of events all across the city centre. Feedback from participants, businesses and the event organisers has been very positive and the indications are that they will continue to build on this approach to next year, seeking to extend the appeal of the event and to continue to build its reputation in order to grow the visitors from out of state.

Marketing and Communications

- 3.10 The ‘Make it Belfast’ campaign went live on Monday 13th May, with radio advertising, followed by outdoor, digital and press advertising from w/c 20 May for six weeks. Social media ran throughout May up to the end of August to ensure

an ‘always on’ approach to the campaign. There was an additional burst of advertising in late July which continued up to the end of August with further radio, outdoor, regional press, digital and programmatic display and film advertising. Supporting material including a *‘Make it Belfast’* campaign tool-kit was developed for use by all stakeholders to further strengthen and add value to the campaign. This campaign is to be built upon again for the Christmas period (see below).

Proposals for Christmas 2019

- 3.11 Through engagement with partners, there has been an interest in exploring additional activity to supplement the Christmas 2019 marketing and animation plans, in order to recover some of the footfall that was lost to the city as a result of the Bank Building fire and which, traders believe, they have not been able to attract back to the city.
- 3.12 In line with the overall Revitalisation Budget approved by the Strategic Policy and Resources Committee in February 2019, Council officers have worked with partner organisations to bring forward a targeted programme of investment in the lead up to and over the Christmas period. The overall expenditure from the Revitalisation budget will be £300,000. In addition to this expenditure, partners from other organisations including Belfast One Business Improvement District (BID) and the major shopping centres will be investing significant resources in city animation at this time of year.
- 3.13 Some of the initiatives that are being planned in conjunction with other partners include:
- delivery of a music programme to enhance visitor experience (2-3 large scale events) supplemented by a wider range of smaller pop up street activity to enhance the festive atmosphere across the city centre, focusing on some key dates and busiest periods;
 - delivery of the popular Christmas Market: the market will open on 16 November (aligning with the lights switch-on) remains key for the city attracting over 1 million people last year;
 - delivery of a new lighting projection project (see above – Christmas lighting feature) alongside an engagement hub/Santa’s Post Box attraction which will attract family audiences and engage children in craft workshops, storytelling etc.; and

- enhanced marketing campaign: this will build on the 'Make it Belfast' strapline (see above). Consideration will be given not only to attracting visitors from other parts of NI but also from out of state, particularly RoI – given that the currency situation is currently favourable for those in the Eurozone.

Site Hoarding

- 3.15 The Department for Infrastructure continues to engage with the Primark site management and senior management regarding the location of the site hoarding on Castle Place. The Department continues to challenge Primark to review their working practices and programming to enable restoration of the operation of Castle Place. Members will be notified of any pending changes to the current position.

City Centre Regeneration Task Force

- 3.15 The City Growth and Regeneration Committee, at its meeting on 7th November 2018, agreed to the establishment of a City Centre Regeneration Task Force, jointly chaired by Council's Chief Executive and the Head of the Civil Service. The purpose of the Regeneration Task Force (RTF) was to ensure that the appropriate leadership and procedures were put in place to effectively oversee the delivery of key priority areas to enable the achievement of the objectives of the Belfast Agenda and the Belfast City Centre Regeneration and Investment Strategy (BCCRIS). The work of the RTF focused on three thematic priority areas, namely:

- City Resilience – medium to long-term city centre recovery plan; city centre leadership and management, and identification of catalyst development opportunities to stimulate wider regeneration;
- Re-imagining and Diversification of City Centre Land Uses – to include focused actions around increasing inclusive city centre living; use of public land to deliver on priorities and realisation of growth ambitions; enhanced open spaces and family/leisure based activities; and
- Infrastructure and Connectivity – public realm and connectivity into and around the city centre; transport strategy and connectivity etc

- 3.16 Since November 2018, the Task Force has met five times with quarterly updates reported to the City Growth and Regeneration Committee.
- 3.17 The Task Force, at its meeting on 20th September 2019, reviewed progress to date and agreed that it was now appropriate to formalise its future approach to standing down the Task Force with the emerging priorities encapsulated into business as usual within the relevant statutory authorities. A Task Force in its nature is a temporary group with a focused role. As set out in the Terms of Reference, the RTF has demonstrated a collective response and resourced targeted city centre recovery efforts, it has developed focused priorities to address medium and long-term interventions with a collective public/private sector commitment to oversee the continued delivery of these actions.
- 3.18 At its next meeting in January 2020, the RTF will formalise the establishment of the governance arrangements as outlined below to oversee the continued delivery of the action plan under the key thematic areas:

