



July 31st, 2023

**Chairperson:** Councillor J Lavery BEM

**Vice Chairperson:** Councillor T Mitchell

**Aldermen:** J Baird, A G Ewart MBE, M Gregg, A Grehan, M Guy and S P Porter

**Councillors:** P Burke, K Dickson, J Gallen, U Mackin, A Martin, C McCready, N Parker

**Ex-Officio:** The Right Worshipful the Mayor, Councillor A Gowan  
Deputy Mayor, Councillor G McCleave

### **Notice Of Meeting**

A meeting of the Regeneration and Growth Committee will take place on **Thursday, 15th June 2023** at **7:00 pm** in **Council Chamber and Remote Locations** and remote locations for the transaction of business on the undernoted agenda.

For those Members attending this meeting remotely the Zoom link and passcodes are contained within the Outlook invitation that has been issued.

A hot buffet will be available in Lighters Restaurant from 5.15 pm for those Members who have confirmed in advance.

**DAVID BURNS**  
**Chief Executive**  
**Lisburn & Castlereagh City Council**

# Agenda

## 1.0 Apologies

## 2.0 Declarations of Interest

- (i) Conflict of Interest on any matter before the meeting (Members to confirm the specific item)
- (ii) Pecuniary and Non-Pecuniary Interest (Members to complete the Disclosure of Interest Form)

## 3.0 Report of Head of Economic Development

### 3.1 Visit Belfast

- ▢ *2. Visit Belfast.pdf* *Page 1*
  
- ▢ *Appendix 2A Visit Belfast.pdf* *Page 5*
  
- ▢ *Appendix 2B Lisburn Castlereagh City Council 12 month evaluation 22-23 (1).pdf* *Page 14*

### 3.2 Business Development Collaboration Programme

- ▢ *3. Business Collaboration Committee.pdf* *Page 54*
  
- ▢ *Appendix 3 - Business Development Collaborative June23 v2 - Copy.pdf* *Page 58*

### 3.3 Enterprise Lisburn Castlereagh Programme 2023-2024

- ▢ *4. Enterprise Lisburn Castlereagh Committee.pdf* *Page 61*
  
- ▢ *APPENDIX 4 - Enterprise Lisburn Castleragh Comm Item June23 v2.pdf* *Page 65*

### 3.4 Appointment of Specialist Services on a Call Off Contract for Evaluation Services

- ▢ *5. Evaluation Services.pdf* *Page 68*
  
- ▢ *Appendix 5 Evaluation Services - Financial Appraisal FINAL.pdf* *Page 72*

### 3.5 International Trade Programme 2023-2024

- ▢ *6. International Trade.pdf* *Page 79*
  
- ▢ *Appendix 6 - International Trade Prog 2023-2024 v2.pdf* *Page 82*

### **3.6 Investment Programme 2023-2024**

**7. Inward Investment Prog.pdf**

**Page 84**

**Appendix 7 Inward Investment Prog 2023-2024 v2.pdf**

**Page 87**

### **3.7 Labour Market Partnership (LMP) – proposed “pause” on 2023/24 funding**

**8. LMP Pause to Funding Updated v3.pdf**

**Page 89**

**Appendix 8 LMP Proposed Pause of 2023-24 Funding - Chair and Senior Off...pdf**

**Page 93**

### **3.8 2023 Down Rally – Further Proposal**

**9. Down Rally.pdf**

**Page 95**

## **4.0 Confidential Report of Director of Regeneration & Growth**

### **4.1 Requested Increase to Contracted Rates re Provision of Mechanical Services, Reactive and Project Works**

Confidential due to information relating to the financial or business affairs of any particular person (including the Council holding that information).

**1Confid Mechanical Services, Reactive and Project Works - increased contr..Redacted.pdf**

**Page 99**

### **4.2 Requested Increase to Contracted Rates re Hire, Delivery and Collection of Crowd Control Barriers**

Confidential due to information relating to the financial or business affairs of any particular person (including the Council holding that information).

**2Confid Redacted Hire, Delivery & Collection of Crowd control barriers - increased.\_Redacted.pdf**

**Page 104**

#### **4.3 Requested Increase to Contracted Rates re Supply and Delivery of Electrical Goods and Fittings**

Confidential due to information relating to the financial or business affairs of any particular person (including the Council holding that information).

 **3Confid Redacted Supply of Electrical Goods and Fittings - increased contract tend.pdf**

**Page 108**

#### **4.4 New lease, Unit 2A Dundonald Omipark , Dundonald International Ice Bowl**

Confidential due to information relating to the financial or business affairs of any particular person (including the Council holding that information).

 **4Confid Redacted New lease at Unit 2.pdf**

**Included**

#### **4.5 Requested Increase to Contracted Rates re Closure of NI Business Start Up Programme (NIBSUP)**

· Confidential due to information relating to the financial or business affairs of any particular person (including the Council holding that information)

 **5Confid Closure of NIBSUP - contract extension request.pdf**

**Included**

#### **4.6 Lisburn Public Realm - Update**

Confidential due to:

- information relating to the financial or business affairs of any particular person (including the Council holding that information)

- information in relation to which a claim to legal professional privilege could be maintained in legal proceedings.



## **5.0 Any Other Business**



## Regeneration and Growth Committee

15 June 2023

Report from:

Head of Economic Development

### Item for Decision

**TITLE:** Regional Tourism Partnership – Visit Belfast Annual Service Level Agreement

**Background and Key Issues:**

#### Background

1. Lisburn and Castlereagh City Council joined the Greater Belfast Regional Tourism Partnership (RTP) in 2006, with the purpose of marketing and promoting the tourism product across the Greater Belfast region (including Lisburn and Castlereagh) to international markets.
2. Since 2015, Lisburn and Castlereagh City Council and Ards and North Down Borough Council have remained local authority partners, along with Belfast City Council. Other local authorities who were RTP members prior to the reform of local government, have chosen to 'purchase' other sales opportunities or services on an ad hoc basis only eg. specific advertising on relevant platforms.
3. The cost per annum for local authority membership has remained at £30,000 since 2015. In addition, the Gold Welcome Centre presence costs a further £6,000 per year.

#### Key Issues

1. The Committee was reminded at the June 2022 Development Committee that Visit Belfast had confirmed that the price for membership was not negotiable as another Council has the same Service Level Agreement, at the same cost.

2. A number of new initiatives were implemented over the last 12 months including increased content on the Visit Belfast / Belfast Plus website (2m+ web visits p.a.) and social media platforms (422,000 followers, 30m impressions and 2.8m engagements per year), as well as an increase in new evergreen and event themed blogs created about the local tourism offering, and regular e-zine activity issued to a consumer contacts database of 65,000 with a 26% average open rate. Servicing more visitors and welcoming more cruise ships to the area, Visit Belfast is also taking the lead for Green Tourism and Sustainable Accreditation, and also that of Understanding Inclusion Training. LCCC events receive enhanced marketing promotion in the Visit Belfast Welcome Centre on the events island, video wall and front window promotional screen, receiving high volume footfall and OTS.
3. An evaluation report (**see Appendix**) provides a detailed breakdown of activity for the 2022/23 financial year. Some highlights include: LCCC products featured in Visit Belfast blog articles, LCCC products and events featured in email e-zines, dedicated pages in Belfast and City Region Guide (50,000 Summer edition, 30,000 Autumn/ Winter edition and 30,000 Spring editions), listings of LCCC products on the new visitbelfast.com website including all events, handled 14,358 specific enquiries for LCCC area across the 3 VIC's, 30 products from LCCC listed on 15 self-serve kiosks, 13,790 LCCC literature racked in Belfast Welcome Centre, 8,475 LCCC literature racked at BIA, and 6,840 LCCC literature racked at GBBCA, industry briefings, part of weekly concierge e-zine, targeting Cruise Ship operators, and more.
4. For the last 5 years, the Council has also agreed to purchase the additional Gold Sponsorship Package for a further £6,000 per year. With visitor numbers continuing to increase, this bolt-on proposal is costed once more at £6,000 for 2023/24. The package includes a prominent display compartment within Belfast Welcome Centre that includes:
  - Headline image/ video on 42" screen looped during VB Welcome Centre opening hours
  - Business profile on 42" screen
  - A highly visible display compartment to hold artwork or 3D artefacts
  - On screen images & product info displayed in a headline position on a themed pod
  - Sponsors receive up to 20 times more traffic to their product profile
  - Additional option of a vinyl wrap around your island to really enhance the brand

The Lisburn & Castlereagh City Council tourism product is one of the top viewed products in The Welcome Centre out of a possible 500+ profiles meaning having commercial presence in the Centre continues to represent excellent value for money. There are 4 islands, and each island offers 4 enhanced profiling opportunities, 16 positions in total. LCCC currently occupy one of these. Gold island positions provide a flexible advertising space, where content can be changed throughout the year in line with events, seasons or visitor needs.

**Recommendation:**

It is recommended that the Committee considers and agrees that Lisburn and Castlereagh City Council continues its long standing membership of Visit Belfast, at a cost of £30,000 plus a further £6,000 for the 'Gold' promotional package for a further year.

**Finance and Resource Implications:**

The total contribution (£36,000) from the Council will be met from within the existing Economic Development Budget Estimates.

## Screening and Impact Assessment

### 1. Equality and Good Relations

Has an equality and good relations screening been carried out on the proposal/project/policy?

**If no, please provide explanation/rationale**

Equality and good relations has been considered for membership of the Regional Tourism Partnership with no negative impacts being found. This is a long standing membership that primarily promotes the local tourism offering within international markets

If yes, what was the outcome?:

<b>Option 1</b> Screen out without mitigation	<input type="text" value="Yes/No"/>	<b>Option 2</b> Screen out with mitigation	<input type="text" value="Yes/No"/>	<b>Option 3</b> Screen in for a full EQIA	<input type="text" value="Yes/No"/>
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**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**

**Insert link to completed Equality and Good Relations report:**

### 2. Rural Needs Impact Assessment:

Has consideration been given to Rural Needs?	<input type="text" value="Yes/No"/>	Has a Rural Needs Impact Assessment (RNIA) template been completed?	<input type="text" value="No"/>
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**If no, please given explanation/rationale for why it was not considered necessary:**

Will be Rural Needs Impact Assessed once approved.

**If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:**

**SUBJECT TO PLANNING APPROVAL:**

No

If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:**

Appendix 2a - 2022/2023 Visit Belfast Evaluation  
Appendix 2b – 2023/2024 Service Level Agreement

**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**

No

If Yes, please insert date:



## Lisburn and Castlereagh City Council and Visit Belfast Regional Tourism Partnership Agreement 2023-24

1. The Greater Belfast Regional Tourism Partnership was first set up in 2006. The purpose of the partnership is to facilitate communication and integrated working between Regional Tourism Partner (RTP) councils with regards to tourism development and marketing, and through Visit Belfast's role as a DMMO, for Visit Belfast to create efficient and effective marketing, sales, communication and visitor servicing channels to market that are efficient and represent value for money for each of the RTP council areas.

Lisburn & Castlereagh City Council's contribution to Visit Belfast's activity has been held at £30,000 for the financial year 2023-24 and is payable in 2 annual instalments; by 1<sup>st</sup> September 2023 and 1<sup>st</sup> March 2024 (or as otherwise agreed). While there has been no increase in this membership contribution since 2015, Visit Belfast's support, remit and activities have substantially increased over the period. Additionally with the steep rise in business operating costs and channel marketing costs, it will be important to note Visit Belfast's intention to propose a more innovative and economically viable model for future years, and one which will extend the RTP membership to other neighbouring Councils within the wider city region and BRCD area of tourism development.

2. Partnership has been at the heart of Visit Belfast operations since it was set up almost 25 years ago; and the strength of partnerships with key stakeholders, including the Regional Tourism Partner Councils, continues to provide an effective delivery framework to achieve the city and region's full tourism potential. Tourism is a force for good; a mechanism for influencing development, offering inclusive prosperity and shaping the city and region into a place people really want to live, work, study and visit.
3. Visit Belfast's Business and Operational Plan 2023-24, year 3 of its three-year recovery plan *Rebuilding City Tourism 2021-24* illustrating a step change in approach to our marketing and visitor servicing activity. Our ambitions remain the same – attracting visitors to the City Region from those markets that offer the best prospects; whilst aiming to ensure that tourism is at the heart of a sustainable and inclusive economic recovery, supporting industry, protecting jobs and protecting the natural and built environment that makes the region a distinct and attractive destination. It will also support the roll out and development of the exciting tourism plans as set out within the Belfast Region City Deal.
4. Visit Belfast's Strategic Aims include:
  - Achieving full tourism recovery by 2024
  - Doubling tourism revenue by 2030
  - Growing short breaks, business events, day trips and cruise business

- Delivering NI Business Events Strategy
  - Strengthening the city regions position in international leisure and business markets
  - Embracing our key gateway role to NI
  - Evidencing positive impact of tourism in the community and environment
5. Visit Belfast remains focused on its key product portfolio of leisure, business and cruise tourism and visitor servicing, along with its commitment to sustainability credentials and positioning the city and region as a responsible and regenerative tourism destination. Visit Belfast will continue to extend the scope and ambition of future plans and activity to support tourism development and marketing in close collaboration with our RTP members and will engage directly with Councils from August 2023 in the preparation of Visit Belfast's new tourism strategy and plans for 2024-2028.
6. For 2023-24 the marketing, sales and visitor servicing platforms as set out below, have been identified as prioritised promotional opportunities for tourism products and experiences within the Lisburn & Castlereagh City Council area.

## Marketing and Visitor Servicing Activity and Promotional Platforms 2023-24

Initiative / Platform	Activity / Outputs
<b>Belfast Plus – enhanced activity</b>	<p>Develop dedicated regional partnership marketing for Lisburn &amp; Castlereagh City Council, promoting specific activities/itineraries/ products/events etc. This will take a themed experience approach across digital platforms.</p> <ul style="list-style-type: none"> <li>• <b>Belfast Plus</b> web pages</li> <li>• <b>Belfast Plus</b> content blogs to be included in up to 4 e-zines.</li> <li>• Sharing of content plans and maximising all #BelfastPlus activity on Visit Belfast’s social-media accounts: <ul style="list-style-type: none"> <li>○ Facebook / Twitter – including reposting as relevant, LCCC experiences and activity.</li> <li>○ Instagram stories – resharing content and capturing content for use on Instagram stories.</li> <li>○ Pilot the creation of video content by Visit Belfast that will be used to support social media marketing of the LCC area. As a pilot this will be monitored and reviewed.</li> </ul> </li> <li>• Digital update of <b>Experience Belfast Plus</b> guide</li> <li>• <b>Belfast Plus</b> featured on Visit Belfast Welcome Centre map.</li> </ul>
<b>Belfast City &amp; Region Guide</b>	<p>Belfast &amp; City Region guide focussed on themed products and experiences. The Belfast &amp; City Region guide will provide a double page spread in the body of content for promotion of Lisburn &amp; Castlereagh City Council attractions, products and experiences including advertising placement:</p> <ul style="list-style-type: none"> <li>• Produce 3 editions of Belfast City &amp; Region Guide: Summer 2023, Autumn/Winter 2023 &amp; Spring 2024 plus a student edition for university students. Print and digital versions supported by web/social media and e-zine promotion.</li> <li>• Distribution reviewed with RTP Council and extended as appropriate.</li> <li>• Production of digital version, supported by web and social media promotion.</li> </ul>
<b>Main Visitor Guide – inc city &amp; region approach</b>	<p>The main visitor guide for 2024 will continue to contain a City &amp; Region approach, incorporating sections for each RTP Council area.</p> <ul style="list-style-type: none"> <li>• Digital and print edition supported by social / digital marketing promotion.</li> </ul>



<p><b>Marketing Campaigns</b></p>	<p>Visit Belfast’s marketing and digital campaigns will focus on the domestic, ROI and GB markets. Lisburn &amp; Castlereagh City Council, experiences and themes will be included in campaign plans (where appropriate). Inclusion of Belfast Plus within Visit Belfast’s campaign website and related activity (where appropriate).</p>
<p><b>Website: 2m visits p.a.</b></p>	<p><b>visitbelfast.com</b> will provide:</p> <ul style="list-style-type: none"> <li>• Listings for up to 20 key Lisburn &amp; Castlereagh City Council properties in relevant sections e.g. visitor attractions.</li> <li>• Key RTP events/activities listed in ‘What’s On’ section,</li> </ul> <p><b>visitbelfastpartners.com</b> will provide:</p> <ul style="list-style-type: none"> <li>• Showcase RTP product and itineraries for the group travel market development (within Travel Trade section)</li> <li>• Promotion of press releases and RTP product news</li> </ul> <p>In addition, Lisburn &amp; Castlereagh City Council profile with links on conference, cruise and corporate websites (as appropriate),</p>
<p><b>Visitor Servicing – Visit Belfast Welcome Centre, Belfast International Airport VICs and George Best Belfast City Airport (self serve local info point from June 23).</b></p> <p>Travel Advisory Service Literature Distribution Event Information Ticketing Service</p>	<p>Provision of a daily gateway visitor information and travel advisory service for both locals and visitors, available seven days a week by:</p> <ul style="list-style-type: none"> <li>• Telephone</li> <li>• Email</li> <li>• Online at visitbelfast.com <a href="mailto:hello@visitbelfast.com">hello@visitbelfast.com</a> and Live/Quick Chat service through visitbelfast.com</li> <li>• Via social-media enquiry service #AskVisitBelfast</li> </ul> <p>Visitor Servicing team to provide accurate and reliable visitor and travel information on behalf of tourism businesses, services and RTP Councils across the <b>Belfast Plus</b> area.</p> <p>RTP promotional platforms will include:</p>

<p>Accommodation Booking</p>	<ul style="list-style-type: none"> <li>• Wide range of RTP imagery digitally showcased in VBWC: main screens, screens behind desks, NI Gateway screens and 16 screen video wall.</li> <li>• Dedicated <b>Belfast Plus</b> branding within VBWC self service area</li> <li>• <b>Belfast Plus</b> and RTP literature racked at BIA airport visitor information desk, GBBCA local info point (becomes self-serve in June '23) and the Cruise Terminal. Costs to service and maintain stock at GBBCA to be kept under review.</li> <li>• RTP product featured on 18 self-serve screens in VBWC, BIA, GBBCA (self-serve point), Cruise Terminal, Europa Bus Station, Great Victoria St Rail Station (TBC), Lanyon Place Station, Titanic Belfast, Applegreen M1 and M2 stations, Eastside Visitor Centre, An Cultúrlann, Stena Line Cairnryan, Stena Line Liverpool, on board 2 P&amp;O Ferries plus P&amp;O Cairnryan terminal). Note ferries, their terminals and GVS rail are additional locations for 2023.</li> <li>• Regional promotional opportunities utilising VBWC member desk – up to 4 days p.a.</li> <li>• Dedicated enquiry and literature monitoring across the VIC's.</li> <li>• Promotion of Belfast Plus products at off-site events and conferences</li> </ul> <p>Gold package VBWC island and BIA airport package promotion at additional cost to LCCC.</p>
<p><b>Visit Belfast Industry Engagement Programme – enhanced RTP profile</b></p>	<p>Avail of opportunities to participate in Visit Belfast's Industry Engagement Programme, aimed at promoting products and experiences across Belfast City and Region to front of house staff:</p> <ul style="list-style-type: none"> <li>• 4 x Face to Face Industry Briefings – dedicated LCC speaker's slot</li> <li>• 3 x Super Fam events to showcase new tourism products and increase staff product knowledge across the Belfast neighbourhoods, with 1 dedicated Fam of the LCC area every two years. Option to assist with recruitment for a dedicated LCC fam in 2023-24 if LCC wish to deliver and fund.</li> <li>• 'Pop-in and See' events open to LCC tourism staff to enhance product knowledge.</li> </ul>
<p><b>NEW – VIC Training Programme</b></p>	<p>Develop and deliver VIC Training Programme for Visit Belfast, RTP VIC staff and relevant VB/RTP Front of House staff as required. Share visitor servicing / VIC best practice findings from Visit Belfast staff attendance at European City Destinations Network Alliance (CDNA) conference and meetings. VIC Best Practice across a range of needs e.g.</p> <ul style="list-style-type: none"> <li>• Volunteer Programmes</li> <li>• Industry Engagement Programmes</li> </ul>

	Any additional training as deemed necessary.
<b>Partnership</b>  Regional partnership B2B promotion and information	Weekly Concierge E-zine <ul style="list-style-type: none"> <li>• Key LCCC events to be included in concierge e-zine's where appropriate.</li> <li>• Update content relating to What's On / Experiences/ Activities across the Belfast City Region (where appropriate).</li> </ul>
<b>Cruise Belfast – enhanced marketing and sales activity</b>	Cruise Belfast will continue to promote the <b>Belfast Plus</b> region by including the relevant RTP products and experiences: <ul style="list-style-type: none"> <li>• within Cruise-Belfast website</li> <li>• within the 2022-24 Cruise Belfast brochure (digital/ print versions)</li> <li>• during sales calls inc. attendance at Seatrade Miami</li> <li>• Feature relevant RTP themed experiences, within sales calls and presentations to cruise itinerary planners and executives.</li> </ul> <p>Deliver cruise updates/ briefings to RTPs, stakeholders and product providers, as appropriate, ahead of the 2024 cruise season.</p>
<b>Cruise Terminal- Visitor Servicing/ Promotion Platforms</b>	VBWC will provide welcome/information service on arrival/departure: <ul style="list-style-type: none"> <li>• 170 cruise calls booked bringing a potential 300,000 visitors between March and October 2023. Please note variations can occur across the season.</li> </ul> <p>The Cruise Terminal features a range of imagery across the Belfast Plus Region, including:</p> <ul style="list-style-type: none"> <li>• Hillsborough Castle</li> <li>• Irish Linen Centre</li> <li>• Mount Stewart</li> <li>• Ulster Folk Museum</li> </ul>

<p><b>Travel Trade and Leisure Exhibitions</b></p>	<p>Travel Trade and consumer promotion will showcase relevant RTP product across <b>relevant</b> platforms, including:</p> <ul style="list-style-type: none"> <li>• Travel trade itineraries for 2023-24</li> <li>• Promotion and opportunity to attend (additional cost as previous arrangement) of RTP products and experiences at key sales and marketing platforms including: <ul style="list-style-type: none"> <li>- World Travel Market</li> <li>- Holiday World Dublin</li> <li>- Meet The Trade Dublin</li> <li>- ETOA workshops</li> <li>- Tourism Ireland platforms</li> <li>- Inclusion on at least 2 Fam trips</li> </ul> </li> </ul>
<p><b>Conference/Business Tourism</b></p>	<p>2023 is set to be a strong year for business events, with 84 inbound conferences welcoming and estimated 31,000 delegates, 95,000 bed nights.</p> <p>Visit Belfast has a new and dedicated Business events website that launched in March 2023.  <a href="https://businesseventsbelfastandni.com/">https://businesseventsbelfastandni.com/</a></p> <p>New 2023-2025 conference guide launch in May 2023 with dedicated pages to LCC. This printed and online guide is used extensively with event organisers across Association, Corporate and Agency segments.</p> <p>LCC Belfast plus guide is hosted on our planners toolkit where we direct all organisers and delegates to. Any relevant delegate offers should be sent to @Aoife McVeigh</p> <p><a href="https://businesseventsbelfastandni.com/guides-maps/">https://businesseventsbelfastandni.com/guides-maps/</a></p> <ul style="list-style-type: none"> <li>▪ Promote relevant RTP products and experiences, as appropriate, through a co-ordinated and strategic calendar of face-to-face sales activity.</li> <li>• Promote RTP products and experiences at key sales and marketing platforms including: <ul style="list-style-type: none"> <li>• The Meetings Show London</li> <li>• IMEX Frankfurt</li> <li>• IMEX America</li> <li>• EIBTM</li> </ul> </li> </ul>



