



Belfast  
City Council

# Future City Centre Update (Media & Communications)



# Regeneration & Connectivity

- Council seeks development partner to boost city population through £630million housing-led regeneration opportunity
- Design team appointed for Belfast Stories project at prominent Royal Avenue site
- Work begins on £175m “Loft Lines” Titanic Quarter housing project
- Southern Great Victoria Street’s regeneration is continuing with the installation of six new murals, including one paying homage to Good Vibrations founder Terri Hooley
- Award winning Belfast Entries programme nears completion with the final phase on reopening Sugarhouse entry
- Four Belfast based businesses, including street / skateboard wear retailer Sole.io Ltd and artisan baker ‘The Hundredth Monkey Bakery’, are set to benefit from Belfast City Council’s pilot capital grant scheme, ‘Vacant to Vibrant’ – helping to revitalise Belfast city centre
- Two Bolder Vision initiatives are poised to transform critical parts of the city to make them safer, greener and more accessible, including secured cycle parking.
- Translink names MRP as master-development partner for the transformational Weavers Cross Regeneration Scheme in Belfast
- Belfast’s £200m ‘Grand Central Station’ expected to be completed in 2025



# Business & Investment

- Belfast welcomes U.S. Special Envoy to Northern Ireland and Senior Business Delegation
- US delegate trip sees \$50m investment for NI
- Belfast tech company wins £3M investment from Maven Capital
- Public Private Partnership: Belfast City & Region Place Partnership paves the way for collaborative growth
- AI company invests £11m in new centre in Belfast River House
- Major jobs announcement by EY kicks off Northern Ireland Investment Summit
- Queen's University to create 220 jobs with £100m investment in student homes
- Environmentally friendly 'hometel' with 175 rooms opens in Belfast city centre
- Planning: Four new hotels being created to meet market demand
- Lord Mayor meets with business leaders to discuss next steps for city centre
- Nihon Cyber Defence expands Belfast operation with new HQ



# Animation & Distinctive Offering

- Belfast 2024 set to deliver city's 'biggest ever creative and cultural celebration'
- Belfast set to be UEFA Euro 2028 host city as UK & Ireland win historic bid to stage tournament
- Titanic Belfast reports busiest summer since opening with 7.5m visitors to date
- 158 Cruise ships visit Belfast in 2023, making it a record year', resulting in £20m passenger spend in the local economy
- Belfast makes National Geographic Traveller's 'Cool List 2024'
- Belfast listed in UK's 'Top 10 Best Cities' for 2023
- Belfast wins three major international awards including 'world's best conference destination'
- Titanic Distillers have invested almost £8m to convert Pumphouse into what is hoped to become one of the Region's newest tourist attractions
- Aussie café chain opens second site in Belfast creating 20 new jobs
- NI's first Pret à Manger store to open next week
- "Let it Glow" Belfast prepares to switch on for festive season on Saturday 18 November
- H&M confirmed as new tenant at Belfast city centre development The Keep



# Clean, Green, Inclusive & Safe

- Belfast #CircleCity campaign launches with new colourful bins to boost recycling on-the-go
- Council continues to transition fleet vehicles to Hydrotreated Vegetable Oil fuel (HVO)
- New 10-year Belfast Tree Strategy to connect city's residents to nature takes root
- Translink's late night "Nightmovers" Christmas services returns to Belfast in December
- The Errigle Inn, Granny Annies and Ten Square Hotel have scooped top honours at this year's 'Belfast in Bloom' competition
- A new £100,000 Challenge Fund competition has opened for Belfast's digital and creative companies, aimed at animating the city's Maritime Mile.
- Council led "Groove in the City" , grand finale taking place in the grounds of City Hall
- Belfast Harbour begins work on £3million first phase of City Quays Gardens
- Council led Planning application agreed which will see Belfast City Centre to get two new water refill stations



# Cross-cutting enablers

- Belfast region secures £3.8 million funding for wireless innovation
- Belfast City Council has announced proposals for a Smart District that will harness digital innovation to support the transformation of Belfast city centre.
- Consultation on pavement café licensing scheme closes soon
- Belfast Lord Mayor celebrates 23 Belfast Residents who have completed a tailored Council Tech Employment Academy
- Belfast has received an A rating for its climate action work for the second year in a row and is the only city on the island of Ireland to receive the top grade



## Belfast City Council: Inclusive, sustainable growth



(L-R) Anselmy McWilliams, Head of Programmes (City & Growth Deals) with Tourism NI; Paul Crowe, Director at TODD Architects; Lord Mayor of Belfast, Councillor Ryan Murphy; Mark Cousins, Filmmaker and Creative Advisor to Belfast Stories; Robert Greenwood, Partner and Director at Snhetta.

One big theme drives all our work in 2024, and that's *inclusive, sustainable growth* for Belfast.

Belfast City Council's role has developed significantly over the last decade. While we remain the civic leader, responsible for creating local ambition, inspiring civic pride, and instilling confidence in both our city and the wider region – and our core business is still delivering excellent, value for money services that make life better for all our residents – we're now

We're a place shaper, creating a more connected, liveable, greener, and more vibrant Belfast through A Bolder Vision, the Belfast City Centre Regeneration and Investment Strategy, our Future City Centre Programme, planning committee decisions and physical investment, and working with others to maximise the investments which will shape our city for

election, our elected members remain passionate about building an inclusive, united, diverse, and welcoming city which recognises the interdependence of health, environment, and economy; offering opportunities, and a fantastic place to put down roots, for all ages.

We're realistic too, about the challenges we face. For example, 9,385 people are living in housing stress, 15.8% of our working age population have no qualifications, 58% of that same population travel to work by car or van – and 22% of Belfast children are living in low-income households.

So it's vital that everything that we do seeks to redress that balance and helps to alleviate the impacts of the cost-of-living crisis.

We're rolling out several game changers for the city.

The £1 billion Belfast Region City Deal will create up to 20,000 new and better jobs over the next decade, strengthening our region's offer in fast growing sectors including life and health sciences, the digital and creative industries and advanced manufacturing.

This programme of investment is also supporting next generation digital capabilities and boosting tourism through world-class visitor attractions including Belfast Stories, a 5,000m<sup>2</sup> state-of-the-art, interactive, and world-class visitor experience celebrating the many stories of our city. Designed by Oslo-based Snhetta in partnership with Belfast's TODD Architects, it's set to open by 2029 on Royal Avenue and will highlight and connect to existing cultural and visitor experiences, including those in our neighbourhoods.

The Belfast Region City Deal will also