

# A new vision for Belfast 2035

**Belfast will be a city re-imagined.  
A great place to live for everyone.**

**It will energise and drive a successful economy where everyone can reach their potential. Beautiful, well connected and culturally vibrant, it will be a city shared and loved by its people and admired around the world. It will be a producer of and magnet for talent, investment, innovation and creativity - a compassionate place where people create value and are valued.**



# Our Outcomes to 2035

By 2035, we want Belfast to be a city:



# Ambition for Growth and Opportunity

By 2035...

Our city is home to an additional **70,000** new residents.

Our urban economy supports **50,000** more jobs.

There will be a **50 per cent** reduction in the life expectancy gap between the most and least deprived neighbourhoods.

**Every young person** leaving school has a destination that fulfils their potential.





# Our focus for the next four years, 2017-21

## Growing the economy

- Create employment and opportunity
- Attract investment into Belfast
- Foster business growth in Belfast
- Strengthen business relationships and make it easy to do business
- Maximise the impact of the city region
- Increase tourism spend
- Reduce economic inequalities

## Living here

- Improve neighbourhoods
- Improve the city living experience
- Improve community relations
- Reduce life inequalities
- Enable active, healthy and empowered citizens
- Provide fit-for-purpose city services
- Support and care for people who face multiple challenges
- Support younger and older people

## City development

- Promote and position the city to compete
- Develop the city's infrastructure and improve connectivity locally, nationally, and internationally
- Drive the physical and cultural regeneration of the city centre
- Deliver key strategic physical projects and policies
- Attract more tourists
- Protect and enhance our environment and built heritage

## Working and learning

- Address educational inequalities and increase skills attainment
- Address barriers to employment at a structural and personal level
- Enhance and increase the skill levels of our residents and attract and retain even more skilled people
- Match people and skills to opportunities across Belfast
- Reduce poverty and economic inactivity

# Stretch goals to 2021

Growing  
the economy

Living here

City  
development

Working and  
learning

- Create 15,000 new jobs
- Attract £1billion of private sector foreign direct investment
- Support 4,000 small business start ups
- Double the economic value of out of state tourism
- Welcome 1.5 million overnight tourist stays per year

# Stretch goals to 2021

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- Deliver £1 billion of physical investment in neighbourhoods
- Deliver 1,800 social housing units
- Invest £1 million in communities to drive social innovation
- Ensure 4,000 young people participate in shared city programmes
- Reduce gap in life expectancy between least/most deprived neighbourhoods
- Reduce the number of interface barriers

# Stretch goals to 2021

Growing  
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- Grow the city's rate base by 5 per cent
- Create 1.5 million square feet of Grade A office accommodation
- Create 2,500 new hotel bed spaces
- Increase use of sustainable transport by 15 per cent
- Reduce level of household waste going to land fill to 35 per cent
- Increase resident satisfaction with the city living experience
- Move to 14 or higher in the UK Retail Ranking

# Stretch goals to 2021

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learning

- Economic inactivity – reduce the gap between Belfast and the NI average
- Reduce proportion of working age population with no qualifications to less than 14%
- Increase proportion of working age population with Level 2 qualifications to more than 82%
- Increase the percentage of school leavers entering employment education or training to 98%
- Reduce gaps in education attainment between those on free school meals and those who aren't