



Subject:	Update on the Renewed Ambition 2022 Programme
Date:	12 th January 2022
Reporting Officer:	Cathy Reynolds, Director of City Regeneration and Development
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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	<p>The purpose of this report is to:</p> <ul style="list-style-type: none">Update Members on the Renewed Ambition Partnership Programme for 2022 aimed at delivering regeneration, infrastructure and a modern built environment for Belfast and wider City Region
2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none">Note the update on the programme of work which is being delivered via the Renewed Ambition Partnership Approve entering into contractual arrangements on behalf of the Renewed Ambition Partnership with event organisers for UKREiF - the UK's Real Estate Investment and Infrastructure Forum, noting that attendance at this event will be funded through the Renewed Ambition Partnership.
3.0	Main Report
3.1	Background

	<p>At the meeting of the City Growth & Regeneration Committee on 8th September 2021, an update was provided on the Renewed Ambition Programme – a public-private partnership programme of work underpinning regeneration, development and infrastructure activities in the city. This was accompanied by a presentation from representatives from the Renewed Ambition Taskforce who provided an update on the programme of activity to date. This included proposed areas of focus for the 2022 programme aligned to securing investment and regeneration for the Belfast region. A key objective is to build awareness of the Belfast investment proposition aimed at attracting investment and creating employment opportunities to support the delivery of regeneration projects across the City, with a focus on creating the physical, digital and social infrastructure / assets we need for inclusive sustainable growth.</p>
3.2	<p>2022 Programme of Activity</p> <p>In 2021, the Renewed Ambition programme delivered a structured five pillar programme focused on activities that help to ensure Belfast and the wider region is positioned to continue to attract investment and deliver on inclusive growth.</p>
3.3	<p>It is proposed that the 2022 programme will continue be delivered as a collaborative programme of activity across the following key pillars:</p> <ul style="list-style-type: none"> • Research – Research aligned to the impact of real estate investment to inform the city proposition and narrative. • Events - Programme of content aimed at the local and international real estate audience which aims to showcase the Belfast Region for future investment though participation at virtual and in-person conferences and showcase events. • Engagement and Advocacy - Programme of engagement and advocacy to facilitate two-way conversations with policy makers and showcase real estate opportunities to the investor community. This aims to position the Belfast Region positively and seeks to identify and try to address barriers that investors, developers and occupiers may face when they consider Belfast as a destination. • Communications - Media engagement reinforcing positive messaging around Belfast's investment proposition through international marketing and communication campaigns targeting the national and international real estate investment and development community. • Repository - A shared access repository on the Invest in Belfast website which facilitates sharing of data, marketing collateral and intel to help ensure

	consistent messaging and shared narrative is used by all partners when promoting the city region.
3.4	<p>The Renewed Ambition Taskforce have agreed that overarching objectives of the programme for 2022 includes:</p> <ul style="list-style-type: none"> • Continue to build collaboration and partnership in the city and wider region • Continue to promote and market Belfast locally and outside Northern Ireland • Increased engagement and advocacy with all key stakeholders, in particular target investors and government
3.5	<p>These objectives form part of an overall Belfast proposition for economic growth and investment. Having the right physical, digital and social infrastructure in place is essential for the creation of jobs and delivery of sustained, inclusive growth. It also aligns with a key action from the Innovation and Inclusive Growth Commission report within the context of 'Positioning the City to Compete' and delivering a Global Future'.</p>
3.6	<p>As set out in the September 2021 CGR report, from a Council perspective, the key aims of the Renewed Ambition Partnership and the 2022 Programme includes:</p> <ul style="list-style-type: none"> – Securing longer term institutional investors to support agreed regeneration plans of the Council and partners including investment to deliver housing development at scale; – Securing investment in the built environment on a city-wide basis to facilitate opportunities for jobs and business, communities and providing physical and social infrastructure to deliver on inclusive economic growth; – Waterfront regeneration and key infrastructure, connectivity and innovation related projects; – Investment to help address dereliction and support the re-use and preservation of heritage assets – Investment in tourism and cultural products to underpin regeneration priorities – Investment in clean tech, environmental and sustainability initiatives