	<ul style="list-style-type: none"> <li>GB &amp; ROI Client dinners</li> </ul>
<p><b>Destination Sustainability Index and programmes</b></p>	<p>Include RTP assets and professional input in a range of destination sustainability tourism projects including the Global Destination Sustainability Index and Sustainable Belfast plans.</p> <p>Include relevant RTP Visit Belfast partners that seek to develop the green/ sustainable tourism products/ experiences in sustainability promotional activity and initiatives during the year. RTPs will be required to provide content and updates to Visit Belfast to facilitate this.</p>
<p><b>RTP PR Support</b></p>	<p>Provide ongoing RTP PR support:</p> <ul style="list-style-type: none"> <li>Publish press releases/ photography within ‘latest news / press area’ section of Visit Belfast corporate website.</li> <li>Where possible, extend press fam itineraries to include RTP attractions and experiences.</li> <li>Share relevant insights/data sourced from Tourism Sentiment Index (Visit Belfast subscribing to new destination and tourism sentiment analysis)</li> </ul>
<p><b>Administration</b></p>	<p>Facilitate on-going and regular meetings, inc. Forum &amp; Officer’s Group meetings:</p> <ul style="list-style-type: none"> <li><b>Annual Industry Partnership Event</b> – provide enhanced RTP attendance and engagement, to enable industry stakeholders to network and exchange information, and gain an understanding of the wider strategic activity for planning purposes.</li> <li>Twice-yearly <b>RTP Strategic Group</b> meeting - focus on tourism development projects that will enhance the product portfolio in the wider city region (agenda/format to be agreed in advance of each meeting)</li> <li><b>Officer’s Operational Group</b> meetings (twice a year or as and when required) to discuss and agree individual marketing platforms and projects.</li> <li>Quarterly marketing meetings (to include social media content planning)</li> <li>Jayne O’Neile will be the interim Visit Belfast lead for the Regional Tourism partnerships - 1:1 meetings with each RTP Council partner to be arranged on a regular basis.</li> </ul>

**Regional Tourism Partnership Agreement 2023-24****Signed on behalf of Visit Belfast:**

**Name:** Gerry Lennon  
**Title:** Chief Executive,  
Visit Belfast  
**Date:** 2<sup>nd</sup> May 2023

**Signed on behalf of Lisburn and Castlereagh City Council:**

**Name:** Andrew Kennedy  
**Title:** Tourism Development Manager,  
Lisburn & Castlereagh City Council  
**Date:**

**visitBelfast**  
**& City Region**

**LCCC**  
**Lisburn &**  
**Castlereagh**  
**City Council**

**REGIONAL TOURISM PARTNERSHIP 2022-23**

**12 MONTH EVALUATION**

**Belfast**  
**Plus**

**Marketing and Visitor Servicing Activity and Promotional Platforms 2022-23**

Initiative / Platform	Activity / Outputs
<b>Belfast Plus – enhanced activity</b>	<p>Develop dedicated regional partnership promotion off and on-line for Lisburn &amp; Castlereagh City Council, promoting specific activity/trail/itinerary products/events etc.</p> <p>Upscaling across digital and print platforms, taking a themed experience approach which addresses post-COVID-19 safety issues.</p> <p><b>Belfast Plus</b> web pages:</p> <p>LCCC products were featured in the following blog articles:</p> <ul style="list-style-type: none"> <li>• Things to do this May Bank Holiday (Let's Go Hydro)</li> <li>• Things to do this May Bank Holiday (Let's Go Hydro, Lagan Valley Leisureplex)</li> <li>• Queen's Platinum Jubilee (Hillsborough Castle &amp; Gardens)</li> <li>• Family Days Out (Belvoir Studio Theatre)</li> <li>• Summer Family Fun (We Are Vertigo, Let's go Hydro, High Rise)</li> <li>• Summer in Belfast (Hillsborough Castle and Gardens)</li> <li>• Your Guide to Summer Holidays in Belfast: ( Let's Go Hydro,)</li> <li>• Father's Day in Belfast (We Are Vertigo/Game Locker)</li> <li>• Autumn Walks (Lagan Valley Regional Park, Hillsborough Forest)</li> <li>• Autumn Events and Festivals (Hillsborough Castle and Gardens, Let's Go Hydro)</li> <li>• Halloween Family Fun (Hillsborough and Castle Gardens, Let's Go Hydro, Aunt Sandra)</li> <li>• Halloween in Belfast (Hillsborough and Castle Gardens, Let's Go Hydro, Aunt Sandra)</li> <li>• Belfast Halloween Events (Hillsborough and Castle Gardens, Let's Go Hydro)</li> <li>• Foodie Things to do (Aunt Sandra's)</li> <li>• Autumn Half-Term Break (Let's Go Hydro, High Rise, Xtreme Bowling at Dundonald Ice Bowl)</li> <li>• Festive Family Fun (Hillsborough Castle &amp; Gardens)</li> <li>• Belfast Lights Up for Christmas (Hillsborough Castle &amp; Gardens)</li> <li>• Top 10 Ways to Feel Christmassy (Hillsborough Castle &amp; Gardens)</li> </ul>



- Top Christmas Events Beyond Belfast (High Rise, Hillsborough Castle & Gardens, Down Royal Racecourse)
- Last Minute Christmas Gifts (High Rise/Game Locker)
- Winter Walks (Hillsborough Castle & Gardens, Lagan Valley Regional Park)
- Free Things To Do in Belfast (Irish Linen Centre and Lisburn Museum, Wallace Park)
- Date Night Ideas (Xtreme Bowling at Dundonald Ice Bowl)
- What's On This Half-Term (Aunt Sandra's, High Rise)
- Discover and Explore Belfast Plus (Hillsborough Castle & Gardens, Irish Linen Museum, Hinch, Hillsborough Fort and Forest), Hilden Brewery
- Hen and Stag Weekends in Belfast (Let's Go Hydro)
- Mother's Day in Belfast (Aunt Sandra's)
- Autism Friendly Attractions in Belfast (High Rise, Dundonald International Ice Bowl, Lagan Valley Leisureplex)
- Craft Beer in Belfast (Hilden Brewery)

LCCC products continued to be featured in the following evergreen blogs:

- Green Attractions in Belfast (Lagan Valley Regional Park)
- Amazing Outdoor Spaces (Hillsborough Castle Gardens, Lagan Valley Regional Park)
- Top Golfing Trips in Belfast and Beyond (Castlereagh Hills Golf Course)
- Road Trips in Northern Ireland (Hillsborough Castle, High Rise, Hillsborough Forest, Hinch)
- Day Trip to Lisburn and Castlereagh (Hillsborough Castle, Irish Linen Centre, Dundonald Ice Bowl, Lagan Valley LeisurePlex, High Rise, Castlereagh Hills Golf Course and more)
- Urban Adventures (We Are Vertigo, Let's Go Hydro)
- Belfast Plus Family Fun (We Are Vertigo/Dundonald International Ice Bowl/Hillsborough Castle & Gardens/Lagan Valley Leisureplex)
- Whiskey Tours and Experiences (Hinch)
- Gin Experiences (Hinch)
- Top 10 Family Attractions (Aunt Sandra's Candy Factory)
- One Day at Hillsborough & Lisburn (Hinch, Hillsborough Castle & Gardens/Irish Linen Centre and Lisburn Museum/Hillsborough Forest & Village)
- Art Venues in Belfast (Island Art Centre)
- Distilleries in Belfast and Beyond (Hinch Distillery)

- Museums in Belfast (Irish Linen Centre/ Museum at the Mill)
- 10 Things To Do in Belfast for £10 or less (Dundonald Ice Bowl)
- Explore Royal Lisburn and Castlereagh (High Rise, Lagan Valley Leisureplex, Island Arts Centre, Wallace Park, Moira Demesne and more)
- Ultimate Belfast Staycation (Crowne Plaza, Dundonald Ice Bowl, Dundonald Caravan Park, Let's Go Hydro)
- Family Fun - Belfast Plus (Lagan Valley Leisureplex, We are Vertigo, Dundonald Ice Bowl, Hillsborough Castle & Gardens, Lagan Valley Leisureplex, Game Locker, High Rise)
- Things to do indoors (Xtreme Bowling, Dundonald Ice Bowl, We Are Vertigo, High Rise, Game Locker, Lagan Valley Leisureplex)
- Top Golfing Trips in Belfast and Beyond (Castlereagh Hills Golf Course)

**Belfast Plus** e-zines (either independent or integrated based on content as provided and agreed.)

Lisburn and Castlereagh City Council products and events were included in a number of seasonal emails to our consumer databases during this period, with over 120,000 emails sent. These included:

- Easter in Belfast 6 April, Hillsborough Castle ROI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-504139>
- Easter in Belfast 6 April, Hillsborough Castle NI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-504135>
- Enjoy Belfast this Half-Term 14 April, Lets Go Hydro NI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-504163>
- What's Happening in May 6 May, Balmoral Show NI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-504223>
- What's Happening in May 6 May, Balmoral Show ROI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-504219>
- Jubilee & Spring Bank Holiday Weekend, 30 May, Hillsborough Castle and Gardens NI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-504267>
- Celebrate Father's Day, 17 June, Game Locker NI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-504323>
- Celebrate Father's Day, 17 June, Game Locker ROI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-504311>
- Find the Ultimate Belfast Staycation 14 July, Let's Go Hydro NI

- <https://mailchi.mp/visitbelfast/easter-from-home-ni-504391>
- Explore Road Trips from Belfast 25 August, Hillsborough Castle & Gardens, Hinch, ROI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-504515>
- Explore Road Trips from Belfast 25 August, Hillsborough Castle & Gardens, Hinch NI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-504535>
- Halloween 26 Oct, Hillsborough Castle & Gardens NI  
<https://mailchi.mp/visitbelfast/top-october-events-ni-504807>
- Halloween 26 Oct, Hillsborough Castle & Gardens ROI  
<https://mailchi.mp/visitbelfast/top-october-events-ni-504767>
- Festive Family Fun 09 Dec, Hillsborough Castle & Gardens, The Dark Walk & Hillsborough Fort NI  
<https://mailchi.mp/visitbelfast/embrace-the-christmas-spirit-ni-504895>
- Festive Family Fun 14 Dec, Hillsborough Castle & Gardens, The Dark Walk & Hillsborough Fort ROI  
<https://mailchi.mp/visitbelfast/embrace-the-christmas-spirit-ni-504907>
- February Half Term 10 Feb, High Rise NI  
<https://mailchi.mp/visitbelfast/february-half-term-505107>
- Easter in Belfast 30 Mar, Hillsborough Castle & Gardens NI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-505295>
- Easter in Belfast 30 Mar, Hillsborough Castle & Gardens ROI  
<https://mailchi.mp/visitbelfast/easter-from-home-ni-505307>

Sharing of content plans and maximising all #BelfastPlus activity on Visit Belfast's social-media accounts: Facebook / Twitter – including reposting as relevant, LCCC experiences and activity

**Belfast Plus** featured on Visit Belfast Welcome Centre map. Reprinted in November 2022 with updated ad artwork included.

#### **Experience Belfast Plus Guide**

A new dedicated experience-led Belfast Plus guide was produced for summer 2022. This gateway publication is designed to offer visitors opportunities to do more and stay longer, focusing on experiences unique to each area - 40,000 copies have been printed and continues to be distributed via accommodation partners, the NI VIC network, all points of entry and transport hubs in NI and ROI. Supporting PR was carried out with Alderman Allan Ewart from Lisburn and Castlereagh City Council at Moira Demesne.



<p><b>Belfast City &amp; Region Guide</b></p>	<p><b>Belfast &amp; City Region guide focussed on themed products and experiences.</b>  The Belfast &amp; City Region guide will provide a 4-page section in the body of content for promotion of Lisburn &amp; Castlereagh City Council attractions, products and experiences.</p> <ul style="list-style-type: none"> <li>• Produce 3 editions of Belfast City &amp; Region Guide: Summer 2022, Autumn/Winter 2022 &amp; Spring 2023 plus a student edition – print and digital versions supported by web/social media promotion</li> <li>• Distribution reviewed with RTP Council and extended as appropriate</li> <li>• Production of digital version, supported by web and social media promotion</li> </ul> <p><b>12 month update:</b>  Summer edition 50,000 copies, Autumn/Winter edition 30,000 copies and Spring edition 30,000 copies were printed and distributed with downloadable digital edition supported by web and social media promotion. RTP areas promoted in Great Outdoors / Worth the Trip editorial of the Belfast Student Guide 22/23.</p>
<p><b>Main Visitor Guide – inc city &amp; region approach</b></p>	<p>The main out-of-state visitor guide for 2023/24 will further develop a City &amp; Region approach, redesigned to incorporate sections for each RTP Council area. The guide will also reflect global market changes and consumer behaviour and preferences and help position the City Region for international recovery beyond 2023.</p> <ul style="list-style-type: none"> <li>• Currently in Q4/Q1 development and will support conference, group and cruise sales activity and marketing as required.</li> </ul>
<p><b>Website – extended focus</b></p>	<p>Development of main visitor portal to include and reflect the Belfast City Region within its branding and include a dedicated homepage navigation to provide links to Lisburn &amp; Castlereagh City Council visitor websites and dedicated sections, pages and blogs.</p> <p><b>visitbelfast.com</b> will provide:</p> <ul style="list-style-type: none"> <li>• Listings for up to 20 key Lisburn &amp; Castlereagh City Council properties in relevant sections e.g. visitor attractions: Dundonald International Ice Bowl, Dundonald Touring Caravan Park, Xtreme Bowling at Dundonald International Ice Bowl, Lisburn Information Centre, Island Arts Centre, Lagan Valley Leisureplex, Lagan Valley Regional Park, Hillsborough Forest, Hillsborough Castle &amp; Gardens, Eikon Exhibition Centre, Castlereagh Hills Golf Course, Down Royal Park Racecourse, We Are Vertigo, Let's Go Hydro, Game Locker, Hinch Distillery, Moira Demesne and High Rise.</li> </ul> <p>Key LCCC events/activities listed in 'What's On' section this period include:</p>

- Spring Fair at The Balance House
- Jubilee Garden Party
- Balmoral Show 2022
- Honey Fair
- Ladbrokes Festival Racing
- Ladies Day at Down Royal
- Comic Con at Eikon Centre
- Belfast Dog Show at Eikon Exhibition Centre
- Moira Speciality Food Fair
- Scarecrow Parade
- Moira Speciality Food Fair
- Scarecrow Parade at Hillsborough Castle & Gardens
- Halloween at Let's Go Hydro
- Ted Berry Market at Eikon Exhibition Centre
- Lisburn Light Festival
- Christmas at Hillsborough Light Trail
- Festive Fun at Dundonald Ice Bowl
- Royal Hillsborough Christmas Market
- High Rise Christmas Party
- TY Teddy Hunt & Christmas Festivities at Let's Go Hydro
- Christmas Tours of Hillsborough Castle
- Boxing Day Race Meeting at Down Royal Racecourse
- Autism Tailored Sessions at High Rise
- Burns Night Concert at Lagan Valley Island
- Motorcycle Plus Show at Eikon Exhibition Centre
- Spring Spectacular at Hillsborough Castle
- Spring Farmers Market at Lisburn Castle Gardens
- Royal Hillsborough Farmers Market
- The Great Rabbit Runaround at Hillsborough Castle & Gardens

**visitbelfastpartners.com** will provide:

	<ul style="list-style-type: none"> <li>showcase RTP product and itineraries for the group travel market development (within Travel Trade section) <a href="https://visitbelfastpartners.com/article-vb/one-day-hillsborough-and-lisburn">https://visitbelfastpartners.com/article-vb/one-day-hillsborough-and-lisburn</a></li> <li>New product section includes Hillsborough Royal Brew Tours and Arthur’s Boutique Guesthouse <a href="https://visitbelfastpartners.com/travel-trade/new-products">https://visitbelfastpartners.com/travel-trade/new-products</a></li> </ul> <p>In addition, Lisburn &amp; Castlereagh City Council profile with links on conference, cruise and corporate websites (as appropriate), including a link to download Lisburn &amp; Castlereagh City Council visitor guide when available.</p>
<p><b>Visitor Servicing – Visit Belfast Welcome Centre, George Best Belfast City Airport &amp; Belfast International Airport VICs</b></p> <p>Travel Advisory Service Literature Distribution Event Information Ticketing Service Accommodation Booking</p>	<p>Provision of a daily gateway visitor information and travel advisory service for both local residents and future visitors, available seven days a week by:</p> <ul style="list-style-type: none"> <li>Telephone</li> <li>Email</li> <li>Online at visitbelfast.com <a href="mailto:hello@visitbelfast.com">hello@visitbelfast.com</a> and Live/Quick Chat service through visitbelfast.com</li> <li>Via social-media enquiry service #AskVisitBelfast</li> </ul> <p>Visitor Servicing team on hand to provide accurate and reliable visitor and travel information on behalf of tourism businesses, services and RTP Councils across the <b>Belfast Plus</b> area.</p> <p>RTP promotional platforms will include:</p> <ul style="list-style-type: none"> <li>Wide range of RTP imagery digitally showcased in VBWC: main screens, screens behind desks, 16 screen video wall, NI Gateway screens located at airports, Belfast transport hubs and more recently P&amp;O ferries, P&amp;O Cairnryan terminal, Stena Cairnryan and Liverpool terminals.</li> <li>Dedicated <b>Belfast Plus</b> branding within VBWC self service area</li> <li><b>Belfast Plus</b> and RTP literature racked at airport visitor information desks and the Cruise Welcome Hub</li> <li>RTP listings for agreed key council properties on in self-serve screens (in VBWC and external screens at BIA, GBBCA, Europa Bus Station, Lanyon Place Station, Titanic Belfast, Applegreen M1 and M2 stations, Eastside Visitor Centre, An Cultúrlann and the Cruise Welcome Hub. More recently this has been extended to include P&amp;O ferries, P&amp;O and Stena Cairnryan terminal and Stena Liverpool terminal.</li> <li>Regional promotional opportunities utilising VBWC member desk – up to 4 days p.a. or events island/front facing screen (4 promotional campaigns)</li> <li>Dedicated enquiry and literature monitoring across the three VIC’s.</li> </ul>

**12 month activity:**

VB has handled 577,818 enquiries across all platforms which is an increase of 134% from the same time last year, across all 3 VICs, the Cruise Welcome Hub and off site at events and conferences. Footfall has increased by 122% from 182,146 visitors to 405,292 visitors across all 3 VIC's.

- The proportion of gateway enquiries have significantly increased. By yearend the team had handled 183,734 gateway enquiries, up 97% on the previous year, reflecting the increased interest in key markets in both the city and the regional product of the City & Region plus experiences.
- Final yearend figures indicate that we have handled 14,358 specific enquiries for the Lisburn and Castlereagh City Council area across the 3 VIC's, which is an increase of 17% on the same period last year.
- There are currently 30 products from Lisburn and Castlereagh City Council on the touchscreens which are currently listed on 4 internal self-serve screens and 11 off site kiosks as listed above.

New and upgraded touchscreens are now installed at additional offsite locations including the ferry terminals. New creative and inspirational content is also being developed and the software will switch over across all screens in early April.

**Lisburn & Castlereagh literature racked in the Belfast Welcome Centre**

- Experience Belfast Plus - 5,387
- Lisburn & Castlereagh Visitor Information Guide – 2,203
- Lisburn & Castlereagh Map – 595
- Hillsborough Castle – 700
- Hinch Distillery - 765
- Dundonald Touring Caravan Site – 491
- Dundonald Ice Bowl – 495
- Others – 3,154

**Total – 13,790**

**Lisburn & Castlereagh City Council literature racked in BIA:**

- Experience Belfast Plus - 5,200
- LCCC Visitor Guide Map – 2,000
- Hillsborough Visitor Guide – 600
- Hillsborough Castle – 500

- Dundonald Ice Bowl – 175

**Total – 8,475**

**Lisburn & Castlereagh City Council literature racked in GBBCA:**

- Experience Belfast Plus – 5,000
- LCCC Visitor Guide Map – 1,000
- Hillsborough Visitor Guide – 500
- Hillsborough Castle – 200
- Dundonald Ice Bowl – 140

**Total – 6,840**

**Cruise Hub:**

Belfast Plus flyer – approx. 400 copies

**The total LCCC literature distributed across all four sites: 29,505**

Specific LCCC specific destination questions handled by Visitor 14,358 made up of:

- **LCCC enquiries VBWC - 8,388**
- **LCCC enquiries BIA – 3,790**
- **LCCC enquiries GBBCA – 2,202**

**Enhanced activity** – optimise RTP profile on self-serve screens through a review of existing RTP listings and content. Update and cleanse as appropriate to increase as required the range of tourism products, services and experiences found in each RTP area. Currently there are 30 Products from LCCC profiled on Off Site Screens.

Gold Island promotional package in place at additional cost to Lisburn & Castlereagh City Council.

