



<b>Subject:</b>	Belfast Facts and Figures – Draft Booklet (to be tabled)
<b>Date:</b>	8 <sup>th</sup> March 2017
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<b>Is this report restricted?</b>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	Last month the Committee noted the work underway to develop more accessible information on Belfast’s economy, its growth sectors, accolades and the opportunities the city presents globally to raise awareness of the key messages, strengths and opportunities to grow the economy. The purpose of this report is for Committee to note the draft ‘Belfast Facts & Figures’ publication to be tabled at the meeting and provide an opportunity for Committee to provide their views on the content.
1.2	The Belfast Agenda sets a challenging ambition for the city to be home to an additional 70,000 new residents and an economy that supports 50,000 more jobs by 2035. Growing the economy and driving inclusive growth to ensure that all people benefit from economic success is at the core of this ambition. Central to this is the provision of a sound, evidence base that positions Belfast as a city to do business in, to invest in and to visit or study.
1.3	The development of a concise, infographic-style publication outlining key fact and figures on Belfast will help ensure that Members and Officers have consistent succinct, up-to-date and compelling information when engaging with potential stakeholders about the city,

	to enhance Belfast's image and reputation as a successful and dynamic city.
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked <ul style="list-style-type: none"> <li>- to note the draft Belfast Facts &amp; Figures publication (to be tabled) and provide any further feedback.</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	<u>Key Issues</u> Elected Members currently receive a range of statistical information on Belfast in a variety of formats, such as the Profile of Belfast in the Elected Members Handbook, Area Working Group Profiles, economic briefings, presentations on the growth of key sectors etc.
3.2	As the demand for this information grows and the volume of information provided also increases, along with the commitment to monitor and deliver on the commitments contained in the Belfast Agenda it is accepted that a more concise and visual representation of this information is required.
3.3	The draft Belfast Facts and Figures publications is designed to be a user-friendly addition to the resource packs produced for Members, in line with the Belfast Agenda ambition to start and grow businesses in the city as well as positioning the city as a place to invest, study and visit.
3.4	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 tenet of the Belfast Agenda as well as being critical to build the city's role as the regional driver. These materials will therefore evolve over time in line with the ongoing work on Place Positioning and will support existing material used by our city partners when promoting Belfast as a place to do business, visit, study or invest in.
3.5	<u>Financial &amp; Resource Implications</u> The publications will be produced internally, therefore requiring officer time and within existing departmental budgets.

3.6	<u>Equality or Good Relations Implications</u> There are no equality or good relations implications.
4.0	<b>Appendices – Documents Attached</b>
	None