3.7	In terms of events, due to the on-going health pandemic, the programme will include a hybrid of in-person and virtual events aimed at showcasing Belfast to a global investment audience and will potentially include a Belfast presence at UKREiiF.
3.8	UKREiiF, the UK's Real Estate Investment and Infrastructure Forum, is a new three-day event which is due to take place in Leeds on 17-19 May 2022. This will also be subject to Covid restrictions in place at the time.
3.9	Supported by local authorities, developers and investors from across the UK, this event is to gather the key players and decision makers within the investment and real estate markets to highlight investment and development opportunities, whilst connecting and facilitating new relationships to drive inclusive economic growth through development and regeneration.
3.10	The event aims to accelerate the Levelling Up agenda through investment in real estate and encouraging and energising support to transition to a more sustainable and Net Zero mindset within the real estate industry through a three day programme of seminars, including keynote presentations and panel discussions, with an estimated over 3,000 attendees. Attendees are to include representatives from local and central government, national and multinational investment firms, institutional investors, pension funds and the real estate supply chain.
3.11	Key themes across the programme of activity at the event are the UK's Net Zero Target; Social Value and Inclusive Growth; The Future of Real Estate; Building Better Communities and a focus on securing inward investment. Areas of focus include Levelling up across the UK and in particular cultivating the development of greener, smarter, healthier places while driving inward investment; Building Net Zero UK – and the role that the built environment can play its part in creating net zero UK; and facilitating shared learning across the real estate on how to embed social value within the private sector.
3.12	From the Council's perspective, the emerging event themes align with our priorities and programmes of work focussed on Net Zero / Climate; A Bolder Vision; Belfast Region City Deal Projects; housing led regeneration including the potential for institutional investment; social value and delivering sustainable inclusive growth.

3.13	The event includes a dedicated exhibition space with over 80 exhibitors aimed at providing a platform for local authorities to showcase investment opportunities to investors, developers, and occupiers. Confirmed UK cities exhibiting include Birmingham, Edinburgh, Leeds, Newcastle, Manchester and Liverpool.
3.14	The Renewed Ambition Partnership have proposed that the Belfast Region Partnership team take a stand in the exhibition area and organise a three-day programme of activity including focused investor seminars, participation in forums and round table discussions with a key objective of showcasing investment opportunities within Belfast and the wider City region, notably investment in housing, innovation, net carbon zero, key regeneration projects and Belfast Region City Deal projects.
3.15	Discussions are on-going with the event organisers to maximise Belfast Region's presence to delegates, including securing speaking opportunities on the main stage programme and fringe events.
3.16	As previously outlined to Committee, the Renewed Ambition Partnership is supported by a range of public, private and key anchor institution partners. Work is on-going to secure further private and public sector sponsorship and, as in previous years, it is envisaged that external funding will again form the majority of the overall budget for delivery of the 2022 programme. In addition to key private sector sponsors, the Belfast Region City Deal partner councils have also indicated, subject to relevant Council approvals, that they wish to continue to support the programme into 2022 to continue to build on the collaborative approach.
3.17	<p><u>Financial & Resource Implications</u></p> <p>The Renewed Ambition Partnership is delivered as a public private sector sponsorship fund and is supported by a range of public, private and key anchor institutions. Work is on-going to secure sponsorship and as in previous years, it is envisaged that external funding will again form the majority of the overall sponsorship income for delivery of the 2022 programme, including the Belfast presence at UKREiiF. As well as private sector partners, the Belfast Region City Deal partner councils have also indicated, subject to relevant Council approvals, that they wish to continue to support the programme into 2022 to continue to build on the collaborative approach.</p>

	<p>The Renewed Ambition Partnership (RAP) Taskforce, the governing body for the Partnership, have agreed that a Belfast presence at UKREiiF should be included in the RAP 2022 programme of activity, with associated costs being funded through the Partnership sponsorship. It is envisaged that the maximum budget to deliver this event will be £40,000.</p> <p>Approval is sought for officers to enter into contractual arrangements on behalf of RAP with event organisers for UKREiiF, noting that this will be funded through the sponsorship secured from public and private partners to deliver the wider Renewed Ambition Programme.</p> <p>Council had previously agreed a contribution of £80,000 for the 2022 Renewed Ambition Partnership.</p> <p>Approval for any officer attendance at UKREiiF will be sought in line with the corporate travel policy and subject to prevailing Covid guidance in place at the time.</p>
3.18	<p><u>Equality or Good Relations Implications/ Rural Needs Assessment</u></p> <p>None associated with this report.</p>
4.0	Appendices – Documents attached
	None