**VBWC Promotional Platforms**

The external facing screen and event island takeover platforms were taken to promote the following events:

- Royal Hillsborough Christmas Market - December 2022
- Royal Hillsborough Farmer's Market – March 2023

*Two opportunities were not utilised.*



	<p><b>Holiday World Dublin 2023</b></p> <p>Lisburn and Castlereagh attended this promotional consumer show for all three days, 27 -29 January as part of the VB stand. The team from Lisburn and Castlereagh had their own podium and ran a very successful competition as well as providing LCCC literature and the Experience Belfast Plus guide. Two LCCC Councillors were in attendance for two of the days, Alderman Alan Ewart MBE and Alderman Jim Dillion MBE, JP and were included in photo opportunities as well as being very active in encouraging visitors to the stand and the LCCC area. They were also able to make connections with Hinch Distillery who were exhibiting within the Northern Ireland Village.</p> <p>This was the first show since Covid restrictions were lifted. In total the VB team handled 3,169 enquiries over the 3 days which were concerning a wide range of areas, but focused on accommodation, transport, activities, and places to visit. A very successful show with a lot of interest in Belfast and the wider urban and rural region.</p>
<p><b>Visit Belfast Industry Engagement Programme – enhanced RTP profile</b></p>	<p>Visit Belfast’s Industry Engagement Programme is aimed at promoting products and experiences across Belfast City and Region to front of house staff.</p> <p>Our Industry Engagement Programme is delivered in a face-to-face format, mostly within the Visit Belfast Welcome Centre. The programme is aimed at promoting products and experiences across Belfast City and Region to front of house staff via:</p> <ul style="list-style-type: none"> <li>• Four seasonal industry briefings – with a speaking platform for LCCC to promote tourism products and experiences in the Lisburn &amp; Castlereagh City Council area.</li> <li>• ‘Pop-in and See’ events.</li> <li>• Full-day familiarisation trip to the Lisburn &amp; Castlereagh City Council area to showcase key tourism products/ experiences.</li> <li>• Belfast Neighbourhood Walking tours.</li> <li>• Weekly Concierge E-zine</li> </ul> <p><b>12-month update:</b></p> <ul style="list-style-type: none"> <li>• Industry briefings - one per quarter. LCCC update presented by Linda Murray <ul style="list-style-type: none"> <li>- 14 June –38 attendees</li> <li>- 14 September – 38 attendees</li> <li>- 22 November – 39 attendees</li> <li>- 15 March – 30 attendees. This session was off site at the The Maldron Hotel to accommodate an Inclusive Tourism training workshop.</li> </ul> </li> </ul>

	<p>Presentations are emailed to all attendees after the event. <i>Should any additional LCCC team wish to receive this information please advise of contact(s).</i></p> <ul style="list-style-type: none"> <li>• Pop in and See invite to Clifton House - 21 June. Tour of the building and viewing of interactive visitor experience – 20 participants.</li> <li>• 1 x walking tour invite to attend Coiste Political Mural Tour – 27 September</li> <li>• 1 x walking tour invite to attend DC Tours History of the Troubles Tour – 4 October</li> <li>• <b>Visit Belfast is now a ticketing agent for Hillsborough Castle &amp; Gardens.</b> This message was communicated at the September Industry Briefing session. HC&amp;G also have a Gold Island package in VBWC.</li> <li>• Game of Thrones Studio Tour Fam Trip - 19 October attended by LCCC Tourism Manager.</li> <li>• Fam Trip to LCCC area took place on 1 March 2023, attended by 40 Visit Belfast partners from accommodation, hospitality, retail, tour guides, car hire, visitor attractions and conference sector. Attendees saw first-hand the excellent products available at Hilden Brewery, Ulster Aviation Museum and Arthur’s in Hillsborough. Of those who responded to our survey (37):             <ul style="list-style-type: none"> <li>- 92% rated the experience excellent or good.</li> <li>- 99% said they would recommend it to their visitors / friends / family</li> </ul> </li> </ul>
<p><b>NEW – VIC Training Programme</b></p>	<p>Develop and deliver and VIC Training Programme for Visit Belfast, RTP VIC staff and relevant VB/RTP Front of House staff. This was scheduled for Q4, however due to resourcing constraints did not materialise. VB is happy to have the conversation with LCC’s newly appointed VIC Supervisor when they take up the post in April.</p> <p><b>12-month update:</b>          Visit Belfast is happy to work with LCCC Tourism / VIC team to inform on areas of interest from the below list, or other suggestions. We understand a new VIC Supervisor has recently been appointed and would be happy to progress.</p> <ul style="list-style-type: none"> <li>• VIC’s – Becoming more Sustainable*</li> <li>• VIC’s – How to involve volunteers.</li> <li>• VIC’s - Engaging your industry.</li> <li>• VIC’s – Retail / merchandising.</li> </ul> <p><i>*Visit Belfast attended The TIC Expert Conference in Gothenburg in November. The conference explored the topic of sustainability from a TIC’s viewpoint. Conference learnings report to be shared.</i></p>
<p><b>Regional partnership B2B promotion and</b></p>	<p><b>Weekly Concierge E-zine</b>          Lisburn &amp; Castlereagh events included in the weekly concierge e-zine during this period include:</p>

<p><b>information</b></p>	<ul style="list-style-type: none"> <li>• Great Rabbit Runaround Trail 7 April <a href="https://mailchi.mp/visitbelfast.com/whats-on-504147">https://mailchi.mp/visitbelfast.com/whats-on-504147</a></li> <li>• Balmoral 2022 28 April <a href="https://mailchi.mp/visitbelfast.com/whats-on-504175">https://mailchi.mp/visitbelfast.com/whats-on-504175</a></li> <li>• Balmoral Show/ Spring Fair at The Balance House 5 May <a href="https://mailchi.mp/visitbelfast.com/whats-on-504215">https://mailchi.mp/visitbelfast.com/whats-on-504215</a></li> <li>• Jubilee Garden Party 12 May <a href="https://mailchi.mp/visitbelfast.com/whats-on-504227">https://mailchi.mp/visitbelfast.com/whats-on-504227</a></li> <li>• Jubilee Garden Party 26 June <a href="https://mailchi.mp/visitbelfast.com/whats-on-504263">https://mailchi.mp/visitbelfast.com/whats-on-504263</a></li> <li>• National Balmoral 2022 4 July <a href="https://mailchi.mp/visitbelfast.com/whats-on-504395">https://mailchi.mp/visitbelfast.com/whats-on-504395</a></li> <li>• Down Royal Summer Races, Balance House 21 July <a href="https://mailchi.mp/visitbelfast.com/whats-on-504415">https://mailchi.mp/visitbelfast.com/whats-on-504415</a></li> <li>• Honey Fair 4 August <a href="https://mailchi.mp/visitbelfast.com/whats-on-504467">https://mailchi.mp/visitbelfast.com/whats-on-504467</a></li> <li>• ISLAND Summer Arts for Children and Young People 11 Aug <a href="https://mailchi.mp/visitbelfast.com/whats-on-504491">https://mailchi.mp/visitbelfast.com/whats-on-504491</a></li> <li>• Applegreen Family Fun Day 25 August <a href="https://mailchi.mp/visitbelfast.com/whats-on-504571">https://mailchi.mp/visitbelfast.com/whats-on-504571</a></li> <li>• Down Royal Race – 2 Sept <a href="https://mailchi.mp/visitbelfast.com/whats-on-504603">https://mailchi.mp/visitbelfast.com/whats-on-504603</a></li> <li>• Comic Con 15 Sept <a href="https://mailchi.mp/visitbelfast.com/whats-on-504651">https://mailchi.mp/visitbelfast.com/whats-on-504651</a></li> <li>• Belfast Championship Dog Show 22 Sept <a href="https://mailchi.mp/visitbelfast.com/whats-on-504687">https://mailchi.mp/visitbelfast.com/whats-on-504687</a></li> <li>• Scarecrow Parade – 29 Sept <a href="https://mailchi.mp/visitbelfast.com/whats-on-504707">https://mailchi.mp/visitbelfast.com/whats-on-504707</a></li> <li>• Autumn Fayre at The Ballance House Autumn Wedding Fair at Clandeboye Lodge, Moira Speciality Food Fair, 6-Oct <a href="https://mailchi.mp/visitbelfast.com/whats-on-504735">https://mailchi.mp/visitbelfast.com/whats-on-504735</a></li> <li>• Moira Speciality Food Fair, Hillsborough Scarecrow Parade, 13-Oct <a href="https://mailchi.mp/visitbelfast.com/whats-on-504763">https://mailchi.mp/visitbelfast.com/whats-on-504763</a></li> </ul>
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- The Scarecrow Night Walk at Hillsborough, 27 oct  
<https://mailchi.mp/visitbelfast.com/whats-on-504803>
- Autumn Discovery Morning at Lagan Valley Regional Park, Ladbrokes Festival of Racing at Down Royal Racecourse, 3 Nov  
<https://mailchi.mp/visitbelfast.com/whats-on-504819>
- TedBerry Market, 17 Nov  
<https://mailchi.mp/visitbelfast.com/whats-on-504867>
- Lisburn Light Festival, Christmas at Hillsborough Light Trail, 24 Nov  
<https://mailchi.mp/visitbelfast.com/whats-on-504887>
- Christmas at Hillsborough Light Trail, 1 Dec  
<https://mailchi.mp/visitbelfast.com/whats-on-504903>
- Royal Hillsborough Christmas Market, Game Locker at Lisburn, High Rise Christmas Party, 8 Dec  
<https://mailchi.mp/visitbelfast.com/whats-on-504923>
- Christmas Tours of Hillsborough Castle, High Rise Christmas Party, 15 Dec  
<https://mailchi.mp/visitbelfast.com/whats-on-504935>
- Lisburn Light Festival, Boxing Day Race Meeting, 22 Dec  
<https://mailchi.mp/visitbelfast.com/whats-on-504979>
- Christmas at Hillsborough Light Trail, 29 Dec  
<https://mailchi.mp/visitbelfast.com/whats-on-504995>
- Autism Tailored Sessions, Winter Wander, 5 Jan  
<https://mailchi.mp/visitbelfast.com/whats-on-505035>
- Winter Bird Walk, 12 Jan  
<https://mailchi.mp/visitbelfast.com/whats-on-505047>
- Burns Night Concert, 20 Jan  
<https://mailchi.mp/visitbelfast.com/whats-on-505071>
- Motorcycle Plus Show, 26 Jan  
<https://mailchi.mp/visitbelfast.com/whats-on-505087>
- Motorcycle Plus Show, 2 Feb  
<https://mailchi.mp/visitbelfast.com/whats-on-505095>
- Autism Tailored Sessions, Clip 'n Climb and Soft Play, 9 Feb  
<https://mailchi.mp/visitbelfast.com/whats-on-505115>
- Cyanotype Family Workshop, 16 Feb

	<p><a href="https://mailchi.mp/visitbelfast.com/whats-on-505131">https://mailchi.mp/visitbelfast.com/whats-on-505131</a> Spring Spectacular at Hillsborough Castle, 2 Mar</p> <p><a href="https://mailchi.mp/visitbelfast.com/whats-on-505171">https://mailchi.mp/visitbelfast.com/whats-on-505171</a> Spring Farmers Market, 9 Mar</p> <p><a href="https://mailchi.mp/visitbelfast.com/whats-on-505203">https://mailchi.mp/visitbelfast.com/whats-on-505203</a> Spring Spectacular at Hillsborough Castle, Forage in the Forest, Royal Hillsborough Farmers Market, 23 Mar</p> <p><a href="https://mailchi.mp/visitbelfast.com/whats-on-505271">https://mailchi.mp/visitbelfast.com/whats-on-505271</a></p> <ul style="list-style-type: none"> <li>- Revise content to What's Open/ Experiences/ Activity Ideas across the Belfast City Region (as appropriate)</li> <li>- RTP officers to be added to email distribution list and encouraged to share content for inclusion within e-zine as appropriate.</li> </ul>
<p><b>Cruise Belfast – enhanced marketing and sales activity</b></p>	<p><b>Optimise the full return of cruise bookings for the 2022 cruise season: 143 cruise calls this season.</b></p> <p>Cruise Belfast will continue to promote the Belfast Plus region by including the relevant RTP products and experiences:</p> <ul style="list-style-type: none"> <li>• within Cruise-Belfast website – <a href="http://www.visitbelfast.com/ideas/belfast-plus">www.visitbelfast.com/ideas/belfast-plus</a></li> <li>• within the 2022-24 Cruise Belfast brochure (digital/ print versions)</li> <li>• within Cruise Belfast video – <a href="https://www.youtube.com/watch?v=zVZzt2JG0m4&amp;ab_channel=VisitBelfast">www.youtube.com/watch?v=zVZzt2JG0m4&amp;ab_channel=VisitBelfast</a></li> <li>• during sales calls inc. attendance at Seatrade Fort Lauderdale (Q4) 10 one to one engagements at Seatrade, including Disney, Silverseas, Excursions Ireland &amp; SAGA</li> <li>• Feature relevant RTP product/experiences, within 'virtual' sales calls and presentations to cruise itinerary planners and executives – Q3/Q4 - <a href="https://cruise-belfast.co.uk/cruise-lines/ideas-and-itineraries/">https://cruise-belfast.co.uk/cruise-lines/ideas-and-itineraries/</a></li> <li>• Feature all Belfast Plus product on our newly digitised What's On page of Cruise website that is accessed via QR code: <a href="http://www.cruise-belfast.co.uk/whats-on/">www.cruise-belfast.co.uk/whats-on/</a></li> <li>• Featured relevant products on webinar to INTELETRAVELS 300 independent travel agents, many of which sell cruise itineraries</li> <li>• A call for expression of interest to work with Cruise was sent to Regional Tourism Partners 13/10/2022</li> </ul>
<p><b>Cruise Welcome Hub – Visitor Servicing/ Promotion Platforms</b></p>	<p>Optimise the full return of cruise bookings for the 2023 cruise season. VBWC provides welcome/information service on arrival/departure:</p> <ul style="list-style-type: none"> <li>• 143 cruise calls booked bringing just over 250, 000 cruise guests April - November 2022.</li> </ul>



	<p>The Cruise Welcome Hub features a range of imagery across the Belfast Plus Region, including:</p> <ul style="list-style-type: none"> <li>• Hillsborough Castle</li> <li>• Irish Linen Centre</li> <li>• Mount Stewart</li> <li>• Scrabo Tower</li> <li>• Ulster Transport Museum / Ulster Folk Museum</li> <li>• Exploris Aquarium</li> </ul> <p>Key LCCC products featured in the Daily Cruise <i>What's On</i> included Hillsborough Castle and the Irish Linen Centre &amp; Lisburn Museum. This is distributed to pax and crew in the Cruise Hub and in VBWC on Cruise ship days.</p> <p>Outlook for 2023 is extremely positive with 170 cruise calls currently booked, equating to 362,000 passengers and crew.</p>
<p><b>Travel Trade and Leisure Exhibitions</b></p>	<p>Travel Trade and consumer promotion will showcase relevant RTP product across all platforms, including:</p> <ul style="list-style-type: none"> <li>• New travel trade itineraries for 2022-23, taking into account product changes and changes in visitor behaviour/ preferences</li> <li>• Engagement with RTPs / product providers on safeguarding measures and coordinated destination response for incoming travel trade</li> <li>• Promotion and opportunity to attend (additional cost as previous arrangement) of RTP products and experiences at key sales and marketing platforms</li> </ul> <p><b>12 month update:</b></p> <ul style="list-style-type: none"> <li>• Itineraries on travel trade website: <a href="https://visitbelfastpartners.com/travel-trade/itineraries/">https://visitbelfastpartners.com/travel-trade/itineraries/</a></li> <li>• New Products listed for 23/24: <a href="https://visitbelfastpartners.com/travel-trade/new-products/">https://visitbelfastpartners.com/travel-trade/new-products/</a></li> <li>• LCCC product featured in the "What's New for 2023" PowerPoint presentation which was delivered at the following events: <ul style="list-style-type: none"> <li>- TI Brussels Workshop 13 Sept (Belgium) – 18 operators</li> <li>- TI Amersfoot Workshop 15 Sept (Netherlands) – 20 operators</li> <li>- TNI Coach &amp; Group Workshop 16 Sept (Derry) – 14 operators</li> <li>- Visit Belfast's Meet the Trade 5 Oct (Dublin) - 28 ROI operators and excursion planners</li> <li>- TI Flavours Of Ireland 26 Oct (London) – 12 operators</li> <li>- TI World Travel Market 7 Nov (London) – 49 operators</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- ITOA Workshop 17 Nov (Enniskillen) – 19 operators</li> <li>- Celtic Connections 24 Jan (Glasgow) – 24 operators</li> <li>- ETOA – Britain and Ireland Marketplace, 27 Jan (London) – 26 operators</li> <li>- TNI &amp; BCC Belfast Showcase, 20-25 Feb (Boston &amp; NYC) – 55 operators</li> <li>- Explore GB, (Virtual) 27 February – 3 March – 6 operators</li> <li>- TNI Meet the Buyer 23 March – 28 operators</li> </ul> <ul style="list-style-type: none"> <li>• Visit Belfast virtual sales calls – with the return and increase of face-to-face meetings there were fewer virtual sales appointments. The team organised a virtual sales call between Tiqets and Hinch Distillery in April 2022.</li> <li>• Invitation to Evening Reception at WTM London, 8 November to network with travel trade</li> <li>• Fam trips inclusion – due to a period of vacancy in the Leisure Trade Sales Manager role, fam trips were not delivered during this period. <i>It is recommended that 2 outstanding fam trips shall be rolled over to be delivered in Q1 of 23/24.</i></li> </ul>
<p><b>Conference/Business Tourism</b></p>	<p>Stretch targets were set for 22/23 to grow business tourism sales by 100% year on year. While recovery has not quite delivered this level of growth in 12 months, YTD the team has secured conference wins worth £31m which is a growth of 54% on the prior year position (21/22) and 66,983 bed nights which is a growth of 51% on the previous year.</p> <p>Develop new social programme ideas and experiences for 2023 onwards taking into account changes in visitor/consumer behaviour and preferences e.g. open spaces, wellbeing etc. Launching a Bleisure campaign for delegates to extend their stay and also extend beyond Belfast. Promotion of delegate offers to incoming visitors to encourage them to enjoy LCCC product.</p> <ul style="list-style-type: none"> <li>• Promote relevant RTP products and experiences as appropriate, sales calls and presentations to prospective clients considering Belfast and Northern Ireland as a potential events destination</li> <li>• Promote relevant RTP products and experiences relevant to inbound business tourism and delegates on the meetbelfast.com website. <i>*Please note from April 2023 this is moving to: businesseventsbelfastandni.com with new content currently being developed.</i></li> <li>• Promote RTP products and experiences at key sales and marketing platforms, to date activity includes:             <ul style="list-style-type: none"> <li>- 4 April - MCOCO agent event, Midlands</li> <li>- 24 May - CHS tradeshow, Leeds</li> </ul> </li> </ul>

- 31 May – 2 June - IMEX Frankfurt
- 29 June – 1 July - The Meeting Show and Client dinner, London
- 19 & 20 July M&IT - Agency Challenge, Wales
- 27 – 29 July C&IT - Festival of Forums – Agency and Corporate, Glasgow
- 24 August – Moulden Marketing GB agent event, London
- 9 September, M&IT Awards and client dinner, London
- 29 September, C&IT Awards. London - Winner of Best Events Destination
- 1-2 November – CHS Show, Birmingham
- 10 November – Ambassador Awards, Belfast
- 11 November – Ireland meets the West End, London
- 16 -17 November – UKInbound site visit
- 17 November - MIA conference and awards
- 24 November – Belfast in London (3 x client events – breakfast, lunch and dinner)
- 24 November – Launch of the New Corporate and Incentive Support Scheme Pilot
- 29-30 November – IBTM Barcelona
- 7 December, Ambassador Christmas reception, Belfast
- 8 December, London client event with ICC Belfast
- 9 December, ABPCO Awards and conference, Birmingham
- 30-31 Jan, MICEBOOK expo
- 9 Feb, C&IT Forum
- 1-2 March Confex & London dinner
- 3-4 March AIPCO Conference, Cork
- 9 March Sustainability conference
- 15 March MIA destination summit
- 29-31 March ICCA UK & Ireland
- 30 March Digital DNA awards

#### **2023 – 2029 Conference Calendar**

There are 111 conferences taking place from 2022 – 2029 worth £76.2m economic impact. In 2023, the calendar has a lower volume of conferences than 2022 but a slightly higher economic impact due to a number of significant large scale events bringing 1000+ delegates.



		Year	Conferences	Delegates	Bed nights	Economic Impact
		2023	65	27,461	84,322	£36.7m
		2024	28	15,608	43,089	£20.1m
		2025	10	4,505	15,466	£6.9m
		2026	5	4,611	15,198	£7m
		2028	2	1650	5500	£2.7m
		2029	1	1,300	5,200	£2.5m
		<b>Total</b>	<b>111</b>	<b>55,185</b>	<b>168,825</b>	<b>£76.2</b>

In addition, RTP products are featured in the current NI Conference and Meetings Guide and on the website which is used for follow up with key clients throughout the year (see appendices). Please note that this guide will be superseded by the new 2023-2025 Conference and Meetings Guide which will be available from April 2023, hosted on the new website as a digital PDF and available in print for tradeshows, workshops and sales calls.

<p><b>Destination Sustainability Index and programmes</b></p>	<p>Include RTP assets and professional input in a range of destination sustainability tourism projects including 'Changing the menu. For good' and Sustainable Belfast plans.</p> <p>Include relevant RTP Visit Belfast partners that seek to develop the green/ sustainable tourism products/ experiences in sustainability promotional activity and initiatives during the year. RTPs will be required to provide content and updates to Visit Belfast to facilitate this.</p> <p><b>Green Tourism and Sustainable Accredited product</b> A 15% Green Tourism / Green Meetings discount has been secured for all Visit Belfast partners outside of Belfast City Council area to complete their accreditation, but to date no businesses in LCCC area have completed the accreditation.</p> <p><b>Understanding Inclusion Training</b> Visit Belfast, in partnership with the Now Group and Jam Card created a complimentary training programme aimed at equipping the industry with the skills, language and confidence to warmly welcome everyone to Belfast and Northern Ireland and meet the needs of guests with a range of disabilities. A link to this online training programme was sent to all partners and 260 people completed the training.</p>
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	<p><b>Changing The Menu. For Good</b></p> <p>Representatives from key venues and attractions, including Hillsborough Castle and Gardens, were invited to attend the launch of Changing The Menu. For Good. A social project that offers business tourism events an easy way of supporting local communities and those struggling with food poverty. Hillsborough Castle has joined as a supporting partner of the initiative.</p> <p>The Sustainability &amp; Impact Manager had a meeting with Debbie McCamphill from Hillsborough Castle (13 March) 2023 to discuss how we can improve promotion of the sustainable products and events that they offer and how to get Hillsborough Castle more involved in corporate events that are sustainably focused.</p>
<p><b>RTP PR Support</b></p>	<p>Provide ongoing RTP PR support:</p> <ul style="list-style-type: none"> <li>➤ Press launch of new City and Region literature to include dedicated RTP release and representation</li> <li>➤ Host press releases/ photography within 'latest news / press area' section of Visit Belfast corporate website</li> <li>➤ Where possible, extend press fam itineraries to include RTP attractions and experiences</li> <li>➤ Share relevant insights/data sourced from Tourism Sentiment Index (Visit Belfast subscribing to new destination and tourism sentiment analysis)</li> </ul> <ul style="list-style-type: none"> <li>• Tourism Barometer and top line TSI insights provided at RTP meeting - 20 September.</li> <li>• Photo call, media alert and social support to launch new City and Region literature <ul style="list-style-type: none"> <li>- <a href="https://visitbelfastpartners.com/article/visit-belfast-launches-two-new-belfast-plus-brochures/">https://visitbelfastpartners.com/article/visit-belfast-launches-two-new-belfast-plus-brochures/</a></li> <li>- <a href="https://www.linkedin.com/posts/visitbelfast_visitbelfast-belfastplus-tourism-activity-6972481824530833408-AD-C?utm_source=share&amp;utm_medium=member_ios">https://www.linkedin.com/posts/visitbelfast_visitbelfast-belfastplus-tourism-activity-6972481824530833408-AD-C?utm_source=share&amp;utm_medium=member_ios</a></li> <li>- <a href="https://twitter.com/VisitBelfastOrg/status/1566714241436057604?s=20&amp;t=3ZCS9IL46ZRI3QQjICRcUg">https://twitter.com/VisitBelfastOrg/status/1566714241436057604?s=20&amp;t=3ZCS9IL46ZRI3QQjICRcUg</a></li> </ul> </li> <li>• Social post on Twitter supporting the FAM trip in collaboration with Lisburn and Castlereagh City Council - <a href="https://twitter.com/VisitBelfastOrg/status/1630922926282137601">https://twitter.com/VisitBelfastOrg/status/1630922926282137601</a></li> <li>• Shared and promoted Comic Con at Eikon press release: <a href="https://visitbelfastpartners.com/article/comic-con-northern-ireland-at-the-eikon-exhibition-centre/">https://visitbelfastpartners.com/article/comic-con-northern-ireland-at-the-eikon-exhibition-centre/</a></li> <li>• Shared and promoted Christmas at Hillsborough press release: <a href="https://visitbelfastpartners.com/article/magical-lights-for-winter-nights-christmas-at-hillsborough-lights-up-royal-residence-after-dark/">https://visitbelfastpartners.com/article/magical-lights-for-winter-nights-christmas-at-hillsborough-lights-up-royal-residence-after-dark/</a></li> <li>• Shared and promoted High Rise Autism NI Impact Award press release: <a href="https://visitbelfastpartners.com/article/high-rise-in-lisburn-presented-with-autism-ni-impact-award/">https://visitbelfastpartners.com/article/high-rise-in-lisburn-presented-with-autism-ni-impact-award/</a></li> <li>• Shared and promoted Hillsborough Castle 'Life Through a Royal Lens' exhibition press release:</li> </ul>



	<a href="https://visitbelfastpartners.com/article/hillsborough-castle-and-gardens-first-ever-exhibition-looks-at-life-through-a-royal-lens/">https://visitbelfastpartners.com/article/hillsborough-castle-and-gardens-first-ever-exhibition-looks-at-life-through-a-royal-lens/</a>
<b>Administration</b>	<p>Facilitate on-going and regular meetings, inc. Forum &amp; Officer's Group meetings:</p> <ul style="list-style-type: none"> <li>• Annual Industry Partnership Event took place in Titanic Belfast on 26th April 2022 with guest speaker Simon Calder.</li> <li>• Twice-yearly Officer's Strategic Group meeting – <i>First meeting took place at the Fitzwilliam Hotel on 20th September 2022</i></li> <li>• Officer's Operational Group meetings (twice a year or as and when required) to discuss and agree individual marketing platforms and projects</li> <li>• Quarterly Marketing meetings (to include social media content planning) <i>23 June 2022 (MS Teams) – Summer marketing activity. 1:1 update took place 12 January 2023.</i></li> <li>• Jennifer Hempton will be the dedicated Visit Belfast liaison for the Regional Tourism partnerships - 1:1 meetings with each RTP Council partner to be arranged on a regular basis. <i>Ongoing.</i></li> </ul>





### Experience Belfast Plus Guide



## Royal Hillsborough

Explore Northern Ireland's only royal residence to hear stories of collaboration, entertainment, diplomacy and negotiation as you explore Hillsborough Castle's fascinating history and stunning State Rooms.