City Resilience:

- the delivery of the Revitalisation Programme following the Bank Buildings fire (see above) is well advanced with appropriate systems and governance in place to complete the work-strands;
- the Joint Regeneration Group (JRG), co-chaired by the Council's Director of City Regeneration and Development and DFC's Belfast Regeneration Director will assess the progress of the agreed action plan. The progress around the action plan will be reported through the CG&R committee and the relevant departmental governance structures;
- the City Centre Reference Group is now established to provide a public/private forum to provide input and guidance to the work of the JRG; and
- the review of the BCCRIS document is complete with renewed focus established on inclusive residential and infrastructure/connectivity issues in the city centre and aligned with the City Growth and Regeneration Committee priorities as agreed in June 2019 and further discussed at the workshop in September 2019.

3.19 Re-imagining and Diversification of City Centre Land Uses:

- The first phase of the Strategic Sites Assessment has completed the review of strategic public sector assets and appropriate governance is in place to deliver this phase and subsequent phases of the project, subject to City Growth and Regeneration Committee approval;
- Procedures are in place to address overcoming the obstacles to the city centre housing supply including the establishment of a city centre waiting list, piloting and testing mixed tenure development, procurement issues and the advancement of additional products for affordable housing;
- Procedures are in place for the review of non-domestic rates and will be overseen by the Department of Finance; and
- The delivery of Cathedral Gardens will be advanced to deliver enhanced open spaces and additional locations are being explored.

3.20 Infrastructure and Connectivity:

- Work is underway to assess the future connectivity and pedestrianisation of the city centre, with established governance across the statutory authorities for planning (BCC), regeneration (DfC) and infrastructure (DfI) to bring forward the Belfast Future Vision;
- Procedures are in place to develop the Belfast Metropolitan Transport Plan in advance of Ministerial approval; and
- The design development of Streets Ahead 5 is being advanced in tandem with the design for BRT Phase 2, the first phase of the entries project is expected to complete in March 2020, and procedures are established to deliver a public realm catalyst projects programme of works.

3.21 The priority focused areas within the action plan align with the priorities of this Committee, as agreed in June, 2019, and further discussed at the workshop on 25th September, 2019. Members will therefore continue to be updated in relation to progress at future meetings of the City Growth and Regeneration Committee.

3.22 Financial and Resource Implications

It is intended that the Task Force will provide a collaborative public sector approach in terms of how we collectively maximise our investment and efforts to revitalise the city centre. Staff time will be required to support the Task Force, as well as the Joint Regeneration Working Group.

3.23 All items of expenditure set out above are being delivered within the budget that was approved for the Revitalisation programme at the 22 February meeting of the SP&R Committee.

3.24 Equality or Good Relations Implications/Rural Needs Assessment

None associated with this report. The Council's Equality and Diversity Officers will be consulted on any future changes to strategies or plans that are currently in place."

The Committee adopted the recommendations.

Tourism, Events and International Relations

Update on Cruise Ship Business in Belfast

The Committee was informed that Mr. G. Lennon, Chief Executive, and Ms. M. J. McCanny, Director of Visitor Servicing, Visit Belfast, were in attendance in order to provide an update on the cruise ship business in Belfast and they were welcomed to the meeting.

Mr. Lennon informed the Committee that Belfast was now ranked second on the island of Ireland and third in the British Isles in terms of numbers of cruise visitors. He referred to the marked increase in the number of cruise ships visiting the City since 2014 and the associated benefits and highlighted the recent investment by Belfast Harbour and Tourism NI in a new temporary quayside cruise hub, which had opened on 29th May and was being managed by Visit Belfast.

Ms. McCanny provided an analysis of the 2019 cruise season, including cruise lines, inaugural calls, overnight stays, Sunday arrivals and the country of origin of visitors and confirmed that Visit Belfast was awaiting information on cruise visitor activity. She provided also information on the 2020 cruise season and on future projections and concluded by outlining the extent of Visit Belfast's development and marketing initiatives.

Mr. Lennon and Ms. McCanny then addressed a number of issues which had been raised by the Members and were thanked by the Chairperson.

