



Subject:	Belfast Facts & Figures 2018
Date:	7 March 2018
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Restricted Reports

Is this report restricted?

Yes

No

If Yes, when will the report become unrestricted?

After Committee Decision

After Council Decision

Some time in the future

Never

Call-in

Is the decision eligible for Call-in?

Yes

No

1.0	Purpose of Report or Summary of Main Issues
1.1	The Committee will recall that last year the Belfast Facts & Figures booklet was published to provide more accessible information on Belfast's economy, growth sectors, and its accolades. It provides an overview of the opportunities the city presents globally and raises awareness of the key messages, strengths and opportunities to grow the economy in line with the Belfast Agenda ambitions for the city to be home to an additional 66,000 people and to have a city economy supporting 46,000 additional jobs by 2035.
1.2	The development of a concise, infographic-style publication outlining key facts and figures on Belfast helps to ensure that Members and Officers have consistent succinct, up-to-date

1.3	<p>and compelling information when engaging with potential investors or stakeholders about the city, to enhance Belfast's image and reputation as a successful and dynamic city. This publication has been well received by Members and external audiences and now forms a core part of the communications collateral for marketing the city, building city-to-city relationships and international relations.</p> <p>The purpose of this report is for Committee to note the updated 'Belfast Facts & Figures' publication, which will be tabled at the meeting, and to provide an opportunity for Committee Members to comment on content and make future suggestions.</p>
2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> - Note the updated 'Belfast Facts & Figures 2018' publication and provide any further feedback.
3.0	Main Report
3.1	<p><u>Key Issues</u></p> <p>The vision for Belfast in 2035 is a city re-imagined and resurgent; a great place to invest, visit, study, live and work for everyone. It will be a city where everyone benefits from a thriving and prosperous economy, where everyone fulfils their potential, and a city that is welcoming, vibrant, attractive and connected. 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 achieving this is the provision of a sound, evidence base and consistent, positive messaging that positions Belfast as a city where people choose to do business in, to invest in and to visit or study.</p>
3.2	<p>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.</p>
3.3	<p>The draft Belfast Facts and Figures 2018 publication 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, live, study and visit.</p>

3.4	The 2018 publication includes updated and refreshed statistics and accolades reflecting the key areas of strength for the city. The design has been refreshed to reflect the new city brand and suggestions for improvement have been incorporated to ensure that the layout and design of the content is clear and user-friendly.
3.5	As the efforts to position the city globally as a place to do business, visit and invest in, the communications and marketing materials will continue to evolve to provide Members with up-to-date, relevant evidence and messaging. The Facts & Figures publication will continue to form a core element of this and will be updated annually, in line with the statistical and key publications, such as the Belfast Crane Survey, to help successfully position the city.
3.6	<p><u>Financial & Resource Implications</u></p> <p>The publication is produced internally, therefore, requiring Officer time and, within existing departmental budgets.</p>
3.7	<p><u>Equality or Good Relations Implications</u></p> <p>There are no equality or good relations implications attached to this report.</p>
4.0	Appendices – Documents Attached
	To be tabled