Hillsborough Castle has welcomed the world and witnessed pivotal moments in history for over three hundred years. Classic, the grandest, designed from the 1750s onwards, see a pig to explore and include conversational grounds, parkland, woodland, surrounding countryside and picturesque views. The World Garden produces fruit and vegetables that are served in the Yellow Door Café.

Find out more <https://www.hillsboroughcastle.com>

Explore More  
Hillsborough Forest is located just a few minutes from Hillsborough Castle and is a popular choice among bird-watchers, dog walkers, photographers and nature-lovers covering an area of almost 200 acres, with a variety of walks to suit everyone. The site even is a forest wildlife sanctuary and is home to a wide variety of birds and insects.

Bring a picnic and relax at one of the picnic benches while the kids burn off some energy at the woodland-themed outdoor play area, or enjoy the spectacular scenery from one of the stunning lakeside viewpoints. Just a short walk away you can discover other local attractions including Hillsborough Fort and St Mark's church.

After your walk, enjoy a cosy catch-up with friends in one of Royal Hillsborough's excellent restaurants, cafes or award-winning gastropubs. From local produce, artisanal and award-winning chefs, to a wine-tasting selection with local staff loans and the wine, there is something to suit all tastes.

## Historic Moira

Find out more <https://www.hillsboroughcastle.com>

The Main Street of Moira Village offers a wide range of great independent retail outlets from around the world as well as delightful pubs, cafes and cosy coffee shops. Experience a real taste from award-winning chefs serving the finest local produce.

Don't Miss  
Experience the Moira Specialty Market in Moira, which provides a great opportunity to browse and enjoy amazing local food and artisan crafts. Make it truly worthwhile with entertainment.

Shop  
Independent will have the very best local produce to be found in Moira Village. There is an abundance of shops waiting to be explored with options such as Bergans, Simply Fish and Lily Road offering unique, indie, seasonal, local and Country. Discoveries & Home are leaders of everything you need for the home and there are also antique shops to explore.

Taste  
Lagan Valley Regional Park provides 11 miles between Lisburn and Galahad and boasts a blend of countryside, urban parks, nature reserves and trails. You can walk into the city, Castlereagh Hills or stroll through Moira Park in Castlereagh while taking in the historic sites.

Castle Gardens sits on the site of Lisburn Castle and Wildlife Park covers 25 acres of nature parkland, both located in the heart of the city.

## Active Adventure

Find out more <https://www.hillsboroughcastle.com>

Cyclists can enjoy picturesque, traffic-free routes on the Lagan and Lough-Cyffe Way, the Lagan Canal Towpath, the Grosvenor or take a guided cycle tour from Larnach Park. There are also a range of cycle trails on quiet country roads, taking the beautiful towns and villages in the region.

Enjoy fishing at Hillsborough Lake, Grosvenor Canal or Moira Lakes. Fishing is permitted throughout and there are numerous angler centres in the area offering advanced advice or courses able to enjoy leisure or a full or half-day trip.

Golfers can choose from a number of stunning parkland golf courses in the area including Lisburn, Rockwood, Castlereagh, Temple, Aberbeggie and Down Royal or get across rough practice in at Laganview Golf Centre – there's plenty of choice for both the experienced player and beginner.

For some thrill and excitement, book a session at Lagan Karting, near Hillsborough, who offer a 600m circuit with a wide variety of race suitable for age 8+. For some off-road madness you can learn and improve your skills at L-Tec. Make sure to bring your gear and training provided for age 16+.

Open water swimming is an increasingly popular activity that has many benefits for your physical and mental health. You can enjoy the activity at Moira Lakes and Lough-Cyffe, who also offer a range of water-based activities including an inflatable dog park, stand-up paddle boarding, water-skiing, kneeboarding, kayaking, jet-ski and bumper boats.











# Cruise Guide 2022-24

**HILLSBOROUGH CASTLE & GARDENS**

Walk in the footsteps of peacemakers and presidents through the newly restored Hillsborough Castle and Gardens, Northern Ireland's only royal residence. The official home of the Royal Family in Northern Ireland since the 1920s, Hillsborough Castle has recently received more than £10m in investment by Historic Royal Palaces in an ambitious program to conserve and re-present the heritage and invite visitors to explore its many stories.

**ULSTER MUSEUM**

As Northern Ireland's treasure house of the past and the present, the Ulster Museum tells the story of local people from earliest times to the present day and is home to a rich collection of art, history and natural sciences. Impressive galleries and interactive discovery zones offer something for everyone, from the simply curious to the enthusiast.



**Art of Craft**



**Ulster Transport Museum**




**Art of Craft**

Northern Ireland has seen a resurgence in brewing and distilling in recent years. Nearly every county now boasts a top class producer of beer and cider or whiskey and gin. Book a tour or experience to find out at least some, if not all, of their long held secrets.

**ECHLINVILLE DISTILLERY**

Believed to be Ireland's only field-to-glass distillery, all Echlinville's single grain is distilled from barley grown on its land in the Antrim Peninsula. A family run distillery, who have to share their passion to quality spirits with visitors from around the world, offer tours, tastings and special 'day and night' experiences.

**RADEMON ESTATE DISTILLERS**

Take an exclusive production tour and tasting experience, to witness some of the secrets and skills that go into creating the world award winning Starline Cider. The head distiller will take you through the fascinating process, from how they harvest local ingredients to blending the finished product on offer.

**TITANIC DISTILLERS**

At the old site of the Titanic Dock and Pumproom, explore the true home of the Titanic. Learn first-hand about the craftsmen that have shaped and refined the iconic Belfast Titanic Distillers Premium Irish Whiskey.

**HINCH DISTILLERY**

Visitors to Hinch have the opportunity to see and learn about the distilling facilities on their guided tours. The distillery has been designed not only to produce world class whiskey and gin, but also to provide visitors with an up-close view of the whole process.

**COPELAND DISTILLERY**

The Copeland Distillery is where the taste of old emigration and average ocean battles meet the abundance of Donegal peat. It is here that Copeland produce their range of coastal inspired spirits that were born from the heat and heritage of The Copeland Islands and the surrounding area.

**TASTE AND TOUR**

There are a number of tours to suit around Belfast where you can taste and learn more about your favourite spirits. Take a City Jewel around Belfast, visiting 5 of the best gin bars by 2 of the foremost gin, located all about urban, industrial, cocktails and more. The best cocktails on offer have been selected to create a City Cocktail Circuit as you can enjoy the best handcrafted drinks and cocktail venues. The Crafty Beer & Street Cider bar lets you experience Belfast's best beer bars and street food venues with a relaxed tour of Belfast or join a Whiskey Walk around Cathedral Quarter with an Irish Whiskey Expert.






### #BelfastPlus Social Media activity

**Visit Belfast** Published by Hootsuite • 15 October 2022

@FoodFairMoira returns to the parkland setting of Moira Demesne for a day of food and fun on Saturday 15 October from 10am - 6pm. Find out more >> [vstbelfast.com/moira-speciali...](http://vstbelfast.com/moira-speciali...)

@VisitLisburn



**MOIRA SPECIALITY FOOD FAIR**  
SATURDAY 15TH OCTOBER 10AM TO 6PM

The poster features images of bread, a woman holding a glass, and a close-up of food.

**Christmas at Hillsborough Castle & Gardens** ✨

TikTok @visitbelfast



A person is walking through a large, illuminated archway made of lights. A play button icon is overlaid on the image.

View Analytics

**Visit Belfast** Published by Hootsuite • 21 December 2022

The sparkling lights of Lisburn ✨ #BelfastPlus

Instagram/ep7awagon



A street scene at night with colorful lights reflecting on a wet surface.

510 14 27

**visitbelfast** 8m

The Royal Hillsborough Farmers Market is back! 🥰



Three people are standing in front of a building, holding baskets of produce.

Saturday 25th March, 10am-3pm

LCCC Lisburn & Castlereagh City Council, you're welcome, Royal Hillsborough Hillsborough Farm

**Visit Belfast** Published by Hootsuite • 7 August

Hillsborough Honey Festival 🍯

Hillsborough Castle and Gardens

6 & 7 August

12am - 6pm

Enjoy a sweet weekend full of food, family crafts, music, dancing, honey, walks & more! Find out more >> [vstbelfast.com/honey-fair](http://vstbelfast.com/honey-fair)



HILLSBOROUGH CASTLE AND GARDENS

**HONEY FAIR**

06 - 07 AUG

DISCOVER A WORLD OF HONEY THROUGH QUALITY FOOD AND DRINK PRODUCTS, ACTIVITIES AND MORE

**Visit Belfast** Published by Hootsuite • 29 November 2021

The magic is back at Hillsborough Castle and Gardens ✨

This Thursday 1 December, the after-dark illuminated light trail returns with brand new installations throughout the festive gardens! Find out more >> [vstbelfast.com/hillsborough-christmas-light-trail](http://vstbelfast.com/hillsborough-christmas-light-trail)



Two images showing heart-shaped light trails and people walking through a light tunnel.

364 255 29

**Visit Belfast** @VisitBelfast

Don't miss the Great Rabbit Runaround trail that begins today at @HillsCastle 🐰 Solve riddles to find the bunnies and claim your delicious chocolatey prize! 🍫



Find out more >> <http://vstbelfast.com/great-rabbit-runaround> ...

📅 9 - 24 April (10 - 6pm)

🎫 Trail included in price of a gardens ticket [pic.twitter.com/bbBCcgwbpB](http://pic.twitter.com/bbBCcgwbpB)

**Visit Belfast** @VisitBelfast

The Royal Hillsborough Farmers Market returns tomorrow! With over 40 stalls of the finest local & seasonal produce and artisan food, there is so much for you to discover 🥰 Find out more >> <http://vstbelfast.com/hillsborough-farmers-market> ...

📅 Saturday 25 March

🕒 10am-3pm

[@lisburnccc](http://@lisburnccc) [pic.twitter.com/WEW2BN0zZp](http://pic.twitter.com/WEW2BN0zZp)

**Visit Belfast** @VisitBelfast

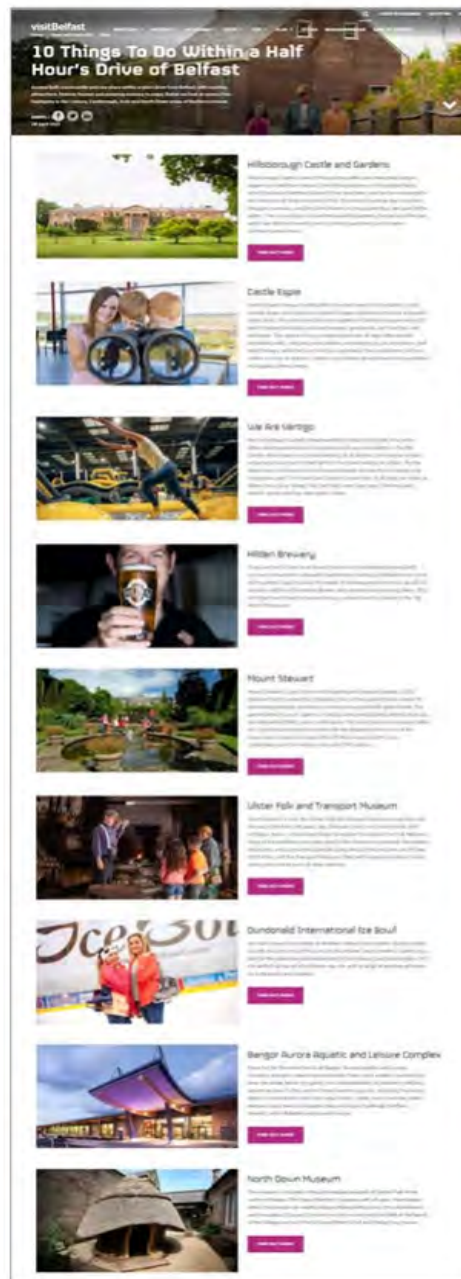
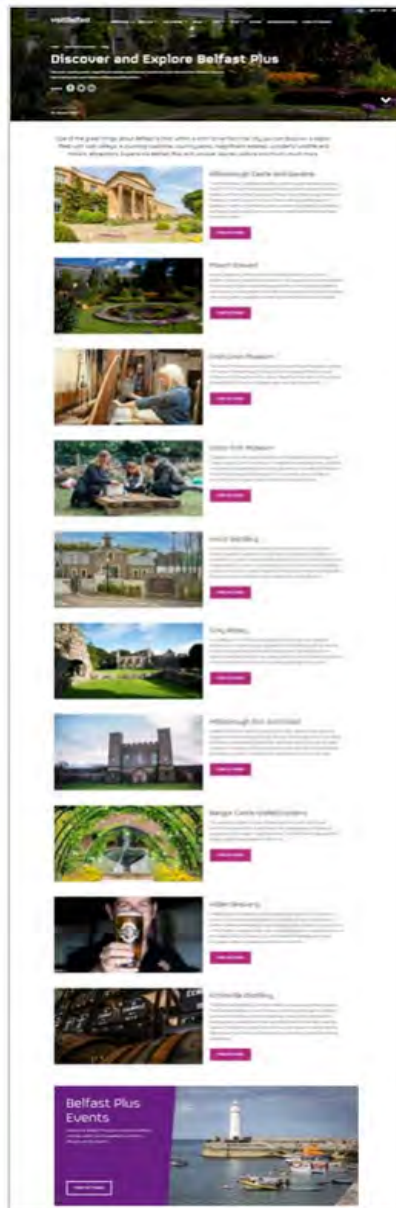
Don't miss the @balmoralshow kicking off tomorrow, until 14 May! 🐾 There's plenty of fun for the whole family to enjoy - including a funfair, @RAFFalcons, a feast of food & drink, trade stalls and animal displays 🐾

Find out more >> <http://vstbelfast.com/balmoral-show-2022> ... [pic.twitter.com/PLYzrvtxir](http://pic.twitter.com/PLYzrvtxir)

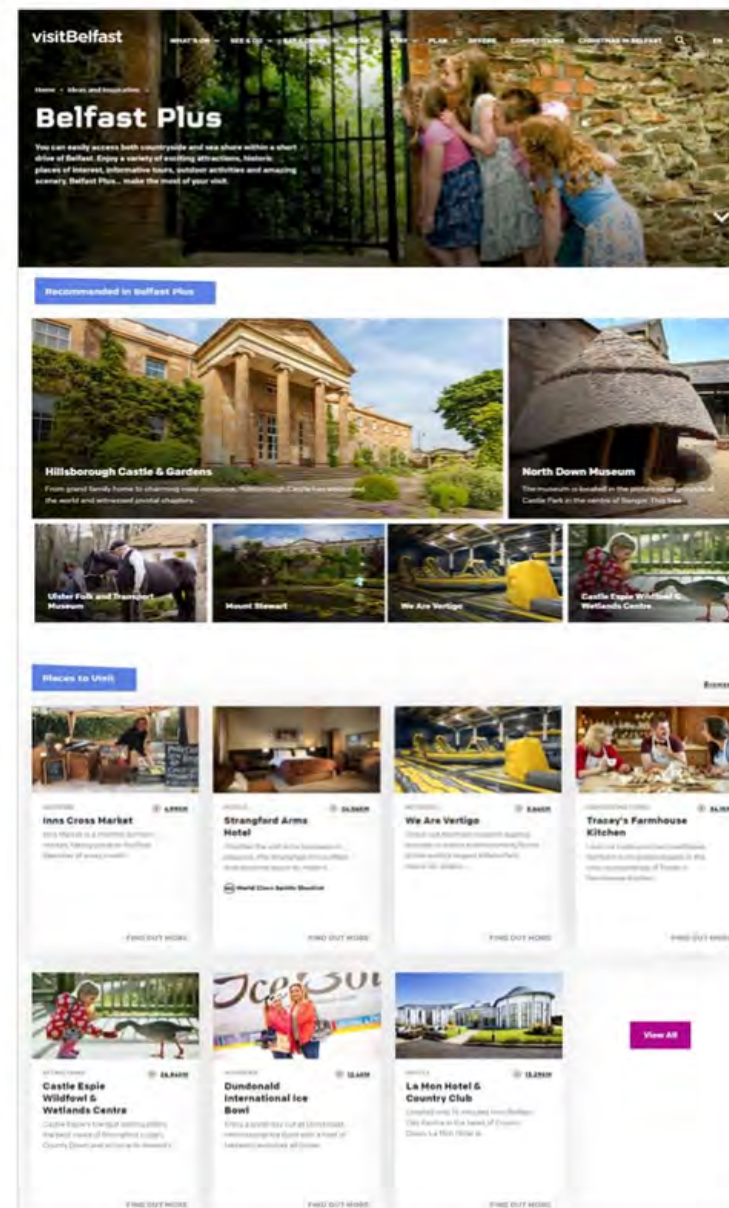








VisitBelfast.com Screenshots





## Belfast Plus E-zine activity

### Discover Hillsborough and Lisburn



Discover Hillsborough and Lisburn, explore breathtaking gardens and learn about the unique history of Hillsborough Castle. Why not head into the historic city of Lisburn and enjoy fun-filled family activities.

[Read More](#)



**Hillsborough Castle & Gardens**  
From the grand family home to the charming royal residence, Hillsborough Castle has welcomed the world and witnessed pivotal chapters in politics. The Castle is set in 100 acres of breath-taking gardens and offers significant contrasts of woodland, waterways, gardens with trimmed lawns and meadows as well as specimen trees and rare plants.

[Read More](#)



**Hinch distillery Tours**  
The Hinch Distillery sits in the heart of the County Down countryside. Visitors have the opportunity to learn about local distilling traditions on guided tours. You will gain an appreciation for the skills and craftsmanship required to make world renowned Irish whiskey and of course have an opportunity to ask questions.

[Read More](#)

### visitBelfast



#### Let the Festive Family Fun begin!

Enjoy the festive season in Belfast with the whole family! With lots of family experiences to choose from like visiting Santa on an inflatable grotto, enjoying the Christmas Markets, or heading to see the circus, you are sure to make everlasting memories this Christmas in Belfast and beyond!

[Read More](#)

#### Highlights



**Crafty Christmas in the Poor House**  
**Clifton House**  
**18 December**  
The Magic is in the History! Visit Clifton House for a special Children's Crafty Christmas in the Poor House as you are transported back in time.

[Read More](#)



**A Magical Christmas Experience Titanic Belfast**  
**Until 23 December**  
Journey through the Enchanted Forest, visit Mrs Claus in her cosy kitchen to hear Christmas tales and have your name checked off the 'Naughty or Nice' list.

[Read More](#)



**An Enchanted Christmas at W5**  
**W5**  
**Until 23 December**  
Enjoy an array of seasonal experiences at W5, including an indoor snowball fight and magical storytelling. Take a look at what is happening at W5 this Christmas.

[Read More](#)



**Christmas at Hillsborough Light Trail**  
**Hillsborough Castle & Gardens**  
**Until 31 December**  
A dusting of seasonal magic will land throughout Hillsborough Castle and Gardens as the Light Trail makes its return this December.

[Read More](#)

### visitBelfast



#### Jubilee & Spring Bank Holiday Weekend in Belfast!

Uncover fantastic events happening in and around Belfast to celebrate the Queen's Platinum Jubilee and Spring Bank Holiday weekend. From garden parties and guided walking tours, to live entertainment and spring continental markets, there's a party to see and do!

[Read More](#)

#### The Queen's Platinum Jubilee



**Her Majesty The Queen** is the first British Monarch to celebrate a Platinum Jubilee after 70 years of service. Get involved in celebrating Her Majesty's historic reign in the run up to the Platinum Jubilee Celebrations which takes place from 2 to 5 June!

[Read More](#)



**The Jubilee Garden Party**  
**2 - 8 May**  
**Hillsborough Castle & Gardens**  
The Jubilee Garden Party will be a village affair, with local businesses and creators setting up stalls on the lawns of the Castle, where traditional games can be played, and music will fill the air.

[Read More](#)



**Jubilee Joint Back in Time**  
**5 June**  
**Bangor Lighthouse Bar**  
Join this one off guided walking tour of Bangor, as Arts & North Down celebrate the Queen's Platinum Jubilee.

