

Appendix 2 – Leisure Update - Initiatives taken forward under the Leisure Social Responsibility Plan

Promotion of Local Suppliers and Businesses

- A 'Business-to-Business' wall has been installed at each site for local businesses to promote their goods and services

Community Initiatives and Engagement

- Fund raising activities including a Cystic Fibrosis 'Trick or Treat' breakfast and a McMillian Cancer Coffee Morning
- Partnering with South Belfast Foodbank to collect food from site employees and help local people in crisis at Christmas
- Christmas decorations installed at each site
- Sponsorship of a range of community groups and festivals including Féile an Phobail; Clonduff July Festival; Colinglen Christmas tree and festival;
- Benefit in kind materials (fencing) to support West Spend summer festival and benefit in kind materials (brick) to help community memorial wall in Clonduff
- Eight site employees have undertaken volunteering at Reconnect NI to lay new patio and tidy up the garden facilities for the local West Belfast charity

Sports Development

- Partnership with GLL on summer 2019 cross community activities
- Sponsorship of Clonduff Under 14 Football Club
- Sponsorship of 'Run Belfast Hills' in partnership with North Belfast Harriers and National Trust.

Skills & Health Initiatives

- Worked in partnership with Groundwork NI to plan and deliver the 'Grow Bus' to 4 cross community schools local to the sites to educate the children on the benefits of eating fruit and veg plus how to grow your own.

West&pend Initiative

This Initiative has now been completed. A summary of the main points is as follows:

- Aiken PR appointed to engage with local businesses on the Andersonstown Road

- A budget of £20,000 was utilised to develop and deliver a range of marketing and promotional activities such as PR and social media campaigns and a targeted advertising campaign
- Over 80 businesses in the area availed of support
- Range of events were delivered such as Summer Street Fair, Pumpkin Festival and Christmas Light Switch on Event