After discussion, the Committee:

- i. noted the information which had been provided;

- ii. noted that Visit Belfast would, once finalised, forward information on cruise visitor activity for each of the past three cruise seasons; and
- iii. agreed that Visit Belfast include within its next presentation any available information on the environmental impact of cruise ships visiting the City.

Update on International Relations

The Committee considered the following report:

“1.0 Purpose of Report or Summary of Main Issues

- 1.1 The purpose of this report is to provide the Committee with a six month update on the delivery of the International Relations Framework

2.0 Recommendations

- 2.1 The Committee is requested to note the progress of the Council’s International Relations work for the period April – October 2019, as well as the proposed programme of activity for the rest of the financial year.

3.0 Main Report

Key Issues

- 3.1 In March 2019, the City Growth and Regeneration Committee approved the International Relations Plan for the financial year 2019/2020. This report provides an update on the high-level outputs over the last six months, focusing on activity with our Sister Cities of Boston, Nashville and Shenyang, as well as additional international delivery. It also sets out some of the priority areas of work for the coming six months.
- 3.2 Members will be aware that a key role for the Council is to act as an enabler to develop linkages and relationships for other partners that will bear fruit in terms of economic return for those organisations and for the city as a whole. As a result, the international relations activity focuses on areas identified as having the greatest potential for return, principally educational linkages, business linkages and civic/political connections.
- 3.3 The report sets out the key activities with each of the Sister Cities (Boston, Nashville and Shenyang) over the last six

months, as well as some planned activity until the end of the financial year.

Boston

3.4 Key activities with Boston partners over the last six months include:

3.5 **Education**

- Facilitation of an inward visit led by the British American Business Council of New England (BABCNE) in April 2019. This comprised mainly of academic leaders and they engaged in a series of meetings including:
 - discussions around the development of a strategic partnership between Ulster University and UMASS (the only public university in the State of Massachusetts) focussing on nursing and entrepreneurship;
 - discussions with QUB and UMASS on cooperation around QUB-led Summer Schools on Conflict Resolution;
 - discussions with Ulster University and UMASS on developing a 'Go Boston' programme for 100 Ulster University students based on the successful 'Go Philly' model for student experience and industry placements; and
 - early discussions between the NOW Group and UMASS on the roll-out of the JAM Card
- The Council facilitated a return visit in October 2019 by the Head of the Association of Independent Colleges and Universities of Massachusetts (AICUM). The purpose of this visit was to explore a range of potential leads with both universities and Belfast Metropolitan College in order to support additional exchanges and to develop joint educational programmes. This work is ongoing; and
- The Council supported programming for three Fulbright Scholars who spent six months in Belfast at QUB from January – June 2019. One of these has led to the potential for theatre and poet links with the Harvard Poets' Theatre Boston and the Lyric and MAC theatres in Belfast. This work is ongoing.

3.6 Business

- Progress to Year 2 of the Way to Scale programme with Boston is under way with plans for 10 Belfast companies to travel to Massachusetts Institute of Technology (MIT) in January 2020, followed by an intensive business mentoring programme in Boston in March 2020. The Boston Sister Cities network is supporting this programme by providing access for the companies to key individuals and organisations within the city to complement the planned business engagement programme
- Officers continue to provide links for individual businesses wishing to explore partnerships or develop linkages with Boston-based companies. As part of this work, we also work closely with Invest NI in Boston.

3.7 Civic / Political

- The Council, led by the Lord Mayor, visited Boston from 23rd – 26th September 2019 to undertake a series of meetings. This included a meeting with Mayor Walsh to recognise the fifth year of our Sister City partnership between the two cities. It also included meetings with Boston-based companies that have investment locations in Belfast as well as visits to social projects addressing issues such as drug and alcohol dependence and projects supporting the development of cooperatives.

3.8 Youth / Culture / Sport

- The Council facilitated the second Boston Youth Empowerment programme exchange to the city. This partnership continues to develop between the Boston programme and Active Communities Network Belfast to encourage youth development and employability through sport
- The Council is a key funder of the Friendship Four Ice Hockey tournament, taking place in Belfast from 29-30 November 2019. The teams are Colgate, Northeastern, Princeton and University of New Hampshire. The project also encompasses a month-long Science and Discovery programme to promote access opportunities in the sector as well as workshops to encourage female participation in sport and science industries. The second Friendship Series will take

place from 4-5 January 2020 and includes Quinnipiac University and Merrimack College. This competition enables female sportswomen the opportunity to play in an international competition. This year Mayor Walsh will attend the November tournament and will undertake a programme of keynote speeches and meetings to underline Boston's continued support for the Sister City partnership

- Through the Council connections, Cinemagic, along with film industry professionals, produced a film that was completely written and directed by disadvantaged young people from Belfast and Boston. The film was showcased to over 500 industry professionals in Los Angeles. Further work around filmmaking and creative industries involving young people from both cities is currently being planned.