[Read More](#)



**Bea Bangor Celebrates the Platinum Jubilee**  
**4 - 6 May**  
**Bangor Seabrook**  
Bangor Seabrook will come alive with activity on Saturday and Sunday 4 June for the Platinum Jubilee. There will be food stalls and entertainment for the whole family to enjoy.

[Read More](#)



**Platinum Jubilee Tree Trail**  
**7 June**  
**Hillsborough Castle & Gardens**  
Enjoy the splendour of Hillsborough Castle's gardens after hours for an extra special tour celebrating Her Majesty The Queen's Platinum Jubilee.

[Read More](#)

### visitBelfast



#### Top Things to See & Do in May

Check out a full range of fantastic events happening in and around Belfast. Some of the events include music festivals, comedy shows, live street markets, and the famous Belfast Show. Get ready to make the most of Belfast this May.

[Read More](#)

#### Events this May



**Celtic Arts Festival**  
**Throughout May**  
The 20th Celtic Arts Festival will feature a variety of events across Belfast, including a variety of music, dance, and drama. It will be the first time the festival has been held in Belfast in over 20 years.

[Read More](#)



**Belfast Free Walking Tour**  
**Every Day in May**  
Belfast Free Walking Tour is a free, self-guided tour of Belfast. All of their guides are local people who are passionate about their city and its history. On this tour, explore the history of the city and its people.

[Read More](#)



**Brave A Walk**  
**15 - 16 May**  
Come and watch a variety of brave acts as they take place in the city. The show is a celebration of bravery and includes a variety of acts, including a variety of stunts, fire, and more.

[Read More](#)



**Remembrance**  
**11 - 14 May**  
The Remembrance Show is a celebration of the brave men and women who served in the armed forces. It includes a variety of acts, including a variety of stunts, fire, and more.

[Read More](#)



#### Royal Hillsborough Christmas Market

**The Dark Walk & Hillsborough Fort**  
**9 December**  
The market will be filled with the sounds, sights and tastes of Christmas.

[Read More](#)



### MeetBelfast.com

The screenshot shows the MeetBelfast.com website with a navigation bar and several content sections. The main heading is "Take it out of town". Below this, there are several sections with images and text, including a map of Belfast, a section titled "1. The Old City, Enquiries...", and another titled "2. Down Royal Racecourse". At the bottom, there is a section for "3. The Ulster Estate and Spa".

### VisitBelfastPartners.com/Travel-Trade

The screenshot displays the VisitBelfastPartners.com/Travel-Trade website. The main heading is "One Day - Hillsborough and Lisburn". The page is divided into sections for "Morning", "Afternoon", and "Evening".

- Morning:**
  - Hillsborough Castle & Gardens:** Includes a photo of the interior and a "READ MORE" button.
  - Hillsborough Forest and Village:** Includes a photo of a park and a "READ MORE" button.
- Afternoon:**
  - Irish Linen Centre and Lisburn Museum:** Includes a photo of a museum exhibit and a "READ MORE" button.
  - Coca Cola Visitor Experience:** Includes a photo of a Coca-Cola vending machine and a "READ MORE" button.
- Evening:**
  - Hidden Brewery:** Includes a photo of a person holding a beer and a "READ MORE" button.

At the bottom, there is a section titled "Need assistance planning an itinerary?" with contact information for VisitBelfastPartners.com.

### Cruise-Belfast.co.uk

The screenshot shows the Cruise-Belfast.co.uk website. The main heading is "Shore Excursions". Below this, there is a paragraph about Belfast's tourism growth and a list of shore excursion options.

- Product training on the range of excursions available**
- Regular updates on new products**
- Comprehensible trips for money planners and the shore excursions sales team**
- Introduction with key partners**
- Recommendations for packages and on-off itineraries**

Below the list, there are three "READ MORE" buttons, each with a corresponding image and title:

- Game of Thrones Tours:** Includes an image of a person in a costume and a "READ MORE" button.
- Foodie Guide To Belfast:** Includes an image of people eating and a "READ MORE" button.
- Quirky & Unique Tours:** Includes an image of a boat and a "READ MORE" button.

At the bottom, there are three more "READ MORE" buttons with corresponding images and titles:

- Explore Belfast Plus:** Includes an image of a building and a "READ MORE" button.
- Road Trips in Northern Ireland:** Includes an image of a coastal landscape and a "READ MORE" button.
- Traditional Pubs in Belfast:** Includes an image of people in a pub and a "READ MORE" button.

### VBWC Video Wall & VBWC Promotion Screens – Animated Video Frames





**Gold Island Sponsorship**



**VBWC Industry Briefing (Linda Murray)**





### Welcome Centre Event Islands / Front window promotions





### Visit Belfast Industry & Visitor Information Network Fam Trip (March 2023)





## Marketing Campaigns

### Expedia



### Beyond Belfast

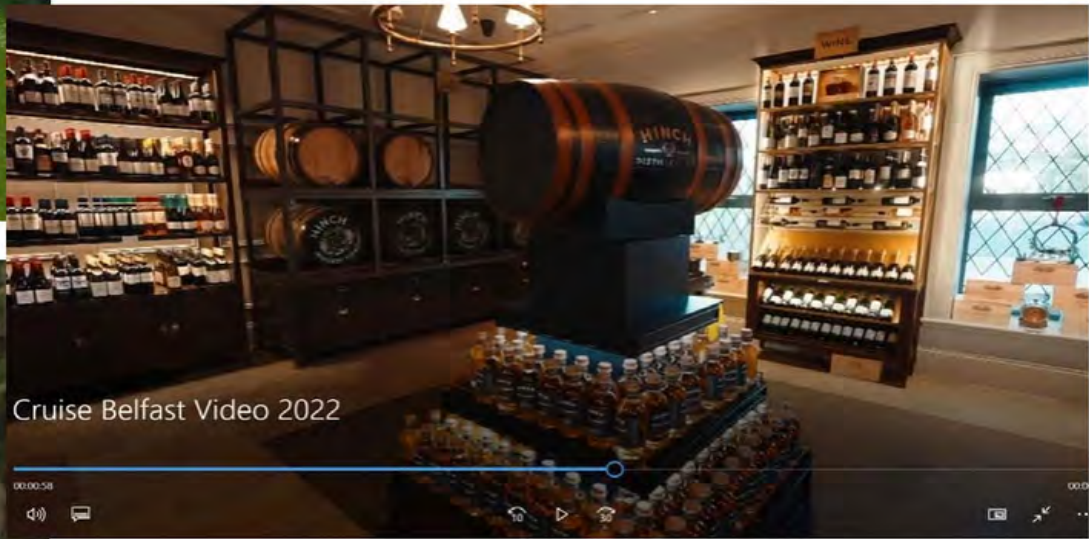
Countryside and sea shore are within a short drive of Belfast. From Hillsborough Castle to the shores along the Ards Peninsula. Enjoy a variety of exciting attractions, historic places of interest informative tours, outdoor activities and amazing scenery.

[Learn more](#)

### George Best Belfast City Airport

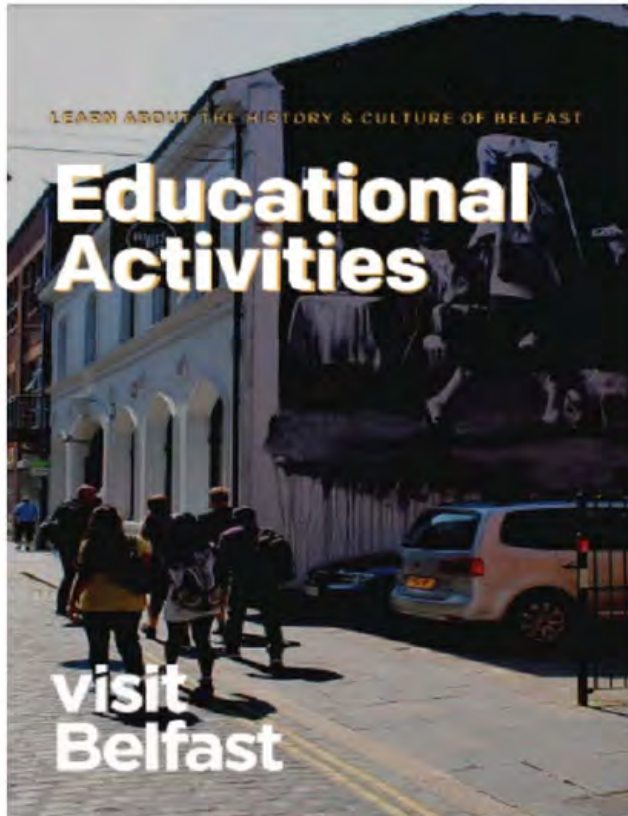


### Cruise Belfast – Promotional Video Stills





**Travel Trade – Educational Activity Promotion**





**AWARD-WINNING FACILITY**

### Coca-Cola HBC Visitor Experience

Discover the production, history and marketing of some of the world's best loved soft drinks at this award-winning facility in Lisburn. This popular tourism attraction is situated inside the manufacturing plant in Lisburn, Northern Ireland offering visitors the opportunity to explore and learn about the past, present and future of some of world's most popular soft drinks and providing an insight into one of the island's leading businesses, Coca-Cola HBC. With portals to view the manufacturing floor; a Heritage Theatre with an old American-style cinema atmosphere; and an educational interactive zone, the visitor experience has attracted more than 80,000 visitors since opening its doors in 2010.

**Email:** [visitorsexperiences@cochbc.co.uk](mailto:visitorsexperiences@cochbc.co.uk)  
**Web:** [www.ik.coca-cola/hbc/visitors/experience](http://www.ik.coca-cola/hbc/visitors/experience) Tel: 028 9264 2020



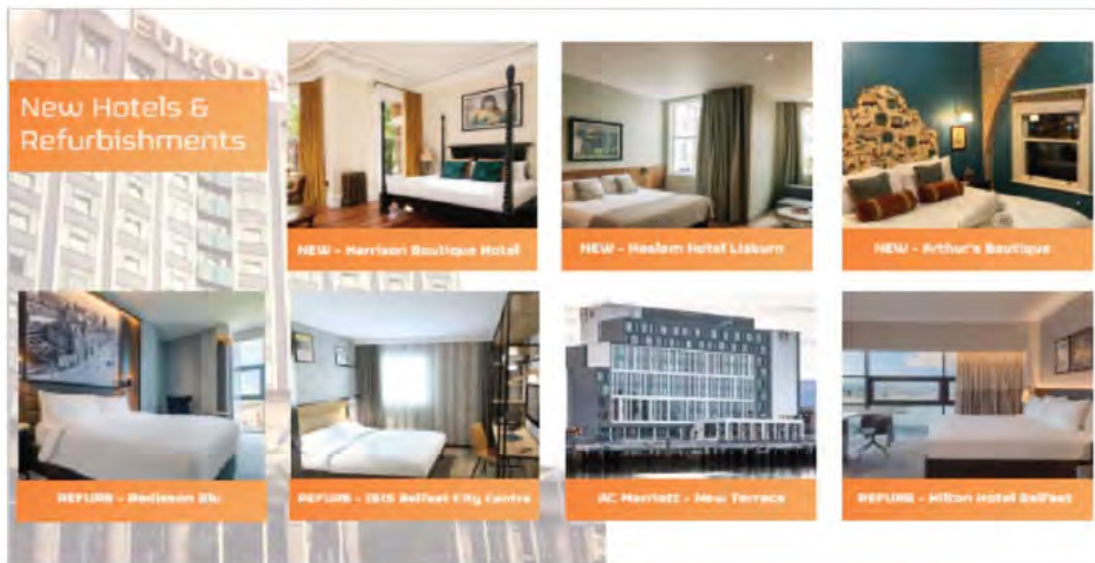
**EXPLORE THE RICH HISTORY OF IRISH LINEN**

### Irish Linen Centre and Lisburn Museum

Explore the rich history of Irish linen through friendly guides, interactive displays, and live spinning and weaving demonstrations. The linen industry played an important role in the geographical, social and industrial heritage of Ulster. Experience traditional methods of harvesting and spinning of flax to the flax to fabric exhibition, learn how flax was grown and prepared, and watch expert spinners turn coarse flax into fine yarn. Visitors can try the spinning wheel for themselves. Visitors can see the heritage of craft skills in the daily demonstrations of hand-spinning and hand loom-weaving and admire the treasured collection of demotek linen and costumes.

**Email:** [tourism@lisburnnorthyamilton.gov.uk](mailto:tourism@lisburnnorthyamilton.gov.uk) **Web:** [www.lisburnmuseum.com](http://www.lisburnmuseum.com)  
**Tel:** +44 28 9264 2377

### TRAVEL TRADE – PRODUCT PROMOTION





PR / COMMUNICATIONS

**Visit Belfast News** @VisitBelfastOrg - Sep 14, 2022

Thanks to everyone who attended our industry briefing today, including our brilliant guest speakers, @BelfastFestival, @LinerMillStudio, @JamesConnollyVC, @Translink\_NI and @lisburnccc Keep an eye out for our next date •••

**Visit Belfast News** @VisitBelfastOrg - Sep 5, 2022

Visit Belfast is delighted to launch two new Belfast Plus brochures in partnership with @ANDborough and @lisburnccc. The 'Belfast Plus' experience highlights experiential tourism products ensuring visitors to the city can make the most of their visit 🇬🇧

Visit Lisburn Castlereagh and 3 others

**Visit Belfast News** @VisitBelfastOrg - May 27, 2022

Congratulations to @hinchdistillery on their win at the Belfast Telegraph Business Awards last night - another great NI food and drink producer that offers great visitor experiences too. @VisitLisburn @VisitBelfast @NITouristBoard

**Visit Belfast News** @VisitBelfastOrg - Jan 31

Congratulations to @highriseni on this great achievement! 🌟🌟

**High Rise NI** @highriseni - Jan 31

We're delighted to have received the prestigious Autism NI Impact Award recognising how we support our autistic guests and how we have created an 'autism accessible environment'.

Read more ➔ [bit.ly/3JrziO2](https://bit.ly/3JrziO2)

#loveHighRiseNI #autismfriendly #lisburn



**BelTel Business** @BelTel\_Business - May 26, 2022

.@hinchdistillery is named Food/Drink Company of the Year. The award is sponsored by @asda #BelTelAwards

Show this thread



**Visit Belfast News** @VisitBelfastOrg - Mar 1

A lovely day to explore all @lisburnccc and beyond has to offer. For today's FAM trip, our Visitor Servicing team and industry partners have a jam packed itinerary visiting @colinglenbelf, @hildenbrewery, @UlsterAviation and Arthur's Hillsborough! 🇬🇧



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## Regeneration and Growth Committee

15 June 2023

Report from:

Head of Economic Development

### Item for Decision

**TITLE:** Business Development Collaboration Programme 2023-2024

**Background and Key Issues:**

#### Background

1. Lisburn & Castlereagh City Council has an annual collaboration programme of business development activity that supports the council's overall strategy of engagement and collaborative working with stakeholders including businesses, business groupings and government. This ongoing activity helps:
  - Strengthen engagement with central government, businesses and stakeholders to support working together, increase knowledge sharing opportunities and forge a shared ambition:
  - Understand the challenges we are collectively facing, identify the opportunities, pilot new initiatives and deliver better outcomes:
  - Drive inclusive growth, aiding current cost of living crisis, creating local quality jobs, and better pathways to new skills whilst bringing about economic benefits for all.
2. Projects currently envisaged for 2023-2024 includes:
  - NI Chamber of Commerce Member/Events
  - Lisburn Chamber of Commerce Member/Events
  - Social Enterprise NI Annual Member/Events
  - Responding to SME needs such as Energy Savings/Sustainability, Digitalisation/Artificial Intelligence and appropriate Conferences
  - Digital Transformation Flexible Fund (Belfast Region City Deal)
  - Collaborative Local Industrial Decarbonisation project



## Key Issues

1. In keeping with the new culture of virtual and online events post Covid, it is likely that some element of virtual conferences and webinars will continue along with in person events, and both will remain a feature in the council's event calendar for local businesses.
2. The recent Climate Change Act of 2022 has committed NI to a net zero target by 2050. Over the past months, Invest NI and councils have been in discussions with a number of UK funding bodies, regarding support to assist businesses decarbonise and reach the first interim 2030 target of 48% GhG emissions. An Invest NI-led new NI-wide 11-council Collaborative Local Industrial Decarbonisation project is proposed, to leverage funding for research towards designing a decarbonisation programme for the commercial sector.
3. Given the ongoing impact of the current macro-economic climate on the business environment, it is proposed that an element of flexibility is built into the collaboration theme to enable the team to respond effectively and explore new or challenging emerging trends and needs. This will enable the team to support businesses, direct themes and topics for future master classes, conferences and summit style events with relevant speakers whilst driving programme support.
4. The council agreed in October 2022, to match fund Belfast Region City Deal funding towards the revenue costs to deliver the Digital Transformation Flexible Fund for businesses from November 2022 to March 2026.
5. The proposed overall budget for business collaborative activity during 2023-2024 is £40,500 as summarised in the attachment (**see Appendix**).

### **Recommendation:**

It is recommended that the Committee considers and agrees the annual business collaborative programme of activities for 2023-2024 as outlined.

### **Finance and Resource Implications:**

Total programme cost of £40,500. All projects to be met from within the existing economic development 2023-2024 budget estimates

## **Screening and Impact Assessment**

### **1. Equality and Good Relations**

Has an equality and good relations screening been carried out on the proposal/project/policy?

Yes

**If no, please provide explanation/rationale**

If yes, what was the outcome?:

**Option 1**

Screen out without mitigation

Yes

**Option 2**

Screen out with mitigation

No

**Option 3**

Screen in for a full EQIA

No

**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**

**Insert link to completed Equality and Good Relations report:**

<https://www.lisburncastlereagh.gov.uk/council/publications/equality-section-75/equality-screening-report-2022-2023>

**2. Rural Needs Impact Assessment:**

Has consideration been given to Rural Needs?

Yes

Has a Rural Needs Impact Assessment (RNIA) template been completed?

Yes

**If no, please give explanation/rationale for why it was not considered necessary:**

n/a

**If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:**

The business collaborative Programme has no impact on people in rural areas, because there is no difference in support offered in rural, urban or mixed locations

**SUBJECT TO PLANNING APPROVAL:**

No

If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:**

Appendix 3 - Business Development Collaborative Programme 2023-2024

**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**

No

**If Yes, please insert date:**





**Appendix - Business Development Collaborative Programme Activity 2023-2024**

The following proposals and key recommendations for enhancing and further developing the council's Business Development Collaborative programme in 2023-2024 are outlined below.

<b>Activity</b>	<b>2023-2024 Recommendation</b>
<p>NI Chamber of Commerce Membership and Annual Banquet</p>	<p>LCCC has held corporate membership of the Northern Ireland Chamber of Commerce since 2017. Membership provides a number of opportunities including access to networking events, sectorial themed workshops, business seminars and briefings.</p> <p>Key events such as the NI chamber Presidents Banquet provides an opportunity for ongoing strategic promotion of the Lisburn Castlereagh as a prime inward investment location. The total cost for membership and the possibility of hosting a table at the annual banquet is £4,500</p> <p><b>Outputs.</b></p> <ul style="list-style-type: none"> <li>• Potential to host a table at president's banquet in 2023</li> <li>• Presidents annual lunch.</li> <li>• Chair/Vice Chair and/or their nominees and officer(s) attendance at chamber events</li> </ul> <p><b>Total Budget Allocation - £4,500</b></p>
<p>Lisburn Chamber of Commerce Member Events</p>	<p>Lisburn Chamber of Commerce hosts an annual gala dinner evening celebrating the success of many local businesses.</p> <p><b>Outputs</b></p> <ul style="list-style-type: none"> <li>• Chair/Vice Chair and/or their nominees and officer(s) attendance at chamber events</li> <li>• Potential to host a table at the Gala dinner</li> <li>• Sponsorship and/or partner on opportunities to host/deliver networking events</li> </ul> <p><b>Total Budget allocation - £2,000</b></p>
<p>Social Enterprise NI Annual Membership and Events</p>	<p>Social Enterprise NI is the representative body for social enterprises and social entrepreneurs across Northern Ireland. Connecting, supporting, developing and sustaining vibrant businesses to create social change. They are an independent, member-led organisation and a gateway for social enterprises in Northern Ireland.</p> <p>LCCC have historically contributed too sponsorship to their annual event</p> <p><b>Outputs</b></p> <ul style="list-style-type: none"> <li>• Chair/Vice Chair and/or Elected Member and officer(s) attendance at SENI events</li> <li>• Sponsor events and/or partner on opportunities to host/deliver networking events</li> </ul> <p><b>Total Budget allocation - £1,000</b></p>

<p>Response to SME needs, including: Energy Savings/Sustainability, Decarbonisation, and Conferences</p>	<p>Over recent years the business solutions team has regularly hosted a series of topical business focused and policy driven conferences, corporate events and PR activities. Over more recent times and with the current economic climate the focus of business support also includes real-time information on key areas including financial performance, digital transformation, workforce, trade, and business resilience.</p> <p>It is proposed that an element of flexibility be built into this theme to enable the team to respond to emerging trends and support businesses. Some of the topics will be factored around Energy savings, digital transformation, exporting and the cost of living crisis.</p> <p>Expert advice and consultancy support will be procured to support key areas including delivery, programme recruitment and overall projects delivery support.</p> <p><b>Total Budget allocation - £8,000</b></p>
<p>NI Wide Collaborative Local Industrial Decarbonisation Project</p>	<p>An Invest NI led NI wide decarbonisation funding bid (up to c£800k funding for NI) is earmarked for summer 2023. This funding will be based on a collaborative approach, including all 11 councils, City and Growth Deals, industry groupings and possibly other NI Government departments (e.g. DAERA). There is no funding required from LCCC to this bid.</p> <p>Within the next 7 years NI citizens and businesses will be expected to reduce their Green House Gas emissions by the same percentage as the previous 30 years, which indicates the scale of the challenge we are facing.</p> <p>NI already has a number of exciting and innovative projects and although individually important, many of these tend to be isolated. Invest NI would like to adopt this NI PLC or dispersed cluster approach to pool expertise, experience and collective buying power to support businesses to significantly decarbonise industry and manufacturing across the region.</p> <p><b>Total Budget Allocation - £0 (No funding commitment)</b></p>
<p>Digital Transformation Flexible Fund (DTFF) Council Contribution</p>	<p>The DTFF is a collaborative project spanning across Northern Ireland to operate across all four city and growth deals and all council areas.</p> <p>The DTFF will play a role in supporting small and micro businesses, including those in rural areas, to be active in digital transformation, supporting inclusive growth. By establishing a capital grant fund to support investment in the types of capital equipment (hardware, software/ bespoke system development) that are critical to the strategic digital transformation ambitions of</p>



	<p>SMEs and microbusinesses, it will help to address the financial barriers they face when seeking to digitally transform.</p> <p>The council has already approved its match funding for the years 2022 – 2026.</p> <p><b>Total Contribution for 2023/ 2024 - £25,000</b></p>
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Total indicative budget is £40,500



## Regeneration and Growth Committee

15 June 2023

Report from:

Head of Economic Development

### Item for Decision

**TITLE:** Enterprise Lisburn Castlereagh Programme 2023-2024

**Background and Key Issues:**

#### Background

1. Growing the local economy is a key aim highlighted in the community plan and the interim Corporate Plan. Driving new business start-up and growth across the council area contributes significantly to the economic growth and is critical to Lisburn and Castlereagh's future success.
2. The Enterprise Lisburn Castlereagh Programme also forms an integral part of the transferred functions to local government under RPA. To deliver on the requirements within the transferred functions, and to foster an eco-system that encourages a growth in entrepreneurship, it is proposed that the council develops programmes to target key sectors as outlined below:
  - Stimulate Youth Entrepreneurship- by continuing to work with key partners such as the Princes Trust, Enterprise NI/Local LEA's, Young Enterprise NI and 4C UR Future
  - Stimulate Female Entrepreneurship – by developing a programme of activity to assist current or aspiring female entrepreneurs
  - Create a support network of entrepreneurs and encourage innovation in the micro-business sector – by delivering a range of high profile events with industry experts to impart key learning and allow businesses to foster new links and grow the business base within the local economy

3. Over the past three years and as part of supporting the growth of Lisburn Castlereagh local businesses and the economy, the Economic Development Unit successfully secured grant funding through a number of funding applications to the European Regional Development Fund (ERDF) and Invest NI. These business support growth programmes offered high level expertise, mentoring and training in a range of business topics, new technologies and sector specific learning. The programmes were due to end in December 2022 however, were all granted an extension to 31st March 2023.

