

Supporting Business Growth & Innovation

NI Assembly and Business Trust

Belfast City Council



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City Council

Context



- the economic driver of the region
- a capital city
- a core city
- the devolution agenda

Context

local government reform

- serving larger City boundary
- new outcome focused decision making
- maximising outcomes of new powers
 - Planning
 - Regeneration (April 16)
 - Off-Street Parking
 - Economic Development & Tourism
 - Community Planning (Belfast Agenda)
- creating conditions for city growth and competitiveness
- New relationships

Context

residents' views

economic



social



environmental



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What makes a City work?

Drivers of economic competitiveness

- Economic diversity
- Innovation
- Skill base
- Place quality
- Connectivity
- Leadership – strategic decision making ability

*Professor Michael Parkinson
State of the Cities Report*

Context

opportunities

- ranked 4th UK city for FDI 2013 - 14
- over 200,000 jobs
- tourism - £438m (2013), 9,300 jobs
- 73,000 full or part-time students



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Context

challenges

- **economic inactivity is 31%**
- **54% of businesses said they had difficulty finding people with the right skills**
- **ranked 64 out of 64 for business start-ups**



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Context

looking in

"There are more grounds for optimism here than in most other capital cities in the world today. Make sure you don't forget that. Set yourself some stretch goals that really extend expectations about what you can achieve so that everyone reaches for those goals together."

Declan Kelly

Former US Economic Envoy to Northern Ireland



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Context

looking out - Manchester model

devolve
power to
city
regions

focus
on
growth

bring
people to
jobs, rather
than jobs
to people



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The Belfast Agenda

Business and economy

- attract investment into Belfast
- foster business growth in Belfast
- strengthen business relationships
- make it easy to do business with

Living here

- improve the city living experience
- improve neighbourhoods
- improve community relations

Working and learning

- address the educational inequalities
- attract and retain skilled people
- improve skills and employability

City development

- attract tourists to Belfast
- promote and position the city
- key strategic projects and policies



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Our Plans

Programme for Government



The Belfast Agenda



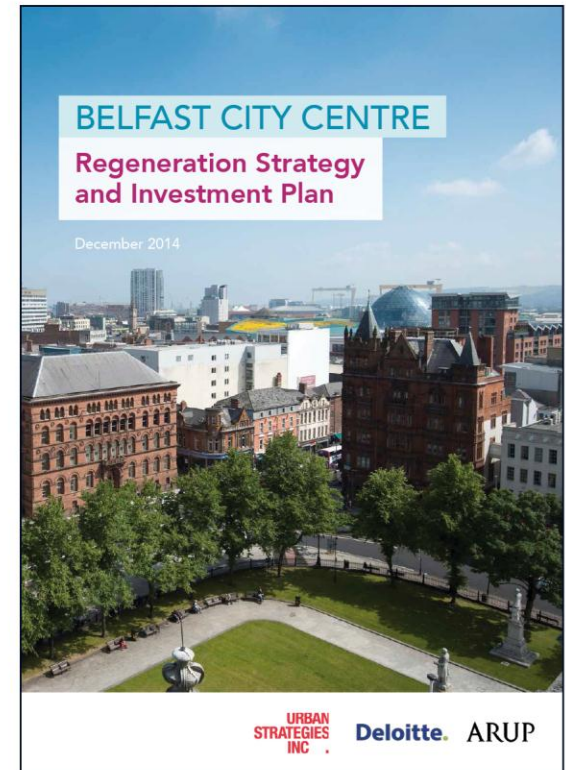
**Thematic Alignment
Economic Growth**



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Investment, partnership, growth, city centre regeneration

- strong city leadership
- “open for business”
- maximise the tourism opportunity
- support business start-ups
- incentivise and unlock the market
- creating shared space
- reducing economic and social inequalities
- connecting people to opportunities



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Policies for the city centre

- Increase the employment population
- Increase the residential population
- Manage the retail offer
- Maximise the tourism opportunity
- Create the region's learning and innovation centre
- Create a green, walkable, cyclable centre
- Connect to the city around
- A shared space

Inspiring innovation & growth

Economic integration

- **Employability and skills**
- **Business start-ups and growth**
- **Sector specific support**
- **Citywide Integrated Economic Partnership**
- **Focus on key sectors**
- **Regional marketing campaigns**
- **Collective target setting**

Investment Programme in brief

- **£150 million** in physical projects
- **£34 million** to attract events, market Belfast internationally
- **£29 million** towards initiatives aimed at people, communities and neighbourhoods

Achievements to date:

- Current value of programme is **£393 million**
- Creating **9,400 construction jobs** over programme's lifetime
- **£120 million** of projects now completed or underway
- Securing almost **£79 million** from partners to deliver capital projects

Investment

Business infrastructure

- Waterfront Hall
- Forthriver Innovation Centre
- North Foreshore
- Belfast Digital Hub
- Supporting social enterprise
- Super-connected Cities Project
- Transport Hub / Rapid Transit
- Investment opportunities
- Regeneration opportunities

Investment Connectivity

- **Connection Vouchers Scheme**
- **Metro Wireless**
- **Belfast WiFi**



SUPER
CONNECTED
BELF▶▶ST

Investment Innovation Centre



Investment

Belfast Waterfront



Investment

Bike hire scheme



Partnership

Ulster University



Where would we like to be?

- core city agenda
- recognised economic regional driver (PFG)
- support for city centre regeneration plan (PFG)
- jobs target
- investment target
- infrastructure plan
- investment plans
- Belfast competitive positioning and hub



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Questions