3.9 Nashville

Key activities with Nashville over the last six months include:

3.10 Business

- Within the framework of the Nashville in Belfast programme which took place from 12th – 16th June 2019, a delegation of 43 people from Nashville visited Belfast for a week. This included a number of new political representatives that had not previously been part of the civic engagement between the cities. The Nashville partners themselves invested up to \$100,000 on the programme and there are ongoing collaborations, particularly within the hospitality sector.

3.11 Education

- Belfast Metropolitan College supported a follow-up visit by the Tennessee Board of Regents (the umbrella body for all public community colleges and technical colleges in the state). The delegation of 16 College Vice-Presidents represented 60 educational institutions. The purpose of the visit was to exploring opportunities for expanding their study abroad opportunities to include Belfast partnerships. Work is still ongoing to work on the detail of this proposal
- Other schools and university links are continuing and Council officers meet regularly with the institutions to

understand how the city linkages can support their further development

- A project between the Belfast Youth Forum and the Mayor's Forum-Overton High School connecting young people in both cities is progressing and embarking on the development of podcasts highlighting pertinent issues affecting their age group.

3.12 Culture

The second Nashville in Belfast programme included 18 events over the four-day period. The programme's objective was to promote the Council's longest standing Sister City relationship. Local stakeholders were crucial to the project's development. Independent research into the collective economic impact of the programme has been estimated at more than £800,000.

3.13 Shenyang

Key activities with Shenyang since April this year include:

3.14 Education

- Both Queen's University Belfast and Ulster University continue to strengthen their work in Shenyang, and Belfast City Council hosted their respective summer schools in City Hall, providing opportunities to meet with the Lord Mayor and other councillors
- The Lord Mayor provided a Sister City video message to the China Queen's College (CQC) in Shenyang to welcome the fresher students and congratulate the graduates. He also welcomed the first cohort of 12 postgraduate CQC students to City Hall
- The Council hosted a delegation of Chinese vocational colleges led by Colleges NI to secure training contacts and partnerships. This work is in its final negotiation stages.

3.15 Business

- Plans for a November 2019 Innovation Mission to be led by the NI Executive Office and Invest NI have been deferred to Q4 2019/20 to allow for a more targeted recruitment of NI companies. The Lord Mayor will accompany the mission and lead the programme in

Shenyang in partnership with Mayor Youwei. This was previously agreed by this Committee.

- The Council connected two local companies to the Chinese Consulate office in Belfast and one of these is now opening a showroom in Shanghai and has integrated into the NI diaspora in China.
- The Council was a key stakeholder in hosting a Consulate-led business, tourism and media leaders mission from London in June 2019. The delegates were senior representatives from Chinese HQs in London who were given a detailed overview of business and FDI & capital investment opportunities in Belfast. There was extensive media coverage of the visit on mainstream and social media in China. Follow up work is ongoing to assess the impact and potential additional opportunities.

3.16 Culture

- The Council worked with the Consulate on a significant programme of events in September-October 2019, to celebrate the Chinese Mid-Autumn Festival. The programme, led by Consul General Zhang and the NI Executive Office, delivered 6 large events to mark a number of anniversaries including 70 years of the creation of the People's Republic of China, 65 years of China-UK relations and 5 years since the establishment of the Chinese Consulate in Belfast.
- The Council is working with Chinese Stakeholders to prepare for Chinese New Year celebrations and directly supporting two of these in Belfast.

3.17 Tourism

The Council contributed to the research being driven by Tourism NI and the sector to develop a NI China Tourism Strategy and Action Plan. This work acknowledges the increasing volume of Chinese tourists visiting Belfast and the need to ensure that local businesses are 'China Ready' and attuned to the expectations of the visitors.