LCCC led programmes:

- Digi Growth Programme (Total Project Value: £350,700 – now complete)
- Mentor Growth Programme (Total Project Value £525,780 – now complete)
- Sales Acceleration Programme (Total Project Value £304,800 – now complete)

The council is obliged to produce post-project evaluations for the three programmes as a condition of the agreed funding letter of offer.

### **Key Issues**

1. The proposed Enterprise Lisburn Castlereagh Programme for 2023-2024 is appended with indicative budget breakdown (**see Appendix**).
2. The combined outcome of the proposed programme will be to support the development of an eco-system that involves strategic co-operation with community, education (including further education) and enterprise partners at the local level, with a focus on pre-enterprise, enterprise and micro-business.
3. This programme will also support under-represented groups in entrepreneurship including women and young people.
4. The outcomes of the final evaluations of the three business support programmes will document project outputs and impact. They will also form the basis of research to support future successful funding bids.
5. 4C UR Future are currently looking at their offerings and how they may deliver future support services to encourage young people to become more innovative. This may include an online event, a digital platform, and a careers portal, to launch the first generation 4C UR Future Careers Portal to over 7,000 beta users.

### **Recommendation:**

It is recommended that the committee considers and agrees the Enterprise Lisburn Castlereagh Programme of activities for 2023-2024 as outlined.

### **Finance and Resource Implications:**

The total value of the programme is in the sum of £69,000, which is included in the Economic Development 2023-2024 Budget Estimates.



## Screening and Impact Assessment

### 1. Equality and Good Relations

Has an equality and good relations screening been carried out on the proposal/project/policy?

If yes, what was the outcome?:

<b>Option 1</b> Screen out without mitigation	<input type="button" value="Yes"/>	<b>Option 2</b> Screen out with mitigation	<input type="button" value="No"/>	<b>Option 3</b> Screen in for a full EQIA	<input type="button" value="No"/>
-----------------------------------------------------	------------------------------------	--------------------------------------------------	-----------------------------------	-------------------------------------------------	-----------------------------------

**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**

**Insert link to completed Equality and Good Relations report:**

<https://www.lisburncastlereagh.gov.uk/council/publications/equality-section-75/equality-screening-report-2022-2023>

### 2. Rural Needs Impact Assessment:

Has consideration been given to Rural Needs?	<input type="button" value="Yes"/>	Has a Rural Needs Impact Assessment (RNIA) template been completed?	<input type="button" value="Yes"/>
----------------------------------------------	------------------------------------	---------------------------------------------------------------------	------------------------------------

**If no, please given explanation/rationale for why it was not considered necessary:**

n/a

**If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:**

This programme has no negative impact on people in rural area. Because there is no difference in support offered in rural, urban or mixed locations. There is no evidence of any negative rural impacts in terms of take-up of the service by participating businesses

**SUBJECT TO PLANNING APPROVAL:**

If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:** Appendix 4 - Enterprise Lisburn Castlereagh Programme - Activity 2023-2024

**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**

If Yes, please insert date:

### Appendix - Enterprise Lisburn Castlereagh Programme Activity 2023-2024

The following proposals and key recommendations for enhancing and further developing the council's entrepreneurship programme in 2023-2024 are outlined below.

<b>Activity</b>	<b>2023-2024 Recommendation</b>
Youth Entrepreneurship	<p>Continue to build on successful relationships with both The Princes Trust and Young Enterprise NI to deliver a programme of youth support and engagement.</p> <p><b>Young Enterprise Primary School Entrepreneurial Support</b></p> <p>This will be in the form of an online international Business Challenge Competition to recognise and celebrate Global Entrepreneurship Week (GEW) which will take place from 13<sup>th</sup>-19<sup>th</sup> November 2023. The competition will target young people from Primary 6 and 7 from schools within the council area.</p> <p>A GEW Masterclass will provide an energised one day challenge which brings together students from several schools to work together. The format will set the students a business challenge where they will work together to develop their business plan, including marketing and finances for the project.</p> <p>Throughout the challenge young people will hear from local speakers to learn about the essence of business and gain an insight into the world of work. This initiative will enable our young people develop employability skills and explore their entrepreneurial talent.</p> <p>The last Masterclass was held in Lagan Valley Island in November 2022, with six local primary schools, saw up on 200, Primary-6 students participate in a fun packed Business Masterclass learning about the world of enterprise and developing their own ideas for business concepts.</p> <p>Business ambassador, John McCollum, Franchise owner from JMC restaurants, was also on hand to give the students an insight into his own experiences and thoughts for the future.</p> <p>Proposed outputs:</p> <ul style="list-style-type: none"> <li>• Up to 200 primary school students to take part in GEW International Business Challenge Competition Share and exchange best practice.</li> </ul> <p><b>Total budget allocation: £5,000</b></p>
Female Entrepreneurship	<p>In order to meet council obligations under the transferring functions a new programme of activity including a range of events and initiatives will be delivered to promote Female Entrepreneurship,</p> <p>Proposed outputs:</p>



	<ul style="list-style-type: none"> <li>• Development of a new Female Entrepreneurs Networking series of bespoke events with the possibility for an element of tailored mentoring support.</li> </ul> <p><b>Total Budget - £3,000</b></p>
4C UR FUTURE	<p>4C UR Future LIVE was a series of 11 events held across Northern Ireland to enable approximately 7500 Year 9 pupils to gain insights into their future career opportunities before they make their GCSE choices.</p> <p>The last LCCC event was held in the Leisureplex in June 2022, with up on 400 young people in attendance including a number of volunteers from the business community who helped out on the day.</p> <p>4C UR Future are currently looking at the current offering as well as other innovative ways of offering support services to young people. This may include an online event, a digital platform, a careers portal to launch the first generation 4C UR Future Careers Portal to over 7,000 beta users.</p> <p><b>Total budget - £11,000</b></p>
Entrepreneurs Network	<p>The Entrepreneurs Networking schedule forms a key part of the councils support for the local business community. Interest and attendance levels of these events have substantially increased over the past 12 years.</p> <p>The 22/23 Entrepreneur Series was a very successful series with events held across the LCCC region including LEO, Inspire Business Centre, The Racquets Club, Lagan Valley Island and Hillsborough Castle. Attendance is estimated at approximately 450 attendees over the series</p> <p>With an ever evolving and challenging business climate it has never been more vital to provide local businesses with access to specialist experts to allow them to navigate the challenges and build their resilience</p> <p><b>Outputs:</b></p> <ul style="list-style-type: none"> <li>• Appoint a specialist event management company to support officers to develop a series of 7-8 events to take place from September/October 2023 to May 2024;</li> <li>• Attract a range of industry leaders and specialist speakers to provide insight into the challenges being faced by businesses;</li> <li>• Provide a forum to allow local businesses to network and build new business relationships and synergies which can be mutually beneficial.</li> <li>• Provision of a final showcase event to take place in Hillsborough Castle</li> </ul> <p><b>Total Budget - £25,000</b> (to deliver on all events including marketing, promotion, venue hire, catering etc.)</p>

ERDF End of Programme Evaluations	<p>The European Regional Development Fund grant funding came to an end in March 2023, having been granted a three month extension from December 2022.</p> <p>Programmes delivered and lead by LCCC were:</p> <ol style="list-style-type: none"> <li>1. Digi Growth Programme (Total Project Value: £350,700)</li> <li>2. Mentor Growth Programme (Total Project Value £525,780)</li> <li>3. Sales Acceleration Programme (Total Project Value £304,800)</li> </ol> <p>Grant funding breakdown was 60% ERDF, 20% Invest NI &amp; 20% funded by LCCC.</p> <p>Part of the council's commitment within each of the letters of offer was to complete a final evaluation at the end of each programme. These evaluations must be completed by September 2023, and will measure outputs and outcomes including: key performance indicators/targets, job creation and business scaling referrals to Invest NI. It is proposed that third parties are procured to complete each evaluation.</p> <p><b>Outputs;</b></p> <ul style="list-style-type: none"> <li>▪ 3 Final programme evaluations</li> </ul> <p><b>Total Budget: £25,000</b></p>
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Total indicative budget is £69,000.



## Regeneration and Growth Committee

15 June 2023

### Report from:

Head of Economic Development

### Item for Decision

**TITLE:** Appointment of specialist services on a call off contract for evaluation services

### Background and Key Issues:

#### Background

1. As a condition of funding, the council is contractually obliged to evaluate the performance and impact of funded initiatives across the council area such as the integrated marketing campaign, the cross council Christmas programme and all DfC funded projects.
2. The inclusion of key metrics are required to substantiate the various business cases which are required as a condition of the accounting manual. Evaluation of projects is key to planning future programmes and initiatives in terms of demonstrating success or otherwise. Baseline surveys (pre project delivery) are normally required by the funders to support funding applications.

#### Key Issues

1. Due to limited capacity in the team, specialist third parties have previously been appointed through ITQs to undertake pre and post project evaluations to support project and programme delivery. It is proposed to appoint a specialist third party on a 3-year contract to deliver evaluation services for Economic Development and other services of the council to access, such as Communities.



2. Flexibility will be built into the tender documents to allow for a daily rate to be applied, following local government procurement procedures, should additional services be required.
3. Evaluation will include undertaking pre and post project surveys, performance evaluation and analysis of both outputs and outcomes such as key impact analysis, community perceptions, footfall and trends.
3. The appointment of specialist services will enable the council to:
  - a) Meet contractual obligations associated with funding conditions
  - b) Build upon existing investment, success and engagement with businesses
  - c) Complement other events and initiatives
  - d) Record and report the success of initiatives to Members and stakeholders which may lead to further investment or leverage of funding
  - e) Ensure it is delivering services based on need
  - f) Independently evaluate programmes for both effectiveness and value for money
  - g) Inform strategic investment decisions
  - h) Ensure we maximise access to grant opportunities by providing evidence based support
  - i) Strengthen and inform communication and marketing efforts in respect of the deliverables and outcomes
  - j) Inform and engage communities on outcome based approaches
4. In line with the Accounting Manual requirements the proposal has been subject to a Financial Appraisal which is attached to this report (**see Appendix**) and has been agreed by the Council's Financial Services team.

#### Recommendation:

It is recommended that Members consider and agree to the appointment of specialist services to deliver evaluation services for a 3 year period on an annual basis (1+1+1).

#### Finance and Resource Implications:

Cost to council will be circa £60,000 for 3 years.

£45,000 from Economic Development and £15,000 from Communities indicative budget estimates for 3 years; total of £20,000 per year.

## Screening and Impact Assessment

### 1. Equality and Good Relations

Has an equality and good relations screening been carried out on the proposal/project/policy?

Yes

If no, please provide explanation/rationale

N/A

If yes, what was the outcome?:

**Option 1**  
Screen out  
without mitigation

 Yes

**Option 2**  
Screen out with  
mitigation

 No

**Option 3**  
Screen in for  
a full EQIA

 No

**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**

It has been concluded that a detailed equality impact assessment is not necessary as there are no direct impacts and an open and fair process will be undertaken.

**Insert link to completed Equality and Good Relations report:**

<https://www.lisburncastlereagh.gov.uk/council/publications/equality-section-75/equality-screening-report-2022-2023>

**2. Rural Needs Impact Assessment:**

Has consideration been  
given to Rural Needs?

 Yes

Has a Rural Needs Impact  
Assessment (RNIA) template been  
completed?

 Yes

**If no, please given explanation/rationale for why it was not considered necessary:**

N/A

**If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:**

The appointment of specialist services to deliver evaluation services will only have a positive impact on people in rural areas.

**SUBJECT TO PLANNING APPROVAL:**

 No

If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:**

Appendix 5 – Financial Appraisal

**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**

 No

**If Yes, please insert date:**



## Appendix A: Financial Appraisal Pro-forma for Use on Projects with a net Estimated Cost Between 30,000 & £100,000

The aim of the pro-forma is to provide an adequate record of the economic and financial factors that are considered in deciding whether or not an investment is worthwhile. For this reason the questions should be answered as comprehensively as possible. A checklist is included as Appendix C to ensure that the pro-forma has been completed to a satisfactory standard and supports the case to award grant assistance to the project.

The pro-forma follows the Treasury's 'Green Book'. It is not however a substitute for it.

### General Information

- i) **Name of Project:** Evaluation Services
  
- ii) **Spending Department:** Economic Development Unit  
Community Services Unit
  
- iii) **If applicable, details of other project funders:**
  - Own Funds:** Lisburn & Castlereagh City Council  
£45,000 Economic Development Unit  
£15,000 Community Services Unit
  
  - Government Departments:** \_\_\_\_\_
  
  - Others:** \_\_\_\_\_

iv) **Financial Appraisal prepared by:** Becky Colvin      **Date:** 30 09 22

## 1. Introduction and Need

**Please provide a brief explanation of what the expenditure is for and why it is needed. What would the implications be if project/acquisition does not proceed?**

Economic Development Unit and Community Services Unit requires approval for the expenditure of £60,000 (over 3 years) to appoint a specialist to deliver evaluation services in order to monitor the performance and impact of funded initiatives across the council area.

It is a requirement of the funder's letter of offer that the council provide evidence that supports the terms and conditions of the funding. The council are contractually obliged to undertake surveys to evaluate the performance and impact of funded initiatives and the integrated marketing campaign. Future funding may be impacted if council are unable to provide the required information.

Specialists are required to undertake pre and post project surveys to support delivery. Baseline surveys (pre project delivery) are normally required to support funding applications. Surveys help monitor the impact of a project on metrics such as footfall, sales, civic pride, perception of the area, etc.

There will be a fixed number of surveys undertaken across the year, normally pre and post-Christmas, Easter and summer activity. In addition there will probably be another 2-3 surveys required to support funding applications to DfC and others.

The Evaluation Services will be tendered for a 3 year period (1+ 1+ 1), with an initial contract for the first year only. Agreement by the Council to proceed to years two and three will be based on the achievement of agreed targets on an annual basis to the Council's satisfaction.

The project should provide the following indicative outputs (as a minimum):

1. An accurate and evidenced visitor profile for Lisburn City Centre, Carryduff and Dundonald
2. A robust analysis of footfall over time; including actual footfall numbers at agreed intervals and locations and a breakdown of that footfall
3. Trend analysis and appropriate interpretation of data
4. A means to determine the impacts on businesses of particular marketing campaigns, promotions or events (council or third party)
5. Analysis of competing destinations as appropriate
6. Impacts from changes in business profile or new investments
7. Regular reports on consumer opinions and key performance indicators

Funded initiatives that require these services include the Integrated Marketing Campaign and key events such as the annual Christmas programme, Lisburn Light Festival, Lisburn City Centre Globe Lighting project and any other funding initiatives that may be offered to us throughout the next 3 years.

The appointment of a Specialist to deliver evaluation services will enable Economic Development to;

- a) build upon existing investment, success and engagement with businesses;
- b) complement other events and initiatives
- c) record and report the success of initiatives to members and stakeholders which will hopefully lead to further investment;
- d) ensures it is delivering the best service;
- e) make services more efficient and effective;
- f) provide direction and inform strategic decisions;
- g) ensure support for future funding opportunities;
- h) strengthen and inform communication and marketing efforts;

## 2. Objective and Constraints

Please state the objective of the project and indicate if there are any constraints to be considered.

### Objectives

Through the appointment of specialist services to deliver evaluation services, the council hopes to achieve:

- a) Expertise through using a Specialist who understands the purpose and importance of undertaking evaluations.
- b) Delivery of the services within dedicated timeframes.
- c) Efficiencies through obtaining this services externally as the resources to deliver internally are not available.
- d) Future investment towards funded initiatives;
- e) Greater civic pride among residents and visitors to the council area
- f) Increased sales for businesses in the council area
- g) Improved perception of the council area
- h) The delivery of enhanced events across the council area

This supports the following plans/policies;

- Corporate Plan  
Theme 2 - Our Economy – 'We benefit from a growing and vibrant economy'.  
Theme 5 – Our Community – 'We live in confident, harmonious, safe and welcoming communities'.
- Community Plan



Outcome 2 – The Economy – 'Everyone benefits from a vibrant economy'.

- City Centre Masterplan  
Objective 4 – 'A more welcoming and better connected City Centre'
- Investment Plan  
'Investing in our local economy'

### **Constraints**

- Unable to monitor the performance and impact of funded initiatives as set by funders will result in a decrease in availability of future funding.
- Risk of appointing an unsatisfactory Specialist.
- Risk of Specialist not meeting the deadlines.

### **3. Options**

Please identify if there are any alternative options and provide a brief explanation as to why these have not been considered further.

#### **Option 1: Do Nothing**

This option assumes **no** evaluation services will be tendered for in order to monitor the performance and impact of funded initiatives. This option would not meet any of the objectives detailed. Future funding may be impacted. There will be no cost to Council.

#### **Option 2: Tender for 1 year**

Appoint a Specialist for 1 year only to deliver evaluation services in order to monitor the performance and impact of funded initiatives across the council area. Circa £20,000 cost to council. This option is not viable as it would require another procurement exercise to be undertaken in a years' time which is not a good use of resources. This option represents less value for money than going out for 3 years.

#### **Option 3: Tender for 3 Years**

Appoint a Specialist for 3 years (1 +1 +1) to deliver evaluation services in order to monitor the performance and impact of funded initiatives across the council area. Circa £55,000 - £60,000 cost to council. There may be a cost saving benefit in going out for a 3 year contract. This is the preferred option to the council offering value for money, expertise and extra resources.

#### **Option 4: Use in house resources to evaluate projects**

This is not a viable option as there would not be the expertise or resource available within Economic Development or Communities.

**4. Monetary Costs and Benefits**

Please state the monetary cost of the project/acquisition. A sentence should also be included to explain how this cost has been estimated e.g. previous experience. If there are any monetary benefits, these should be included here.

The estimated costs are based on previous evaluation services undertaken to date.

Council Officers ensure a due diligence process is followed to ensure public money is used efficiently, statutory obligations are complied with and that the project is sustainable, viable, affordable and deliverable.

Outline the costs of the project over the next 3 years in the following table. Insert extra columns for additional years.

Preferred Option 3			
Costs and Benefits	Year 1	Year 2	Year 3
	2023/24	2024/25	2025/26
<b>Costs</b>			
<b>Total Cost</b>	<b>£20,000</b>	<b>£20,000</b>	<b>£20,000</b>
<b>Recurrent Costs</b>			
N/A			
<b>Total Recurrent Cost</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>
<b>Total Cost (A)</b>	<b>£20,000</b>	<b>£20,000</b>	<b>£20,000</b>
<b>Benefits</b>			
<b>Total Benefits (B)</b>	<b>£0</b>		
<b>Total Costs (A-B)*</b>	<b>£20,000</b>	<b>£20,000</b>	<b>£20,000</b>

**5. Non-Monetary Costs and Benefits**

Please briefly identify any non-monetary costs and benefits.

The Councils ability to monitor the performance and impact of funded initiatives across the council area will lead to;

- a) Future investment towards funded initiatives external funders;
- b) Greater civic pride among residents and visitors to the council area
- c) Increased sales for businesses in the council area
- d) Improved perception of the council area

- e) The delivery of enhanced events across the council area
- f) Increased footfall to the council area
- g) Goodwill for council

## 6. Risks

Please indicate if there are any notable risks associated with the project/acquisition.

### Risks;

- Council not being able to independently monitor the performance and impact of funded initiatives may risk the availability of external funding in the future.
- Risk of appointing an unsatisfactory Specialist.
- Risk of Specialist not meeting the required deadlines.
- Risk of Specialist cost being higher than expected.

## 7. Monitoring and Evaluation

Please identify who will be responsible for monitoring the project/asset. Also indicate how and when performance will be evaluated.

The overall project will be managed and implemented by officials from Lisburn and Castlereagh City Council who have several years' experience in managing this type of project.

Council will be responsible for procurement following local government procurement procedures.

The overall aim of Economic Development's funding initiatives is to enhance the Lisburn & Castlereagh City Council area as a shopping/visitor destination and help encourage footfall to existing businesses in order to improve sales and people's perception of Lisburn Castlereagh.

## 8. Financing

Please indicate how the project/acquisition will be financed.

This will be financed through Economic Development and Communities indicative budgets.

A Specialist will be appointed via eTenders and a contract drafted up for a 3 year period on a 1 +1 +1 basis. They will be appointed on an initial 1 year contract which will be extended year on year based on the achievement of agreed targets on an annual basis to the Council's satisfaction.



## 9. Equality

**Has this policy been screened and (depending on the screening outcome decision) consideration given to undertaking an Equality Impact Assessment (EQIA)?**

Yes

This has been screened out – no equality impact assessment and no mitigation required.

It has been concluded that a detailed equality impact assessment is not necessary as there are no direct impacts and an open and fair process will be undertaken.

**Note that policy in the context of Section 75 covers all the ways in which a public authority carries out or proposes to carry out its functions relating to NI. Policies include unwritten as well as written policies.**

**If further information or clarification is required please contact the Equality Officer.**



## Regeneration and Growth Committee

15 June 2023

Report from:

Head of Economic Development

### Item for Decision

**TITLE:** International Trade Programme 2023-2024

**Background and Key Issues:**

#### Background

1. Prior to Covid the council delivered an annual programme of International trade activity as part of its overall strategy to support local businesses achieve growth.
2. The council has been actively involved in supporting its business base by assisting them to explore new export markets and winning new export business. Recent examples include working in collaboration with Newry Mourne and Down Council as part of a European funded initiative for near shore trade opportunities.
3. Over the years many local companies have successfully developed new customers, business and markets outside Northern Ireland, whilst the council has also successfully built international linkages on both a civic and economic level.

