



Subject:	Committee Plan 2017-18 Year End Report
Date:	13 June 2018
Reporting Officer:	Suzanne Wylie, Chief Executive
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Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of this report is to close-off the 2017-18 City Growth & Regeneration Committee Plan. This provides an update on progress with the key actions, in particular highlighting the work undertaken in terms of jobs growth, skills development, cultural investment and physical regeneration. The headline figure is that, during 2017-18, over 1,700 residents have entered employment/self-employment as a direct result of the Council's investment.

1.2	<p>The Plan drew together several annual delivery plans; such as city centre development, support for businesses, Employability & Skills, tourism and the cultural framework. It set out the main priorities and programmes of work that the Committee oversaw during 2017-18 to maximise the Council's contribution to delivering the Belfast Agenda that, at its core, has a commitment to inclusive growth.</p>
1.3	<p>The Belfast Agenda sets out an ambition for growth and opportunity that includes four headline goals to focus on the economic and social growth of Belfast so that by 2035:</p> <ul style="list-style-type: none"> - Our city is home to an additional 66,000 new residents - Our urban economy supports 46,000 more jobs - There will be a 33% 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.
2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> • Note the content of the report and that officers are continuing to progress the actions within the City Growth and Regeneration Committee Plan 2018-19 as agreed by the Committee in April 2018.
3.0	Main report
3.1	<p><u>Key Issues</u></p> <p>The 2017-18 Committee Plan was developed in line with the Council's Corporate Plan and the Belfast Agenda. The Belfast Agenda has at its core a commitment to inclusive growth and the importance of growing the local economy to improve the quality of life. While the Committee contributes to the delivery of all 4 work-streams, Growing the Economy, City Development and Working & Learning are the focus of this Committee, therefore the Committee continues to take the lead in ensuring that there is connectivity between the need for economic growth and the purpose of this growth – to connect people to opportunity and reduce inequality.</p>
3.2	<p>The Committee has received regular reports throughout the year outlining the progress with the key programmes of work. Building on this work, the Committee approved the 2018-19 Committee Plan in April 2018 in order to continue the Council's investment and commitment to delivering on the Belfast Agenda ambitions.</p>

3.3	<p>Appendix 1 provides an update against each of the main action areas in the Committee plan. Members are also aware that a number of detailed reports on key programmes of work have recently been considered and these will continue to feature regularly on the Committee agenda.</p>
3.4	<p>Overview of Progress:</p> <p>Particular highlights for the 2017-2018 Committee Plan include:</p> <p><i>Growing the Economy</i></p> <ul style="list-style-type: none"> • Through our enterprise outreach activities, we have engaged with 361 individuals across the city, plus 30 student entrepreneurs, 33 social enterprises and co-operatives (via the 'Go-Social' programme), and 24 high growth start-ups to help them start a business. • 249 jobs were created through out "Go For It" programme in 2017/18 which helped individuals to develop new business plans. • Launched the new 'Think Do Be' business growth programme in September 2017 - 130 companies have accessed support to date with each company having the potential to create at least one new job. • Business and Conference tourism this year delivered 79,300 bed nights, which contributed over £45million to the City's economy • Working with the Smart Cities team, three collaborative networks have been appointed to take forward the Tourism Challenge focusing on building a more accurate understanding of visitor behaviour and gather real time data. • The City Events annual event programme attracted an audience of almost 318,000 people into the city. This helped to create an economic benefit of £16.8 million. • Successfully supported the third annual Friendship Four Ice Hockey Tournament in partnership with the SSE Arena that reached a worldwide TV audience of 20M households and over 100M viewers. • Secured the Council's invitation to the Shenyang Winter Cities Summit for 2018 as a result of the visit from our Sister City Shenyang and successfully programmed the 'Nashville in Belfast' week which took place in April 2018 • Secured approval to launch the pilot phase of the Belfast City for Investment; Soft Landing Service. (Since launching in April 2018, 13 enquires have been dealt with). <p><i>City Development</i></p>
3.5	<ul style="list-style-type: none"> • Launch of the new Belfast Brand, which has integrated the new Belfast Brand into BCC corporate communications and advertising campaigns.

- Launched the new website to promote Belfast to the investment and development communities, both domestically and internationally in March 2018 (www.investinbelfast.com).
- A delegation of over 80 people attended MIPIM as part of the Belfast delegation (35 supporting private and public sector organisations). In total, £269,825 private sector sponsorship was raised for Belfast at MIPIM 2018.
- Expanded the VUCITY model to cover 52km² of Belfast and incorporated into the Belfast at MIPIM 2018 stand to showcase development and investment opportunities in the city.
- Launch of the City Centre Investment Fund seeking applications for commercial development.
- East Bank and Inner North West draft Masterplans produced for consultation, and extensive engagement undertaken
- Commissioned Belfast Region Infrastructure Investment Plan to support City Region Deal application.
- Business case for second major visitor attraction (Destination Hub/Belfast Story) underway.
- Secured approval to allocate £240k per annum for two years to provide animation in Castle Street & North Street, with roll-out planned for summer 2018.

3.6

Working & Learning

- Across the various Employability & Skills programmes offered by the Council, over 4,300 residents have accessed employability interventions. Of these, over 1,300 have entered employment/self-employment.
- Launched and delivered the new Employment Academy sectoral model. Employment Academies in 2017-18 focused on the hospitality, construction, healthcare, retail and public transportation sectors.
- In total, 5,328 young people have participated in employability and skills development activities in schools across the City.
- Additionally, over 3,100 training accreditations have been supported, with 490 progressing onto further education or training.

3.7

Living Here

- The work on the European Capital of Culture bid engaged over 15,000 citizens as well as 300 artists and practitioners with 125 project proposals received. Since the announcement that Belfast was no longer eligible associated work programmes have

	<p>continued. This includes securing Committee approval in March 2018 to progress plans to apply for UNESCO City of Music.</p> <ul style="list-style-type: none"> • Ten organisations benefitted from one-to-one mentoring through our capacity building support to strengthen the cultural sector. • The first 'BelFeast Food & Drink' festival showcased our local food and drinks industry in the city centre, attracting approximately 11,000 visitors at the market and various events. Visitor surveys generated 100% positive response to the question of BelFeast becoming an annual/ regular event. <p><u>Financial & Resource Implications</u></p> <p>3.8 Progress is in line with the previous agreed Departmental budgets.</p> <p><u>Equality or Good Relations Implications</u></p> <p>3.9 Programmes and actions within the Committee Plan are developed and delivered in consultation with the Council's Equality & Diversity Officers.</p>
4.0	Appendices – Documents Attached
	Appendix 1 - CGR Committee Plan 2017-18 – Year End Update