3.18 Wider Civic Engagement

Principally using the offices of the Lord Mayor as well as capitalising on the work of our business and tourism partners, the council team has hosted a number of inward

visits over this period. These have focused on the economic and investment messaging, and have included opportunities for partnerships with local businesses; potential new FDI investments and cultural/educational partnerships between Belfast-based organisations and those in the relevant locations. One of the most significant of these over the period was the hosting of the second annual City Hall Welcome for 500 international students beginning their overseas study in the city which took place at the end of September 2019. This type of engagement is particularly welcomed by our education partners.

3.18 Priority areas of work until the end of the financial year include:

- hosting the visit to Belfast by the Mayor of Boston from 27-30 November. This visit coincides with the Friendship Four ice hockey tournament and also a business and academic mission from the Boston Irish Business Association (BIBA). Details of the attendees have not yet been confirmed but, subject to their relevance and areas of interest, we will work with our partner organisations to develop appropriate meetings and engagements;
- supporting the delivery of the Way to Scale programme (see additional information above), including the two Boston-based elements taking place in January and March 2020;
- Council officers are presently working with Invest NI (including the in-market contact point) to explore the potential of undertaking a small business-focused outward mission to Nashville early in the new calendar year. QUB, UU and the Belfast Chamber have expressed an interest in joining the City Council on this visit, subject to seeing the detail of the proposed programme;
- engaging with the NI Executive Office and Invest NI to scope out the detail of the deferred NI Innovation Business Mission to China. Approval has already been given for the participation of the Lord Mayor and two officers to accompany this mission. Belfast City Council will lead the programming for the Shenyang strand of the four city programme;
- the Council will engage with Shenyang City Council to plan an inward business and academic mission before the end of the financial year; and

- the Council will also work with the NI Executive Office to participate in the re-scheduled UK China Regional Leaders Summit in 2020 which is to take place in Edinburgh. Approval has already been given for the participation of the Lord Mayor and one officer in this programme.

3.20 Moving Forward

While there is a substantial volume of activity under way, officers are currently undertaking a mid-term review of the International Relations Framework 2016-2021. This will review the work undertaken to date and consider how to maximise the impact of our investment, taking account of the whole range of international development, investment and promotion activity in which the council is engaged. A report on the proposed priorities for the next phase of this activity will be brought back to a future meeting of this committee.

3.21 Financial and Resource Implications

No specific financial implications. The activity undertaken as part of this International Relations Framework was approved by the City Growth and Regeneration Committee on 6th March 2019.

3.22 Equality or Good Relations Implications/Rural Needs Assessment

There are no Equality or Good Relations Implications attached to this report.”

After discussion, the Committee adopted the recommendation and agreed that the mid-term review of the International Relations Framework 2016 – 2021 referred to within the report should examine also the potential for developing relationships with cities in Europe, strengthening links with Sister Cities International and hosting a Sister Cities Europe conference in the City.

Cultural Strategy – Update on International Events

The Director of Development submitted for the Committee’s consideration the following report:

“1.0 Purpose of Report/Summary of Main Issues

- 1.1 The purpose of this report is to provide the Committee with an update on planned and possible future commitments with regard to International Events.

2.0 Recommendations

- 2.1 The Committee is requested to:

- i. note the requests for funding;
- ii. note that the resources to support these requests are not available within the existing Departmental budgets; and
- iii. agree to refer any agreed funding requirement to the Strategic Policy and Resources Committee, with a request to give priority to these requests when considering in year re-allocations.

3.0 Main Report

3.1 Background

Members will be aware that, at the special meeting of the Committee in August, the new ten-year cultural strategy for Belfast, *A City Imagining 2020-30* was agreed. *A City Imagining* sets out a long-term commitment to facilitating a new integrated phase of culture-led development for Belfast. The strategy brings together the culture, events and tourism functions within Council as well as identifying areas of cross-departmental working and opportunities for collaboration with external partners to support the Belfast Agenda.

- 3.2** In line with the Cultural Strategy, there is an intention to create strong international connectivity that supports the delivery of the Belfast Agenda and is in keeping with the priority themes and areas of focus. As part of this process, the Council has made commitments to support a number of internationally/nationally competitive events which move to various cities. These events were not considered as part of the Cultural Strategy Funding proposal given the high level of uncertainty as to whether they would actually progress beyond bid stage and ultimately be successful in those processes. These include:

3.3 2021 UEFA Super Cup (winners of the 2021 UEFA Champions League versus winners of the 2021 UEFA Europa League)

In January 2019, the Committee agreed to provide support for the Irish Football Association's bid to host the 2021 UEFA Super Cup. It was further agreed that a report was to be brought back to a future meeting of this Committee to update members on progress, including details on the financial implications of hosting the event. Members will be aware that, in early October 2019, it was announced that Belfast has been successful in securing the 2021 UEFA Super Cup event.