These ongoing activities help to:

- Demonstrate the council's continued commitment to growing its local economy by working with local businesses to increase exports and achieve growth through trade.
- Allow the council to engage directly with other civic leaders to showcase Lisburn Castlereagh as a region that is open for business.
- Demonstrate to potential inward investment prospects that the council is forward and outward looking, and that the area is a ready home for international investment.

**Key Issues**

1. Attached (**see Appendix**) is an outline of the proposed international trade programme for 2023-2024, which includes a number of projects to maintain and strengthen the local economy's international linkages.
2. The proposed indicative activity for 2023-2024 includes both virtual trade programmes and overseas visits as deemed appropriate on a case by case basis cognisant of the efficiency requirements by Council. The activities are summarised in the appendix.
3. The overall proposed budget for International activity during 2023-2024 is included in the Economic Development budget estimates.

**Recommendation:**

It is recommended that the Committee considers and agrees the annual international trade programme of activities for 2023-2024 as outlined in the appendix.

**Finance and Resource Implications:**

To be financed from within the current economic development budget estimates.

**Screening and Impact Assessment**

**1. Equality and Good Relations**

Has an equality and good relations screening been carried out on the proposal/project/policy?  Yes

**If no, please provide explanation/rationale**

If yes, what was the outcome?:

<b>Option 1</b> Screen out without mitigation	<input checked="" type="checkbox"/> Yes	<b>Option 2</b> Screen out with mitigation	<input type="checkbox"/> No	<b>Option 3</b> Screen in for a full EQIA	<input type="checkbox"/> No
--------------------------------------------------	-----------------------------------------	-----------------------------------------------	-----------------------------	----------------------------------------------	-----------------------------

**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**

**Insert link to completed Equality and Good Relations report:**

<https://www.lisburncastlereagh.gov.uk/council/publications/equality-section-75/equality-screening-report-2022-2023>



**2. Rural Needs Impact Assessment:**

Has consideration been given to Rural Needs?

Has a Rural Needs Impact Assessment (RNIA) template been completed?

**If no, please give explanation/rationale for why it was not considered necessary:**

n/a

**If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:**

The international trade programme has no impact on people in rural areas, because there is no difference in support offered in rural, urban or mixed locations.

**SUBJECT TO PLANNING APPROVAL:**

If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:**

**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**

**If Yes, please insert date:**

**International Trade - Activity Appendix 2023-2024**

The following proposals and key recommendations for enhancing and further developing the council’s International Trade programme in 2023-2024 are outlined below.

The proposed activity is based on a number of considerations:

- The context of the economy and prevailing global macros-economic and political considerations, would indicate that it is important for the council to carefully plan appropriate options.
- An element of flexibility is built into the international trade theme, to enable the council to respond to emerging opportunities as they present themselves.

<b><u>Activity</u></b>	<b><u>2023-2024 Recommendation</u></b>
China-Foshan Virtual Trade Mission	<p>Virtual trade mission during 2023-24 for up to 5 companies</p> <p>External consultancy support to successfully maintain good trading relations and deliver on annual activities including supporting and advising on Foshan-China/LCCC delegations visits, engagement events with local Lisburn Castlereagh companies and networking/relations with the Chinese Consulate General's office; subject to consideration of formalising the Friendship Agreement by the council in Autumn 2023</p>
NI-NL Trade Society	<p>Established in 2006, NI-NL is a forum for businesses and professionals involved in Northern Ireland – Netherlands Trade, encouraging bilateral trade between Northern Ireland &amp; the Netherlands.</p> <p>NI-NL was founded by Invest NI trade division, Lisburn and Castlereagh City Council and Northern Ireland Trade Consultants.</p> <p>NI-NL organises events for companies to meet a number of times per year for a range of informative events relating to different aspects of Northern Ireland – Netherlands Trade. The highlight of the NI-NL events calendar is the Annual Trade Networking Event that rotates annually between Northern Ireland and the Netherlands and provides an opportunity for business partners to meet to maintain and build long lasting business relationships.</p> <p>Expected Outputs:                      Re-establish joint membership agreement                      Annual trade event                      On-line presence and information resource</p>

<p>European Trade Programme</p>	<p>The Trade Programme will target owners/managers from growth orientated local businesses, and will identify and develop new market opportunities and strategic business alliances/partnerships in the trade mission destination.</p> <p>The overall aim of this council led programme is to motivate Lisburn Castlereagh companies to exploit new export markets and new trade opportunities, as well as bring forward and identify local companies who can progress to further support from Invest NI in order to become truly internationalised.</p> <p>Expected Outputs: Recruit 4-6 local companies in the LCCC area with a desire to explore new business opportunities in Europe</p> <p>To set up a minimum of 4 meetings between each participant company and prospective customers/partners in the region</p>
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## Regeneration and Growth Committee

15 June 2023

Report from:

Head of Economic Development

### Item for Decision

TITLE: Investment Programme 2023-2024

Background and Key Issues:

#### Background

1. The council delivers an annual programme of investment promotion activity as part of its overall strategy to position the city area as a place in which to do business and to invest.
2. Officers and Members have previously facilitated pre and post Covid, a number of key activities to aid the delivery of the investment programme. These include:
  - Cities Connect Investment Showcase Event, Mansion House, London April 2019
  - Cities Connect trade development programme, London April 2019
  - Westminster Showcase Events, March 2017 and 2018
  - Participation on the Dublin-Belfast Economic Corridor 21/22, 22/23 continuing into 23/24
  - Tourism and Hospitality Trade Development Programme, London October 2022
  - Property Forum, March 2023
3. The 2022-2023 programme had been developed to include a 2-day Westminster 'Tourism and Hospitality' Networking Event in September 2022, which was postponed due to the passing of Her Majesty Queen Elizabeth II. The event was rescheduled to March 2023, however, once again was cancelled due to planned rail strikes in London on 30<sup>th</sup> March 2023 (now rescheduled for September 2023).
4. This programme of investment opportunities has allowed the council to:

- Strengthen local companies' strategic sales and growth endeavours, by supporting them to access the supply chains of London businesses
- Engage directly with potential investors with a view to securing potential investment interest for local companies and bringing investment prospects to our local area
- Showcase the local economy at the heart of UK government
- Connecting with pension funds, property developers, investors and agents, reinforcing connections previously made in London/GB and showcasing new investment opportunities in retail, residential, industrial, office & tourism

### **Key Issues**

1. The programme appended to this report (**see Appendix**) presents a proposed outline of investment promotion related activity for 2023-2024.
2. The proposed investment activity during 2023-2024 is broken down into the following activities:
  - Rescheduled Westminster 2-day Business Networking Event to Tuesday 5<sup>th</sup> to Wednesday 6<sup>th</sup> September 2023 (main event in Westminster on Wed. 6<sup>th</sup>). This is at a substantially reduced cost due to the organisation and work undertaken to date from previous postponed events. It is envisaged that this event will cover the 2023-24 calendar, with the next scheduled Westminster event possibly taking place in September 2024 for 2024-25 calendar year
  - London Trade Development Programme (to coincide with Westminster 2023)
  - It was agreed at the November 2022 Development Committee to continue to fund the Dublin Belfast Economic Corridor (DBEC) annually including recruitment of a staff resource to implement the approved action plan

### **Recommendation:**

It is recommended that the Committee considers and agrees the proposed programme of activity for 2023-2024 as outlined above.

### **Finance and Resource Implications:**

The total expenditure will be met from within the existing 2023/24 Economic Development budgets.

## **Screening and Impact Assessment**

### **1. Equality and Good Relations**

Has an equality and good relations screening been carried out on the proposal/project/policy?  Yes

If no, please provide explanation/rationale



If yes, what was the outcome?:

**Option 1**

Screen out  
without mitigation

Yes

**Option 2**

Screen out with  
mitigation

No

**Option 3**

Screen in for  
a full EQIA

No

**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**

**Insert link to completed Equality and Good Relations report:**

<https://www.lisburncastlereagh.gov.uk/council/publications/equality-section-75/equality-screening-report-2022-2023>

**2. Rural Needs Impact Assessment:**

Has consideration been  
given to Rural Needs?

Yes

Has a Rural Needs Impact  
Assessment (RNIA) template been  
completed?

Yes

**If no, please give explanation/rationale for why it was not considered necessary:**

n/a

**If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:**

No Rural issues identified

**SUBJECT TO PLANNING APPROVAL:**

No

If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:**

Appendix 7 - Investment Programme 2023-24

**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**

No

If Yes, please insert date:



**Appendix - Investment Activity 2023-2024**

Proposals and key recommendations for enhancing and further developing the council's investment programme in 2023-2024 are outlined below.

<b>Activity</b>	<b>2023-2024 Recommendation</b>
GB/London Trade Development Programme	<p><b>Overview</b></p> <p>One of the council's key objectives is to maximise exposure for local businesses in new markets, assist businesses to identify new potential customers/sales and increase their potential for export. A Trade Development Programme will take place to coincide with the Westminster 2 day Business Networking Event in London in September 2023</p> <p><b>Expected outputs</b></p> <ul style="list-style-type: none"> <li>• Lead generation for local Lisburn Castlereagh businesses;</li> <li>• A number of pre-arranged investment prospecting and lead generation events/meetings over the 2-day event</li> <li>• Further strengthen economic ties between Lisburn Castlereagh and London/GB businesses;</li> <li>• Provide opportunities for businesses to create business partnerships;</li> <li>• Exploring business and growth opportunities.</li> <li>• Collaborate with relevant public bodies, Industry associations and economic development stakeholders to consider cohesive approaches to regional issues</li> <li>• Share and exchange best practice and</li> <li>• Build the profile of the council as forward and outward looking and to promote the area as a viable investment location</li> </ul>
Westminster Investment and Networking Event	<p><b>Overview:</b></p> <p>It was unfortunate that the 2021/22 annual Westminster Business Networking event had to be cancelled due to Covid. The 2022/23 event was postponed initially due to the death of Her Majesty Queen Elizabeth II, with the rescheduled event having to be cancelled due to a rail strike.</p> <p>The 2023/24 Business Networking event will be an opportunity to firmly re-establish relations and engage with potential investors as well as showcase the best of Lisburn Castlereagh local businesses.</p> <p><b>Expected Outputs:</b></p> <ul style="list-style-type: none"> <li>• Attract up to 140 delegates (Compliant with current restrictions for Westminster Pavilion);</li> <li>• The 5<sup>th</sup> LCCC at Westminster investment event, building upon previous success.</li> <li>• Key messaging targeted at a GB/London audience, positioning LCCC as a strategic location for investment, trade and tourism (including Royal Hillsborough), with strong international links to attract inward investment;</li> <li>• Civic Itinerary including collaborating with relevant public bodies, Industry associations and economic development stakeholders to consider cohesive approaches to regional issues;</li> </ul>

	<ul style="list-style-type: none"> <li>• Introductions to key contacts;</li> <li>• Extensive media coverage, building the profile of the council as forward and outward looking and to promote the area as a viable investment location.</li> </ul>
<p>Dublin-Belfast Economic Corridor</p>	<p>In 2018, LCCC was one of eight Councils located along the corridor plus the two Universities that came together to work collectively to find ways of realising the potential benefits of further development of the corridor.</p> <p>The focus of the Partnership is to explore opportunities in research and development, trade and investment, skills, infrastructure, tourism and connectivity. Key sectors along the corridor include Advance Manufacturing, ICT, Agri-food, Professional Services, Financial Services, Constructions and Tourism.</p> <p>A Dublin-Belfast Economic Corridor Oversight Board was appointed in November 2021 with 24 Councillors on the Oversight Board, three coming from each Council.</p> <p>Some of the key outputs to date include:</p> <ul style="list-style-type: none"> <li>• A dedicated website: <a href="https://www.dbec.info/">https://www.dbec.info/</a></li> <li>• Launch of the corridor at a joint conference in March 2021</li> <li>• Published Report: 'The Dublin-Belfast Economic Corridor: Current profile, potential for recovery &amp; opportunities for Cooperation'</li> <li>• A development plan, strategy and action plan for the DBEC Partnership has recently been completed.</li> <li>• To take forward the next phase of the DBEC Partnership's objectives a Programme Manager and Partnership Officer is currently being recruited.</li> </ul> <p>Future opportunities exist to grow indigenous business, establish clusters of key sectors, leverage the appetite for collaboration and use the corridor as the driving force for economic development in the region. It was approved by the Development Committee in November 2022 to continue to fund the Dublin Belfast Economic Corridor (DBEC) annually including recruitment of a programme manager and assistant to implement the approved action plan.</p> <p>Budget to continue to participate in the activities of this group and benefit from the collective outputs of the collaboration.</p>



## Regeneration and Growth Committee

15 June 2023

Report from:

Head of Economic Development

### Item for Decision

**TITLE:** Labour Market Partnership (LMP) – proposed “pause” on 2023/24 funding

**Background and Key Issues:**

#### Background

1. The Council has been working with the Lisburn and Castlereagh Labour Market Partnership in the design and development of its Year Two Action Plan in order to secure a letter of offer of funding from the Department for Communities (DfC). The Action Plan was submitted to DfC on the 7<sup>th</sup> April 2023. Unfortunately due to recent funding announcements by DfC, no Action Plans have been approved for LMPs across NI, and no Letters of Offer awarded.
2. The budget for Programme Delivery detailed in the submitted action plan is £460,394.79 (based on a NI wide allocation of £7m). This budget provides for the delivery and implementation of three strategic programmes to develop the employability and skills of individuals according to local labour market needs across Lisburn and Castlereagh for the 2023/24 year.

#### Key Issues

1. On the 9th May 2023, the Lisburn Castlereagh LMP received correspondence from Deirdre Ward, DfC Director of Work & Wellbeing, regarding the current LMP funding position for 2023/24 (**see Appendix**).



2. In this correspondence Deirdre Ward states that following the recent budget allocation announced by the Secretary of State for Northern Ireland, the Department for Communities faces a significant budget shortfall and the Department will be unable to fund Labour Market Partnerships (LMPs) beyond the first quarter of this year.
3. This outcome is very disappointing given the level of work, support and commitment that has been provided by Members, Officers and LMP Partners to date. It should be noted that the LMP planned programme for 2023/24 year formed a key part of the council's Performance Improvement Objectives for the year.
4. The Department for Communities has published the Equality Impact Assessment (EQIA) on their proposed 2023-24 budget allocations on their website, which is now open for responses. Each member of the Lisburn Castlereagh LMP has been encouraged to submit a response. Officers have also contributed to a broader cross-directorate response on behalf of the council.
5. The consultation can be accessed via the link

<https://www.communities-ni.gov.uk/consultations/consultation-department-communities-budget-2023-24-allocations>

The closing date for responses is 19<sup>th</sup> July 2023.

6. Instead of the original planned funding allocation, it is anticipated that the Lisburn Castlereagh LMP will receive a letter of offer of approximately £90,000 based on our budget allocation up to the 30 June 2023.
7. Given the necessary timeframes associated with operational delivery, it is not feasible to use this budget to procure and deliver programmes under the Lisburn Castlereagh LMP Action Plan 2023/24. On this basis, it is anticipated that the funding allocation will be used to fund staff resources to deliver the run-out of the current Year One programmes, which are still operational under the 2022/23 LMP Action Plan due to similar DfC funding delays. This has been committed to contractually, and will be delivered on an approved accruals basis until the cut-off date of 31 December 2023. The accrued value of the programmes to be delivered during this timeframe is c. £270,000.
8. Officers are working to identify any additional or alternative sources of funding, and are looking at what opportunities might exist under other complimentary programmes linked to employability and skills.

**Recommendation:**

It is recommended that the Committee considers and agrees to proceed as outlined above in the delivery of the existing planned programmes and work with DfC and other funders seeking further opportunities for the partnership to avail of.

**Finance and Resource Implications:**

It is anticipated that the maximum budget based on the Lisburn Castlereagh LMP Funding allocation up to the 30<sup>th</sup> June 2023 will be approximately £90,000.

**Screening and Impact Assessment****1. Equality and Good Relations**

Has an equality and good relations screening been carried out on the proposal/project/policy?  Yes

If no, please provide explanation/rationale

If yes, what was the outcome?:

<b>Option 1</b> Screen out without mitigation	<input checked="" type="checkbox"/> Yes	<b>Option 2</b> Screen out with mitigation	<input type="checkbox"/> Yes/No	<b>Option 3</b> Screen in for a full EQIA	<input type="checkbox"/> Yes/No
-----------------------------------------------------	-----------------------------------------	--------------------------------------------------	---------------------------------	-------------------------------------------------	---------------------------------

**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**

It has been concluded that a detailed equality impact assessment is not necessary as all the potential impacts identified are minor and positive.

**Insert link to completed Equality and Good Relations report:**

<https://www.lisburncastlereagh.gov.uk/council/publications/equality-section-75/equality-screening-reports>

**2. Rural Needs Impact Assessment:**

Has consideration been given to Rural Needs?	<input checked="" type="checkbox"/> Yes	Has a Rural Needs Impact Assessment (RNIA) template been completed?	<input checked="" type="checkbox"/> Yes
----------------------------------------------	-----------------------------------------	---------------------------------------------------------------------	-----------------------------------------

If no, please given explanation/rationale for why it was not considered necessary:

**If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:**

The LMP has been developed in order improve employability conditions for those who are economically inactive or unemployed regardless of their urban / rural location.

**SUBJECT TO PLANNING APPROVAL:**  No



If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:**      Appendix 8 Correspondence from DfC (9 May 2023)

**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**       No

If Yes, please insert date:





Labour Market Partnership Team  
Department for Communities  
Causeway Exchange  
1-7 Bedford Street  
Belfast  
BT2 7EG

Email: [LMP@communities-ni.gov.uk](mailto:LMP@communities-ni.gov.uk)

Date: 9 May 2023

Dear LMP Chair,

### **LOCAL LABOUR MARKET PARTNERSHIP (LMP) – PROPOSED PAUSE OF 2023/24 FUNDING**

Following on from the recent budget allocation announced by Secretary of State for Northern Ireland, the Department for Communities faces a significant budget shortfall of around £111m or 15.5% of its budget requirement this financial year. The Department has a range of statutory programmes and inescapable commitments that must be funded and given the scale of the shortfall this year, the Department will be unable to fund Labour Market Partnerships (LMPs) beyond the first quarter of this year. Effectively LMPs will receive 25% of their budget for this year with no guarantee of any future funding.

The Department's proposed plans for budget cuts will be published with an Equality Impact Assessment tomorrow. Final decisions on how the Department will utilise its budget allocation will be taken after the four-week consultation period for the EQIA.

Labour Market Partnerships had been the centre point of the Department's approach to developing employability provision and the Department remains committed to working in partnerships with local stakeholders. I recognise the difference that LMPs were making in the local labour market and deeply regret the need to pause funding.

The Department's LMP Team will be making contact with local LMPs to begin the process of planning for the pausing of LMP activity. I expect there will be a tail of expenditure in 2023/24 that the Department will meet from within the limited budget available for LMPs.

Any outstanding expenditure accrued from 2022/23 will be paid as usual through the Q4 2022/23 returns process.

I understand that this news will come as a disappointment to you and everyone who has worked hard on the Labour Market Partnership making it the success it has become. I would like to take this opportunity to thank you for all your hard work and assistance throughout the duration of the programme. Your contributions have been invaluable in helping individuals to develop new skills and access training to improve their employability.

I want to assure you that the Department remains committed to supporting individuals in finding employment and will continue to explore new avenues to provide assistance. We are grateful for the collaboration and partnership we have had with through Labour Market Partnership, and I hope that we can work together in the future.

If you have any questions or concerns, please do not hesitate to contact me or the wider LMP Team on [LMP@communities-ni.gov.uk](mailto:LMP@communities-ni.gov.uk).

Yours sincerely,



**Deirdre Ward**  
Director, Work & Wellbeing



## Regeneration and Growth Committee

15 June 2023

Report from:

Head of Economic Development

### Item for Decision

TITLE: 2023 Down Rally – further proposal

Background and Key Issues:

#### Background

1. It was agreed at the Development Committee in February 2023 that the request to use Lagan Valley Island for the venue of the 2023 Down Rally on Saturday 22nd July, on the basis of the resulting positive economic impact for the area, be approved, and that the Lagan Valley Island site is offered to the organisers as a benefit in lieu of any funding being offered.
2. The event is staged by two motor clubs, namely Rathfriland and Ballynahinch District Motor Clubs, with a strong group of volunteer event officials who have a wealth of experience in staging similar sized events for many years.

#### Key Issues

1. As part of staging the 2022 event, the race was live streamed on the big screen in Market Square in Lisburn City Centre. In addition the Down Rally organisers displayed a vintage racing car as a 'selfie photo opportunity' in front of the museum. This element of the event was popular with visitors to the city centre who availed of the photo opportunity and in turn were encouraged to stay in the City to eat and shop.
2. Feedback from those attending the 2022 event highlighted the missed opportunity in not staging a segment of the race through the City Centre.



3. Representation from The Down Rally Organisers have since approached the Council's City Centre Management Team with a proposal on how the forthcoming rally could be integrated with activities in the City Centre. Whilst the main event will continue to take place at Lagan Valley Island it has been proposed that the following activity could take place in Market Square in Lisburn City Centre:

- Ceremonial Start of the Rally on Fri evening (selected cars) in Market Square
- Mid-day regroup activity at the start ramp (12:00 - 14:00 approx.) (all cars in the rally c100-120)
- Ceremonial finish and winners champagne reception at the start/finish ramp (Saturday 22nd around 17:00)
- Fanzone in Market Square utilising the Council big screen for live coverage of the rally and possible static displays and family activities
- Possibility of organising transport to live action on a stage or stages of the race from Market Square

Organisers of the Rally will undertake to liaise directly with the PSNI to secure all required road closures.

4. The following has been requested of the Council/ City Centre management team;

- Provision of appropriate security and staff resource on the day
- Hire a Start/Finish ramp
- Provide temporary fencing to ensure public safety and allow access to businesses in Market Square
- Provision of 'Family fun/kids' activity such as kids Go karts

5. In addition to the Lagan Valley site being offered free of charge, an additional cost to the Council associated with the staging of the event is estimated at approximately £4,000. The Down Rally proved a popular family event and well attended at Lagan Valley Island in 2022. This opportunity is welcomed as a potential economic driver for the City Centre, aimed at increasing footfall to the benefit of local traders and it is therefore proposed that a special case be made to provide this additional level of support because of the positive impact on the city centre.

6. Officers will engage with local businesses to encourage them to avail of this opportunity and provide additional in-house promotions that will compliment this event, including sponsorship opportunities. Officers will work to ensure the event is promoted through the council's social media platforms, reiterating the council message of eat and shop local.

**Recommendation:**

It is recommended that the Committee considers the above proposal and agrees to proceed as outlined

**Finance and Resource Implications:**

Costs are estimated at £4,000 and will be met from the existing Economic Development budget estimates.

**Screening and Impact Assessment**

**1. Equality and Good Relations**

Has an equality and good relations screening been carried out on the proposal/project/policy?  Yes

If no, please provide explanation/rationale

If yes, what was the outcome?:

**Option 1**  
Screen out  
without mitigation

 Yes

**Option 2**  
Screen out with  
mitigation

**Option 3**  
Screen in for  
a full EQIA

**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**

Covered under Tourism Major Events

**Insert link to completed Equality and Good Relations report:**

<https://www.lisburncastlereagh.gov.uk/council/publications/equality-section-75/equality-screening-report-2022-2023>

**2. Rural Needs Impact Assessment:**

Has consideration been given to Rural Needs?