The requested contribution from Council is £200,000. This funding would need to be in place for the start of the 2021/2022 financial year.

3.4 2021 FIA World Rally Championship

In January 2019, the Committee agreed to provide support to the Circuit of Ireland Rally in their bid to stage this event. Initially the event was to be staged in 2020 but the organisers have requested that this is postponed. Members should note that Tourism NI are still evaluating this event, therefore there is no certainty on the event being staged or in which year it may take place. An update will be brought back to a future meeting of this Committee to update members on progress. No financial contribution has been requested nor agreed.

3.5 Additional Requests

In addition to these commitments which had been previously reported to Committee, there has been a further request to Council to make a financial contribution to the 2020 UEFA Men's Under 19 Euro Championship.

3.6 2020 UEFA Men's under 19 Euro Championship

The Irish Football Association (IFA) has engaged with the Council to ask for assistance in staging the 2020 UEFA Under 19 Men's Euro Championship. The costs associated with hosting the event are likely to be in the region of £2million and the IFA has asked the Council to make a contribution of £150,000 towards the overall costs. The IFA estimates that the tournament will have a £9 million direct economic benefit on the host region, £6.75m for Belfast and £2.25m for surrounding region, with main expenditure on accommodation and participant attendance. Council officers were not involved in the bidding process and, as a result, there has not been any engagement to identify where the Council's possible support could be drawn from and hence no financial planning. Given the lack of early engagement and absence of identified finance, it is recommended that this is not considered as part of any potential funding allocation from the Council towards this event. This event will happen irrespective of Council intervention or support.

3.7 It is however recommended that the Committee should consider providing in-kind support to the IFA in terms of training facilities etc. for visiting teams.

3.8 Financial and Resource Implications

The financial support required is as follows:

- **2021 UEFA Super Cup £200,000**
- **should the Committee agree, in principle, to fund the 2021 UEFA Under 19 Men's Euro Championship there will be further financial support of £150,000 required. (It has been recommended that this is not considered for funding, given the lack of involvement and engagement around the bid)**

3.9 No other budgets exist to fund these international events and it is recommended that the Committee agrees to refer any financial support agreed to the Strategic Policy and Resources Committee to give priority to the funding of the international events when considering any in-year re-allocations.

3.10 Equality or Good Relations Implications/ Rural Needs Assessment

The cultural strategy, *A City Imagining* has been subject to an Equality Impact Assessment (EQIA) and a Rural Needs Assessment (RNA). Any further investment or significant programmes will include equality screening as appropriate."

After discussion, the Committee:

- i. agreed to recommend to the Strategic Policy and Resources Committee that it give priority, when considering any in-year allocations, to providing funding of £200,000 towards the hosting in the City of the 2021 UEFA Super Cup event;
- ii. agreed that a report be submitted to a future meeting outlining the potential benefits to local communities and to the City generally of hosting the 2021 UEFA Super Cup event;
- iii. agreed not to recommend that funding be allocated towards the hosting of the 2020 UEFA Men's Under-19 Euro Championships but to provide in-kind support to the Irish Football Association through, for example, the provision of training facilities; and
- iv. noted that information on a potential FIA World Rally Championship event in 2021 would be provided as further details emerged.

Strategic and Operational Issues

Update on "Belfast Canvas" Public Art Pilot Project

The Director of Development reminded the Committee that, at its meeting on 27th March, it had agreed to support a pilot public art project entitled "Belfast Canvas".

He reported that the project, which was based upon a similar initiative being delivered in Dublin, focused upon enhancing utility boxes within the City's retail core and the Cathedral Quarter. To date, eighteen boxes had been painted by professional street artists. The second phase of the pilot project would involve artists engaging in the coming weeks with up to six community groups across the City to develop designs for replication on a further twenty-two boxes.

He reminded the Committee that it had discussed also the possibility of delivering a second phase of the project, which could potentially focus upon the Belfast Rapid Transit route and involve communities from the east and the west of the City working alongside the professional artists in the design process. Officers were currently assessing that proposal and would submit to a future meeting a report providing further details around the engagement process and how the project might align with other activities taking place in these areas for consideration by the Committee.

The Committee noted the information which had been provided.

Chairperson