 Yes

Has a Rural Needs Impact Assessment (RNIA) template been completed?

 Yes

If no, please give explanation/rationale for why it was not considered necessary:

If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:

The projects will be undertaken in a rural environment, an overarching RNIA has been undertaken but each individual project will require a rural needs impact assessment.

**SUBJECT TO PLANNING APPROVAL:**

 No

If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:**

**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**

If Yes, please insert date:





## Regeneration and Growth Committee

**Confidential**

**15 June 2023**

**Confidential Report from:**

**Director of Regeneration and Growth**

*Local Government Act (Northern Ireland) 2014*

**Schedule 6 - Access to Information: Exemption Information**

- 3. Information relating to the financial or business affairs of any particular person (including the Council holding that information).

**When will the report become unrestricted:**

Specify when report will become available	<input type="text"/>	Redacted report available	<input type="text"/>
		Following ratification by Council (June 2023)	Never

### Item for Decision

**TITLE:** Requested Increase to Contracted Rates re Provision of Mechanical Services, Reactive and Project Works

**Background and Key Issues:**

**Background**

The Council has received a request from Irwin's M&E Ltd for increased tender rates to cover increasing costs to deliver their service under current contractual obligations.

*Contract Title – Call Off Framework Agreement for Provision of Mechanical Services, Reactive and Project Works to Council Facilities*

*Name of Service Provider(s) – Irwin's M&E Ltd*

*Brief description of Contract Requirements– Contract to provide full range of mechanical planned/reactive tasks as and when required across Council estate.*

*Awarded Contract Value - £* ██████████

Contract Start Date – 01/04/2022

Contract end (or review) date – After first year contract can be extended for further period of 4 years.

Contract review dates 31/03/23, 31/03/24, 31/03/25, 31/03/26,31/03/27

### Key Issues

1. The reasons given by the service provider for contract rate increase request is regarding price increase in RPI from April 2022 to January 2023.
2. Evidence considered in respect of request - Office from National Statistics state RPI figure rise of [REDACTED] from Jan 22 to Jan 23
3. Variation details - please see table below:

<u>Procurement ref number</u> <u>T21/22-051</u>	(1) <u>Qualified Trades Person Hourly rate during normal working</u>	(2) <u>Qualified Trades Person Hourly rate outside normal hours</u>	(3) <u>Assistant Trades Person Hourly rate during normal working</u>	(4) <u>Assistant Trades Person Hourly rate outside normal hours</u>	(5) <u>Provision of mobile elevated working platform for outdoor use Daily rate.</u>	(6) <u>Provision of mobile elevated working platform for indoor use Daily rate.</u>
Current rates	£ [REDACTED]	£ [REDACTED]	£ [REDACTED]	£ [REDACTED]	£ [REDACTED]	£ [REDACTED]
Variation rates	£ [REDACTED]	£ [REDACTED]	£ [REDACTED]	£ [REDACTED]	£ [REDACTED]	£ [REDACTED]
Percentage Increase	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

4. The current Contract Terms and Conditions does allow for price variations. See below extract from Terms/Conditions of contract.

*The initial period of the Contract is a Fixed Price Contract (except in respect of Value Added Tax). The rates specified in Section 5 Pricing Schedule for any work commencing in the second, third, fourth and fifth year of the contract will be subject to annual UK Retail Price Index (RPI).*

5. This variation falls within the allowances of regulation 72 of the Public Contract Regulations 2015 as follows:

*72—(1) Contracts and framework agreements may be modified without a new procurement procedure in accordance with this Part in any of the following cases:—*

*(c) where all of the following conditions are fulfilled:—*

- (i) the need for modification has been brought about by circumstances which a diligent contracting authority could not have foreseen;*
- (ii) the modification does not alter the overall nature of the contract;*
- (iii) any increase in price does not exceed 50% of the value of the original contract or framework agreement.*

6. The risk to services of agreeing the price variation is increased expenditure to the Council. The risk of not agreeing the price variation is the contractor removing himself from the Call Off Framework Agreement leaving the Council with reduced pool of mechanical contractors.
7. Legal advice has not been sought.
8. Mitigation on the effect to service would be to apply increase and assess at next review dates.



9. Options to be considered:
- Re-tender/potential for even higher rate increases –v – better value for money being achieved through new procurement process/ transparent governance
  - Decline request to uplift rates price. Contractor may remove themselves from Call Off Frame Work Agreement, leaving Council with reduced pool of Mechanical Contractors
  - Recommend preferred option, uplift on current rates

10. Taking into account the information provided by the service provider and balanced against the risk to the service being provided it was agreed to increase the contracted rates as provided for in the Councils Scheme of Delegation ITT Conditions text from section 7.2 of the Mechanical Framework document which forms part of the contract.

*'The initial period of the Contract is a Fixed Price Contract (except in respect of Value Added Tax). The rates specified in Section 5 Pricing Schedule for any work commencing in the second, third, fourth and fifth year of the contract will be subject to annual UK Retail Price Index (RPI).'*

A copy of the variation order is attached (see **Appendix**).

11. The value of the increase over the remaining period of the contract is estimated at £ ■■■
12. No effect on budget due to the increase is envisaged. This contract type is a Call off Frame Work, which consists of a ranked selected list of contractors with ranking based on contracted rates across different task scenarios. Irwin's M&E who have requested the variation of rates, are ranked low in the Frame work and as such it is unlikely that their services will be utilised with any degree of frequency during the term of the contract.

#### **Recommendation:**

It is recommended that Members note the request for contracted tender rates increase on Mechanical Services Contract priced elements.

#### **Finance and Resource Implications:**

No effect on budget envisaged. This contract type is a Call off Frame Work, which consists of a ranked selected list of contractors with ranking based on contracted rates across different task scenarios. Irwin's M&E who have requested the variation of rates, are ranked low in the Frame work and as such it is unlikely that their services will be utilised with any degree of frequency during the term of the contract. Each continuing year of contract, spend will be assessed. If it is envisaged budget total may be reached, contract will be terminated at its next review extension period. New Tender competition will then be progressed.

## **Screening and Impact Assessment**

### **1. Equality and Good Relations**

Has an equality and good relations screening been carried out on the proposal/project/policy?

No



**If no, please provide explanation/rationale**

At time of tendering this Tender did not require a Screening & Impact Assessment

If yes, what was the outcome?:

**Option 1**  
Screen out  
without mitigation

N/A

**Option 2**  
Screen out with  
mitigation

N/A

**Option 3**  
Screen in for  
a full EQIA

N/A

**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**

**Insert link to completed Equality and Good Relations report:**

**2. Rural Needs Impact Assessment:**

Has consideration been  
given to Rural Needs?

No

Has a Rural Needs Impact  
Assessment (RNIA) template been  
completed?

No

**If no, please given explanation/rationale for why it was not considered necessary:**

At time of tendering this Tender did not require a Rural Needs Assessment


**If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:**

**SUBJECT TO PLANNING APPROVAL:**

No

If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:**



**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**

No

If Yes, please insert date:



## Regeneration and Growth Committee

### Confidential

15 June 2023

#### Confidential Report from:

Director of Regeneration and Growth

*Local Government Act (Northern Ireland) 2014*

Schedule 6 - Access to Information: Exemption Information

3. Information relating to the financial or business affairs of any particular person (including the Council holding that information).

#### When will the report become unrestricted:

Specify when  
report will  
become available

Redacted  
report  
available

Following  
ratification by  
Council (June  
2023)

Never

### Item for Decision

**TITLE:** Requested Increase to Contracted Rates re Hire, Delivery and Collection of Crowd Control Barriers

#### Background and Key Issues:

##### Background

The Council has received a request from Sun Belt Rentals for increased tender rates to cover increasing costs to deliver their service under current contractual obligations.

*Contract Title – Hire, Delivery & Collection of Crowd Control Barriers*

*Name of Service Provider(s) – Sun Belt Rentals*

*Brief description of Contract Requirements– To Hire Deliver & Collect Crowd Control Barriers when required across Council estate. Requirements generally stemming from running of Events*

*Awarded Contract Value - [REDACTED]*

*Contract Start Date – 01/12/2021*



*Contract end (or review) date – After first year contract can be extended for further period of 4 years  
Contract review dates 31/03/22, 31/03/23, 31/03/24, 31/03/25, 31/03/26*

### Key Issues

1. The reasons given by the service provider for contract rate increase request is regarding price increases due to Brexit, the global COVID pandemic and the Ukrainian war which has led to CPI rising over [REDACTED] since 2021 and the increased cost to the business in terms of labour, fuel and utilities.
2. Evidence considered in respect of the request - Sun Belt Rentals have stated they have been subjected to the below business increases which has necessitated their requested variation on costs: Fuel up XX% Energy up [REDACTED], Wages up between [REDACTED]% and [REDACTED]% (we are a real living wage employer), Rental equipment prices up between [REDACTED] [REDACTED], Transport vehicles up [REDACTED], Financing up [REDACTED]
3. Variation details - please see table below:

Procurement ref number T2122-033	Current Rates	Variation rates
Price per linear meter per day	[REDACTED]	[REDACTED]
Price per linear meter per week	[REDACTED]	[REDACTED]
Delivery per 250m during normal working hrs	[REDACTED]	[REDACTED]
Collection per 250m during normal working hrs	[REDACTED]	[REDACTED]
Delivery per 250m outside normal working hrs	[REDACTED]	[REDACTED]
Collection per 250m outside normal working hrs	[REDACTED]	[REDACTED]

4. The current Contract Terms and Conditions does allow for price variations, See below extract from Terms/Conditions of contract:

*The Contract is a 4 month Fixed Price Contract (except in respect of Value Added Tax) with the option for the Council to extend for 4 periods of 12 months each, subject to an agreed adjustment of the Contract rates in accordance with the terms of the Contract and a satisfactory performance. Tenderers should note that when pricing this tender they must take into consideration Living Wage.*

5. This variation falls within the allowances of *regulation 72 of the Public Contract Regulations 2015* as follows;
  - 72—(1) *Contracts and framework agreements may be modified without a new procurement procedure in accordance with this Part in any of the following cases:—*
    - (c) *where all of the following conditions are fulfilled:—*
      - (i) *the need for modification has been brought about by circumstances which a diligent contracting authority could not have foreseen;*
      - (ii) *the modification does not alter the overall nature of the contract;*
      - (iii) *any increase in price does not exceed 50% of the value of the original contract or framework agreement.*
6. The risk to services of agreeing the price variation is increased expenditure to the Council. The risk to services of not agreeing the price variation is the contractor terminating the contract with Council, leaving Council with no contract for Crowd Control Barrier Hire.



7. Legal advice has not been sought.
8. Mitigation on the effect to service would be to apply increase and assess at next review dates.
9. Options to be considered:
  - a) Re-tender/ potential for even higher rate increases –v – better value for money being achieved through new procurement process/ transparent governance.
  - b) Consider if next lowest tender from previous competition could deliver at their original price,(Sunbelt were the only firm that tendered for this contract).
  - c) Recommend preferred option, uplift on current rates
10. Taking into account the information provided by the service provider and balanced against the risk to the service being provided it was agreed to increase the contracted rates as provided for in the Councils Scheme of Delegation ITT Conditions section 2) *subject to an agreed adjustment of the Contract rates in accordance with the terms of the Contract and a satisfactory performance.* A copy of the variation order is attached (██████).
11. The value of the increase over the remaining period of the contract is *estimated at* (██████).
12. Effect of increase on budget - due to covid during 1<sup>st</sup> year of contract, there was not as many Council events ran as normal, therefore there was not the normal requirement for Barrier Hire. Due to this factor, Contracts 1<sup>st</sup> year of expenditure was lower than forecasted. As a consequence, increase on overall budgets should be minimal.(Contract is utilised by all departments running events and as such each individual department uses their own budget for this contract).

#### Recommendation:

It is recommended that Members note the request for contracted tender rates on Crowd Control Barrier Hire priced elements.

#### Finance and Resource Implications:

Minimal increase forecasted on Contract Budget. Each continuing year of contract spend will be assessed. If it is envisaged budget total may be reached, contract will be terminated at its next review extension period. New Tender competition will then be progressed.

## Screening and Impact Assessment

### 1. Equality and Good Relations

Has an equality and good relations screening been carried out on the proposal/project/policy?

No

**If no, please provide explanation/rationale**

At time of tendering this Tender did not require a Screening & Impact Assessment

If yes, what was the outcome?:

**Option 1**  
Screen out  
without mitigation

N/A

**Option 2**  
Screen out with  
mitigation

N/A

**Option 3**  
Screen in for  
a full EQIA

N/A

**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**

**Insert link to completed Equality and Good Relations report:**

**2. Rural Needs Impact Assessment:**

Has consideration been  
given to Rural Needs?

No

Has a Rural Needs Impact  
Assessment (RNIA) template been  
completed?

No

**If no, please give explanation/rationale for why it was not considered necessary:**

At time of tendering this Tender did not require a Rural Needs Assessment

**If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:**

**SUBJECT TO PLANNING APPROVAL:**

No

If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:**

**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**

No

If Yes, please insert date:





## Regeneration and Growth Committee

**Confidential**

**15 June 2023**

**Confidential Report from:**

**Director of Regeneration and Growth**

*Local Government Act (Northern Ireland) 2014*

**Schedule 6 - Access to Information: Exemption Information**

- 3. Information relating to the financial or business affairs of any particular person (including the Council holding that information).

**When will the report become unrestricted:**

Specify when report will become available	<input type="text"/>	Redacted report available	<input type="text"/>
		Following ratification by Council (June 2023)	Never

### Item for Decision

**TITLE:** Requested Increase to Contracted Rates re Supply and Delivery of Electrical Goods and Fittings

**Background and Key Issues:**

**Background**

The Council has received a request from Gordon's Electrical for increased tender rates to cover increasing wholesale supplier costs to deliver their service under current contractual obligations.

*Contract Title – TENDER FOR THE SUPPLY AND DELIVERY OF ELECTRICAL GOODS AND FITTINGS (T21/22-011)*

*Name of Service Provider(s) – Gordons Electrical Supplies*

*Brief description of Contract Requirements– Contract to supply and deliver full range of electrical goods and fittings as and when required to carry out electrical repairs across Council estate.*

*Awarded Contract Value - [REDACTED]*



*Contract Start Date – October 2021*

*Contract end (or review) date – After 6 month period contract can be extended for further period of 4 years. Contract review dates 31/03/22, 31/03/23, 31/03/24, 31/03/25, 31/03/26*

### **Key Issues**

1. The reasons given by the materials supplier for the contract rate increase request is regarding supplier wholesale material costs increases due to CPI rises.
2. Evidence considered in respect of request - Samples of supplier wholesale invoices showing materials cost increases.
3. Variation details - Basket of Goods individual item costs supplied for Electrical Consumables increase of 9.9%.
4. The current Contract Terms and Conditions does allow for price variations. See below extract from Terms/Conditions of contract.
  - a) *'Price fluctuations in materials/goods is recognised by the council and shall be considered during the term of the contract but also upon the council taking up the option to extend the contract the following year. Any fluctuation in price must be evidenced in order for the Council to make a decision on acceptance or rejection of the price increases. Any price increase agreed by the Council, for whatever reason, shall not exceed the % increase in the agreed Consumer Prices Index (CPI).*
5. This variation falls within the allowances of regulation 72 of the Public Contract Regulations 2015 as follows:
  - 72—(1) *Contracts and framework agreements may be modified without a new procurement Procedure in accordance with this Part in any of the following cases:—*
    - (c) *where all of the following conditions are fulfilled:—*
      - i) *the need for modification has been brought about by circumstances which a diligent contracting authority could not have foreseen;*
      - ii) *the modification does not alter the overall nature of the contract;*
      - iii) *any increase in price does not exceed 50% of the value of the original contract or framework agreement.*
6. The risk to services of agreeing the price variation is increased expenditure to the Council. The risk of not agreeing the price variation is the contractor removing himself from the *Electrical Consumables Supply Contract*, leaving Council with reduced ability to purchase *Electrical Goods* whilst complying with the Council's accounting manual.
7. Legal advice has not been sought.
8. Mitigation on the effect to service would be to apply increase and assess at next review dates.
9. Options to be considered:
  - a) Re-tender/potential for even higher rate increases –v – better value for money being achieved through new procurement process/ transparent governance
  - b) Decline request to uplift rates price. Contractor may remove themselves from *Electrical Consumables Supply Contract*, leaving Council with reduced ability to purchase electrical goods.
  - c) Recommend preferred option, uplift on current rates.



- 10. Taking into account the information provided by the service provider and balanced against the risk to the service being provided it was agreed to increase the contracted rates as provided for in the Council's Scheme of Delegation ITT Terms and Conditions text from section 24 (a) Supply of Electrical Consumables which forms part of the contract.  
*'The initial period of the Contract is a Fixed Price Contract (except in respect of Value Added Tax). The rates specified in Section 5 Pricing Schedule for any work commencing in the second, third, fourth and fifth year of the contract will be subject to annual UK Consumer Prices Index (RPI).'*
- 11. A copy of the variation order is attached [REDACTED]
- 12. The value of the increase over the remaining period of the contract is estimated [REDACTED]
- 13. This contract budget total was estimated based on contract running for a period 4.5 years. Within the terms of the contract the Council has the ability to review the contract at each annual recurring period. It is envisaged that at next review period, total contract period spend to that date will be reviewed and if it is indicated that contract spend is on track to exceed budget total, then at that point the contract will be terminated and a new tender process will be undertaken.

**Recommendation:**

It is recommended that Members note the request for contracted tender rates increase on the tender for the supply and delivery of electrical goods and fittings basket of goods items.

**Finance and Resource Implications:**

Minimal increase forecasted on Contract Budget for remainder of extension period. Each continuing year of contract spend will be assessed. If it is envisaged budget total may be reached, contract will be terminated at its next review extension period. New Tender competition will then be progressed.

## Screening and Impact Assessment

**1. Equality and Good Relations**

Has an equality and good relations screening been carried out on the proposal/project/policy? No

**If no, please provide explanation/rationale**

At time of tendering this Tender did not require a Screening & Impact Assessment

If yes, what was the outcome?:

<p><b>Option 1</b> Screen out without mitigation</p>	<div style="border: 1px solid black; padding: 5px; width: 60px; margin: 0 auto;">N/A</div>	<p><b>Option 2</b> Screen out with mitigation</p>	<div style="border: 1px solid black; padding: 5px; width: 60px; margin: 0 auto;">N/A</div>	<p><b>Option 3</b> Screen in for a full EQIA</p>	<div style="border: 1px solid black; padding: 5px; width: 60px; margin: 0 auto;">N/A</div>
----------------------------------------------------------	--------------------------------------------------------------------------------------------	-------------------------------------------------------	--------------------------------------------------------------------------------------------	------------------------------------------------------	--------------------------------------------------------------------------------------------

**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**



[Redacted]

Insert link to completed Equality and Good Relations report:

[Redacted]

**2. Rural Needs Impact Assessment:**

Has consideration been given to Rural Needs?

No

Has a Rural Needs Impact Assessment (RNIA) template been completed?

No

If no, please give explanation/rationale for why it was not considered necessary:

At time of tendering this Tender did not require a Rural Needs Assessment

If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:

[Redacted]

**SUBJECT TO PLANNING APPROVAL:**

No

If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:**

[Redacted]

**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**

No

If Yes, please insert date:

[Redacted]



## Regeneration and Growth Committee

**Confidential**

**15 June 2023**

### Confidential Report from:

Director of Regeneration and Growth

*Local Government Act (Northern Ireland) 2014*  
Schedule 6 - Access to Information: Exemption Information

Information relating to the financial or business affairs of any particular person (including the Council holding that information).

### When will the report become unrestricted:

Specify when  
report will  
become available

Redacted  
report  
available

On ratification  
and completion  
of new lease end  
July 2023

Never

## Item for Decision

**TITLE:** New lease, Unit 2A Dundonald Omipark , Dundonald International Ice Bowl

### Background and Key Issues:

#### Background

1. The Omnipark at Dundonald International Ice Bowl is held under a long leasehold interest with Lisburn and Castlereagh City Council the Head Landlord. The head lease dated 20<sup>th</sup> March 2005 was originally entered into by Castlereagh Borough Council and [REDACTED] for the development of the Omnipark.
2. This lease was transferred by [REDACTED] to [REDACTED] by deed of variation dated 30<sup>th</sup> July 2007 for a term of 999 years, for which the Council retains a requirement to consent to further sub-leasing arrangements under the head lease.

3. [REDACTED] have agreed, subject to consent, to grant a new 10 year Lease of unit 2A to Shen Cloud Ltd, at an initial rent of [REDACTED] exclusive of VAT.
4. The Council previously granted consent to a 10 year Lease of this unit dated 18<sup>th</sup> April 2019 to this same tenant and it is proposed that that Lease now be surrendered and a new lease granted.
5. [REDACTED] operate a restaurant at the property trading as [REDACTED] and they have sought the new lease in order to extend their food offering which was restricted under the former lease conditions.

### **Key Issues**

1. As Head Landlord for the property under the Superior Lease, Lisburn & Castlereagh City Council is required to consent to the new lease; which consent shall not be unreasonably withheld.
2. The new lease has been drafted as per the attached [REDACTED]. The reason for the new lease is due to a restriction on the previous lease saying that the tenant must trade at 70% Italian. This restriction made trading difficult. [REDACTED] has therefore removed that condition from the new lease.
3. It is be recommended that the Committee considers this request to give consent to the issuing of the renewed lease. The final lease will be required to be signed and sealed at full Council following completion by the other signatories to the lease.

### **Recommendation:**

It is recommended that Members consider and approve the new lease as required under the terms of the head lease which requires the Council to consent to any amendments, which should not be unreasonably withheld. In addition, that the agreed lease is signed and sealed at Full Council following completion by the signatories to the lease.

### **Finance and Resource Implications:**

No cost to the Council

## **Screening and Impact Assessment**

### **1. Equality and Good Relations**

Has an equality and good relations screening been carried out on the proposal/project/policy?

No

If no, please provide explanation/rationale



If yes, what was the outcome?:

**Option 1**  
Screen out  
without mitigation

Yes/No

**Option 2**  
Screen out with  
mitigation

Yes/No

**Option 3**  
Screen in for  
a full EQIA

Yes/No

**Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)**

**Insert link to completed Equality and Good Relations report:**

## 2. Rural Needs Impact Assessment:

Has consideration been  
given to Rural Needs?

No

Has a Rural Needs Impact  
Assessment (RNIA) template been  
completed?

No

**If no, please give explanation/rationale for why it was not considered necessary:**

N/A as relates to a lease arrangement

**If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:**

**SUBJECT TO PLANNING APPROVAL:**

No

If Yes, "This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration".

**APPENDICES:**

**HAS IT BEEN SUBJECT TO CALL IN TO DATE?**

No

If Yes, please insert date: