



Belfast City Council response to Greater Shankill Neighbourhood Renewal Partnership's Action plan (2007)

Background

The stated vision of the Partnership is:

'To create in the Greater Shankill a thriving community with an age-balanced population, whose children and young people are more fully realising their potential and where all its people enjoy a good quality of life.

The Greater Shankill community will have:

- A well educated, skilled and employable population
- A healthy and caring population
- A range of quality, affordable housing, adequate to need
- An active social, cultural and sporting scene
- A vibrant shopping area and enhanced physical environment

The Greater Shankill will be a confident community of people, proud of their area and shaping their own future

It will be a safe community, at ease with itself, free from fear, contributing positively and openly to the rest of Belfast and beyond.'

The council's input

A number of discreet actions in the plan identify Belfast City Council as either a lead or supporting partner in their delivery. As part of their consultation process the NR Partnership have now asked the council to make an official response to the actions.

Detailed below are each of these **council-related actions** (and a number of further actions which the council, while not listed, may be able to make a contribution). To each is attached a council response (established after discussions with the council's departments).

Strategic Theme: Education

Issue:	1. Educational attainment in the Greater Shankill is particularly low when compared with all other areas of Northern Ireland.
Desired outcome:	Educational attainment will be raised within the Greater Shankill by providing integrated learning opportunities and support for early years, primary school years, post-primary school years, parents and wider community. This will ensure that children have access to good high quality experiences at all stages of their learning.
(-) Action sought:	[None listed for council] (iv) Create an effective partnership for learning in Greater Shankill, to include schools, early years providers, parents, community organisations and further education colleges.
Resource implications:	Co-ordination costs
Lead:	BELB
Support:	GSNRP, Early year's providers, Schools, Further and Community education providers, Parents LCOs

Council response: While the council has not been identified by the Partnership as a support organisation for this action we would like to note that our Community Services section has local facilities available which can contribute to its delivery. For example, Community Services provides a range of community education courses for children, young people and adults as part of our general community development programme.

Woodvale Community Centre Computer suite offers a local physical resource for the organisation and delivery of training courses for local people.

Accordingly, the council would be keen to be part of a partnership for learning in the area.

Strategic Theme: Young People and Youth Issues

Issue:	1. The quality and availability of youth provision in the Greater Shankill is not consistent across areas or providers.
Desired outcome:	All young people will have a good experience of youth provision.
(-) Action sought:	(i) Upgrade and enhance existing facilities to meet baseline standards with regard to buildings, programmes, equipment and opening times.
Resource implications:	Technical assistance to develop a baseline, research existing facilities and report on actions required to bring them up to standard. Capital costs to upgrade and enhance facilities.
Lead:	DE
Support:	BELB Youth Service, LCOs, Young people

Council response: While the council has not been identified by the Partnership as a support organisation for this action we would like to note that our Community Services section has local facilities available which can contribute to its delivery.

Community Services facilities provide a range of activities for children and young people as part of our general community development programme. This includes seasonal activities, three after school clubs, and two youth clubs per week throughout the year.

All the facilities have been upgraded and refurbished including two independently community-managed facilities (Percy Street Community Centre and Denmark Street Community Centre). These centres provide resources including equipment to support wide ranging programmes. (Daily opening 10 hours each day, Monday to Friday.)

Woodvale Community Centre has recently opened as a new purpose-built community centre. It provides a weekly programme for children and young people; summer schemes; seasonal programmes and specific project-based work throughout the year. The centre also provides a physical resource for other organisations to use to provide youth programmes. The area's Community Development Worker is currently a member of the Upper Shankill Area Project.

Our Play Development Officer can also provide support for the development of user groups, youth programmes and play development training.

SNAP Unit

Issue:	2. Volunteering is on the decline, and the opportunities to use it to move into paid work are being lost.
Desired outcome:	There will be a vibrant community of volunteers in the Greater Shankill, making a positive contribution to the community and gaining useful skills.
(-) Action sought:	(i) Develop a training programme which will enable young people to progress from volunteering, through to apprenticeships and employment. The programme to be actively promoted in all settings, and elements tailored to individuals' training needs. Mentoring provided as required.
Resource implications:	Co-ordinator materials; apprenticeship funding
Lead:	BELB
Support:	GSNRP, JACs, LCOs, Young people

Council response: While the council has not been identified by the Partnership as a support organisation for this action we would like to note that our Community Services section has local facilities available which can contribute to its delivery. In particular, the council's new Community Support plan places emphasis on the importance of volunteering in developing neighbourhoods.

Our community centres in the area provide opportunities for volunteers to participate in a wide range of programmes such as, for example, Child Protection Training.

Woodvale Community Centre will actively promote volunteering amongst young centre users and signpost training to progress into paid work. The local Community Development Worker can act as a mentor for young people in training.

The Hammer Community Centre is one of four Digital Community project centres in Belfast. The project provides opportunities for computer training and community development. Our own computer suites are used both as informal drop-in facilities and for computer courses.

Highfield Community Centre offers an Online Job Assist Point, which allows residents to search for job opportunities. This can be used any time during our usual opening hours.

SNAP Unit

Issue:	3. Much good work is taking place in the Greater Shankill, but it is often not widely known about or promoted, leading to dwindling resources sometimes not being used to maximum effect.
Desired outcome:	The Greater Shankill will be a community which supports quality learning, builds effective relationships, and promotes collaborative working and information exchange.
(-) Action sought:	(i) Create and develop a Stakeholders Forum to support learning, build relationships, promote collaboration and information exchange. (ii) Develop a Young People's Forum which will link to the Stakeholders Forum.
Resource implications:	Co-ordinator
Lead:	BELB
Support:	GSNRP, local youth providers, LCOs, Young people

Council response: While the council has not been identified by the Partnership as a support organisation for this action we would like to note that our Community Services section has an important local role to play in work with young people in the area.

Our Community Services section provides a range of activities for children and young people as part of our general community development programme. These includes seasonal activities; after school clubs; and youth clubs throughout the year.

The Community Services unit supports the Belfast Youth Forum and would be keen to talk to the Partnership about this. We can share good practice and opportunities to develop links with the Forum.

The local Hammer and Highfield community centres can offer support through active participation the Stakeholders Forum and a Young Peoples Forum.

Our local Community Development Worker and Assistant are available to participate in a Stakeholders Forum and will support young people using the centre to participate in a Young People's Forum.

Issue:	Young people are generally viewed in a negative light.
Desired outcome:	The Greater Shankill will be a community where young people are viewed as an integral and important part of the community, with a positive contribution to make.
(-) Action sought:	(i) Deliver a youth conference designed by young people to an adult group target audience (ii) Develop a range of packages for schools including training exchange opportunities for teachers and youth workers. (iii) Deliver youth empowerment programmes and expand existing provision. (iv) Series of actions and initiatives to challenge stereotypes, to be targeted at adult groups, to include youth workers, teachers, older people, police etc. Intergenerational work where appropriate.
Resource implications:	Co-ordinator, Venue hire, Facilitation, Co-ordinator, Programme costs, promotional materials/report, Co-ordinator, Programme costs, Co-ordinator, Programme costs
Lead:	BELB
Support:	GSNRP GSNRP, local youth providers, Young people

Council response: While the council has not been identified by the Partnership as a support organisation for this action we would like to note that our Community Services section has an important local role to play in work with young people in the area.

Our Community Services unit provides a range of activities for children and young people as part of our general community development programme. This includes seasonal activities, after school clubs, and youth clubs throughout the year. Our centres will be available to support other initiatives including youth empowerment programmes and intergenerational projects.

The Community Services unit also supports the Belfast Youth Forum and would be keen to talk to the Partnership about this. As part of a wider Community Services strategic review, the section is currently developing a council strategy for Children and Young people.

Woodvale Community Centre could be a possible venue for the proposed Youth Conference. The centre actively promotes programmes for centre youth groups, and actively promotes positive youth activities. As part of our Centre Management Plan we will deliver an Intergenerational Project during year 2008/200909.

Strategic Theme: Employability, Jobs and Business

Issue:	The Greater Shankill has a history of high unemployment and a low skills base.
Desired outcome:	The people of the Greater Shankill will have greater self-esteem, confidence and belief, enabling them to take advantage of employment opportunities available. Existing services will be complemented, adding credibility to outputs
(-) Action sought:	(i) Develop a broader role for the Community Job Assist Centres in the Greater Shankill through employer liaison role, employability trainer and administrative support.
Resource implications:	See costs attached for: Employer contact worker; Employability trainer; full-time admin assistant
Lead:	DEL
Support:	Delivered via Job Assist Centres in partnership with local community organisations.

Council response: While the council has not been identified by the Partnership as a support organisation for this action, local employment initiatives are a key component of the council's current and previous economic development strategies. Key examples include support for the Belfast GEMS project, linked to the Gasworks, and more recently the LEAP initiative in north Belfast.

The council will be keen to work with the Partnership to ensure that barriers to employment – physical, educational and economic - are reduced for the local community.

Our Enterprise Officer is actively engaged in trying to increase the number of new business starts across the city. This work is done by undertaking a structured programme of outreach activity and the council would be keen to work with the local community to ensure that those who are interested can avail of the service.

The council is working to increase the employment rate in the city by ensuring better linkages between employers and potential employees. Through our Citywide Employability Consortium, we are seeking to provide an employer interface and support community-based development organisations to maximise the exposure of their clients to potential job opportunities.

SNAP Unit

Issue: The Greater Shankill has a history of high unemployment and a low skills base.
Desired outcome: The people of the Greater Shankill will have greater self-esteem, confidence and belief, enabling them to take advantage of employment opportunities available.

(1) Action sought: **(iv) To increase tourism through increased and better training, better facilities and an enhanced positive image**

Resource implications: Training costs, capital costs, programme costs

Lead: **Belfast City Council**

Support: GSP and LCOs

Council response: Local employment initiatives have been a key component of the council's current and previous economic development strategies and the council is keen to work with the Partnership to ensure that barriers to employment are reduced for the local community.

We recognise the growing importance of tourism to both the citywide economy and that of the city's individual neighbourhoods. There are related employment opportunities but it is crucial that the needs of the industry are matched by the skills of the potential workforce.

For example, the council recently attracted ESF funding to support access to employment in the hospitality and retail sectors and would be keen to work with the Partnership to ensure that people from the area have the opportunity to take part in the initiative.

Our Tourism Development unit have worked to grow the tourism product of the city particular in relation to cultural tourism in which local neighbourhoods have a significant role to play. The unit would be keen to work with Partnership in exploring this potential.

SNAP Unit

Issue:	2. The culture of entrepreneurship is not well developed in the Greater Shankill.
Desired outcome:	The people of the Greater Shankill will be better equipped to take up entrepreneurship opportunities, and existing businesses will expand.
(-) Action sought:	(i) Undertake a range of actions to promote entrepreneurship, to include information to schools; more and better information on, and support for, business start-up, more and better training and mentoring (ii) Support the sustainable growth and reduce the failure rate of businesses in the Greater Shankill (ii) Complete a feasibility study for a social economy strategy. Develop programmes as appropriate
Resource implications:	Co-ordinator, Programme costs
Lead:	DETI
Support:	WB + GS Enterprise Council, local enterprise orgs.

Council response: While the council is not listed as a support organisation for this action we would like to note that, through our local economic development plan, we are supporting the growth of entrepreneurship in Belfast. As such we are keen to work with the Partnership on the issue.

Our Enterprise Officer is actively engaged in trying to increase the number of new business starts across the city. This work is done by undertaking a structured programme of outreach activity and the council would be keen to work with the community in the area to ensure that those who are interested can avail of the service.

The council also provided funding towards the Phase II development of the Argyle Business Centre which provides small business units.

Our Economic Development unit has also worked with the Greater Shankill Business Forum to address business related issues in the area.

Strategic Theme: Training

Issue:	Even when job vacancies become available, often people from Greater Shankill are not able to access employment due to apathy and low self-esteem; lack of role models and therefore appreciation of the benefits of learning; educational deficits in the essential skills of literacy, numeracy and ICT; lack of labour market mobility; and lack of an enterprise culture..
Desired outcome:	The Greater Shankill will be a community where people value education and training, are well skilled, and able to access the employment that they would like..
(-) Action sought:	<p>(i) To establish a 'One Stop Opportunity Centre' to provide a range of services including all-age careers guidance, learning pathways and labour market information.</p> <p>(ii) To develop work experience taster programmes that enable people to gain knowledge and skills of a particular industry.</p> <p>(iii) To raise essential skills in literacy, numeracy and ICT.</p> <p>(iv) To establish a local Workforce Development Forum that will identify future skills for job opportunities.</p> <p>(v) To identify role models for engaging with those most disadvantaged in the labour market and those 'hardest to serve.'</p> <p>(vi) To encourage local businesses to up-skill employees to minimum Level 2 qualification.</p> <p>(vii) To develop links with schools in Greater Shankill for connecting employment opportunities with vocational education.</p> <p>(viii) To identify mechanism to take forward recommendations.</p>
Resource implications:	Premises, Staff costs, Career guidance facility, Resources
Lead:	DEL
Support:	Local training providers, community reps, EGSA

Council response: While the council is not listed as a support organisation for this action we would like to note that, through our local economic development plan, we support the development of employee skills. As such we are keen to work with the Partnership on the issue.

We're currently involved in a number of activities to address the issue. It would be important to co-ordinate with the Partnership on these so that more local people are aware of the offering.

A Belfast Workforce Development Forum has been established by DEL and we would encourage the Partnership co-ordinate the delivery of this action with the work of the DEL Forum.

The Hammer community centre is one of four 'Digital Community' project centres in Belfast. The project provides opportunities for computer training and community development.

Highfield Community Centre offers an Online Job Assist Point, which allows residents to search for job opportunities. This can be used any time during our usual opening hours.

SNAP Unit

Issue: Even when job vacancies become available, often people from Greater Shankill are not able to access employment due to apathy and low self-esteem; lack of role models and therefore appreciation of the benefits of learning; educational deficits in the essential skills of literacy, numeracy and ICT; lack of labour market mobility; and lack of an enterprise culture.

Desired outcome: The Greater Shankill will be a community where people value education and training, are well skilled, and able to access the employment that they would like.

(-) Action sought:

Resource implications: xxx

Lead: **DEL, BELB**

Support: xxx

Council response: While the council is not listed as a support organisation for this action we would like to note that, through our local economic development plan, we support the development of skills. As such we are keen to work with the Partnership on the issue.

The council's Enterprise Officer is working with local groups across the city to promote enterprise as a positive opportunity for all communities. A range of initiatives from enterprise awareness to pre-start support and post-start mentoring are on offer. We would welcome the opportunity to work with other partners in this activity.

Highfield Community Centre offers an Online Job Assist Point, which allows residents to search for job opportunities. This can be used any time during our usual opening hours.

Strategic Theme: Health & Wellbeing

Issue:	1. The health status of the Greater Shankill area is poor when compared with other parts of Belfast. In particular, many people suffer from poor mental health which is manifested in various ways. Suicide is now an area of increasing concern.
Desired outcome:	The people of Greater Shankill will live longer, happier lives and will have adequate access to necessary services.
(3) Action sought:	(i) Carry out a mental health needs assessment based on the EHSSB audit of services, support and initiatives in North and West Belfast, to enable future services to be based on evidence of need and to identify gaps.
Resource implications:	Audit costs identified by EHSSB 10,000 (consultants' fees, room hire, publication and dissemination)
Lead:	NWBHSST, DSSPS
Support:	GS Health and Well-being Forum, LCOs, Belfast City Council

Council response: Noted.

Our health development unit are keen to be contribute (in a co-ordinating and civic leadership role) to work aimed at promoting and improving health and wellbeing. This includes a range of issues including tackling obesity; the prevention of suicide and self harm; accident prevention; melanoma prevention and promoting healthy lifestyles including tackling underage sales of alcohol and cigarettes. Our potential contribution will be determined by the resources available.

Issue:	1. Historically the people in the Greater Shankill have not prioritised their own health. Many choose unhealthy lifestyles as a coping mechanism.
Desired outcome:	People will live longer and will have more years free from illness.
(3) Action sought:	Promote and support a range of "Healthier Choices" programmes which address issues such as lack of information, low levels of physical activity, poor nutrition, poor environment, maternal ill-health, smoking, drugs and alcohol misuse and evaluate the impact of these on poative mental wellbeing.
Resource implications:	Programme costs £30,000
Lead:	NWBHSST
Support:	GS Health and Well-being Forum

Council response: While the council is not listed as a support organisation for this action we would like to note that our health development unit are keen to be contribute, in a co-ordinating and civic leadership role, to work aimed at promoting and improving health and wellbeing. This includes a range of issues including tackling obesity; the prevention of suicide and self harm; accident prevention; melanoma prevention and promoting healthy lifestyles including tackling underage sales of alcohol and cigarettes. Our potential contribution will be determined by the resources available.

Our local Community Services facilities provide a broad-based programme for adults, young people and children, which includes health & wellbeing activities as part of our general community

development programme. In particular Woodvale Community Centre provides such programmes and is supporting the development of a 'Men's Health Project' in 2008/09.

We would also note the important contribution that Shankill Leisure Centre has to play in delivering on this action. Our Leisure team are keen to explore opportunities with the Partnership.

Strategic Theme: Arts & Culture

Issue:	1. Arts and culture has, until recently, not been prioritised in the Greater Shankill. This has resulted in a lack of focus, drive, vision and co-ordination
Desired outcome:	The people of the Greater Shankill will benefit from a varied programme of cultural and artistic activity, engendering a sense of pride in their area and culture.
(4) Action sought:	(i) Develop a Greater Shankill Arts and Cultural Forum, bringing together groups who have expressed an interests in promoting art and culture in the Greater Shankill. (ii) Develop a varied Festival and carnival programme which promotes the culture of the Shankill
Resource implications:	Arts Council funding may be available for a co-ordinator Funding to secure the future viability of the Festival
Lead:	DCAL, Arts Council
Support:	GSNRP, LCOs Festival Committee , Belfast City Council Festival Forum / comt. , NI Events Company and other LCOs

Council response: The council's Culture and Arts Unit offers funding and support for local arts and heritage based activity and are keen to engage with the Partnership on heritage initiatives and on public art. We offer support for skills development, networking and promotion for festival organisations through the Belfast Festivals Forum and the council has been keen to work to support festivals activity in the Greater Shankill area.

Programmes such as the council-led Bonfire Management has supports areas of the Shankill in delivering activities and events around the July period that are safe, welcoming and rooted in local culture and heritage. This not only provides for better promotion of local culture of the area, but also contributes to creating a more positive image, community involvement and a cleaner environment.

The council also has local resources that can be called upon to support the action. For example, Woodvale community centre is available to support the festival programme. The centre can also promote access to outreach programmes for centre user groups and signpost centre users to information.

SNAP Unit

Issue:	1. Arts and culture has, until recently, not been prioritised in the Greater Shankill. This has resulted in a lack of focus, drive, vision and co-ordination
Desired outcome:	The people of the Greater Shankill will benefit from a varied programme of cultural and artistic activity, engendering a sense of pride in their area and culture.
(5) Action sought:	(vi) Rebuild a vibrant evening economy
Resource implications:	
Lead:	DCAL, DETI, BRO
Support:	Belfast City Council and LCOs, GSP, Shankill Traders Forum(s)

Council response: The council recognises the importance of the evening economy to not only the local economy but also the quality of life within an area. Our Evening Economy programme – which is focused on the city centre - has proved very successful in generating evening retail and leisure activities. Our Evening Economy Officer would be available to share practice and to look at similar opportunities within the Partnership area.

The council's Culture and Arts unit offers funding and support for arts and heritage based activity which might include evening cultural activity. Festivals organisations may benefit from sharing of experiences on development of evening activities with other festival organisations and there may be opportunities for skills development work in this area.

Issue:	3. Existing cultural capital is at risk
Desired outcome:	Cultural capital will be rescued, preserved, and developed, making the area more attractive to live in.
(6) Action sought:	Restore, repair and develop existing facilities to enable continued and/or expanded use.
Resource implications:	Economic appraisal costs, acquisition, repair, and renovation costs
Lead:	BRO
Support:	Belfast City Council , NIHE, GSP and LCOs)

Council response: Noted.

The council's Culture and Arts Unit would be available to explore opportunities in the context of the council's Integrated Cultural strategy for the city. We are keen to engage with local communities regarding identification of buildings of local historic value and may be able to offer advice on cultural use of facilities.

Strategic Theme: Crime and Community Safety

Issue:	1. Many people are unaware of existing services
Desired outcome:	People will be well informed and know where to access information
(7) Action sought:	Explore the feasibility of a system of interactive information and community comment kiosks. Based on the study, develop the system in two sites – Local Information Office in Spectrum, and Protect Life Centre, Woodvale Road.
Resource implications:	Technical assistance required to cost Capital costs (hardware, software, mounting) Maintenance (staff, volunteer and intern training budget)
Lead:	DSD, Belfast City Council
Support:	Greater Shankill Alternatives, Shankill Tourism, Shankill CAB, and other LCOs

Council response: In 2004 the council helped to establish the Belfast Community Safety Partnership and our Community Safety team have been engaged in numerous projects aimed at reducing crime and anti-social behaviour. A Community Safety Coordinator for North and West Belfast is available to work with the partnership on community safety issues. A project such as this could be supported through Belfast Community Safety Partnership Small Grants Scheme, which awards up to £1,000 per project. This scheme is likely to re-open in October 2008.

Our Community Services section also has an important local role to play in delivering this action with a number of community centres in the area.

The council's Strategic Neighbourhood Action Programme (SNAP) is developing a neighbourhood information resource which is mapping local service provision across the city. This may contribute to the content of the kiosks.

SNAP Unit

Issue:	<p>3. The legacy of the Feud, the broader conflict, and other civil unrest has been a breakdown of trust and communication.</p> <p>There is a need for people to be able to develop and enhance their critical thinking skills, both individually and as collectively.</p>
Desired outcome:	People will take common ownership of their community, and will develop and enhance critical thinking skills, individually and collectively.
(8) Action sought:	(i) Establish a regular 'Community Question Time' on topical issues of concern to people of Greater Shankill, with representation from key agencies, organisations, PSNI and politicians. Topics to include Policing and security, Housing, Health, Education, Youth Issues, Tourism and the environment, Political leadership.
Resource implications:	Co-ordinator, Venue, facilitator, promotional materials, archiving costs
Lead:	GSNRP, LCOs
Support:	GSNRP, PSNI, NIHE, NWBHSST BELB, Belfast City Council , political reps, LCOs

Council response: In 2004 the council helped to establish the Belfast Community Safety Partnership and our Community Safety team have been engaged in numerous projects aimed at reducing crime and anti-social behaviour. A Community Safety Coordinator for North and West Belfast is available to work with the partnership on community safety issues.

There may be opportunities to access funding through the Community Safety Partnership's Small Grants Project (opening October 2008) and our Community Safety Team representatives may be available to attend the event(s) outlined above.

The Partnership are also seeking to build community engagement into our current planning process and there may be opportunities to link to existing structures in the Shankill area to allow that to happen.

Our Community Services section also has an important local role to play in delivering this action with a number of community centres in the area. For example, Woodvale community centre could support delivery of a 'Community Question Time'.

The council's new Strategic Neighbourhood Action Programme (SNAP) is putting in place new 'Local Area Working' policies and processes that will allow the council to operate in a much more effective and joined-up manner at neighbourhood level. It will create mechanisms to allow it to engage at a local level in a more joined-up fashion in relation to, for example, the co-ordination of council input into this action.

SNAP Unit

Issue:	<p>3. The legacy of the Feud, the broader conflict, and other civil unrest has been a breakdown of trust and communication.</p> <p>There is a need for people to be able to develop and enhance their critical thinking skills, both individually and as collectively.</p>
Desired outcome:	People will take common ownership of their community, and will develop and enhance critical thinking skills, individually and collectively.
(9) Action sought:	(iii) Proactively engage with paramilitary organisations to enlist their support for a comprehensive strategy of community renewal, increase knowledge and promote understanding, and address interface violence and hate crime.
Resource implications:	Coordinator (as above)
Lead:	GSNRP
Support:	Belfast City Council , NIHE and LCOs

Council response: Noted.

In 2004 the council helped to establish the Belfast Community Safety Partnership and the council's Community Safety team have been engaged in numerous projects aimed at reducing crime and anti-social behaviour. A Community Safety Coordinator for North and West Belfast is available to work with the partnership on community safety issues.

The Good Relations Unit, in its work with a number of different community and voluntary organisations supports groups in moving into a more peaceful society through an on-going process of engagement. This engagement, seeks to harness the widest possible community support for initiatives that will promote understanding, good relations and conflict management within the greater Shankill area. Through programmes such as the Bonfire Management Programme, Re-Imaging Communities Programme, Good Relations small grants scheme and the Conflict Transformation Project, the engagement process will assist in meeting the aims of this action.

SNAP Unit

Issue:	5. Woodvale Park has become a place that people do not want to use.
Desired outcome:	Woodvale Park will be a vibrant community resource, used by people of all ages.
(10) Action sought:	Construct a multi-use facility in the park as part of a comprehensive strategy to address the problem of anti-social behaviour there.
Resource implications:	Capital costs (including design, development, and community consultation exercises)
Lead:	Belfast City Council
Support:	Friends of Woodvale Park and other LCOs

Council response: Our Parks and Cemeteries Service are keen to work with the local community on ensuring that local open space is managed creatively to ensure that it is not a venue for anti-social behaviour but an important community resource in the neighbourhood renewal process.

Parks and Cemeteries representatives are in on-going discussions with Friends of Woodvale Park and other external agencies with regards to the development of a Hybrid User Building to be constructed within Woodvale Park. The intended facility could be used as a multi-purpose recreational and sporting venue. A masterplan is currently being developed for Woodvale Park. Completion of the masterplan will be subject to external funding. Council will continue to work with Friends of Woodvale Park and other external agencies including BRO, NIHE and PSNI in relation to the construction of a facility.

Our Good Relations Unit has been working with the Anti-Social Behaviour Pilot programme looking at the use of Woodvale Park. A recent proposal was approved by the Council's Parks Committee for the local community (through the Friends of Woodvale and Woodvale and Cambrai Youth and Community Group) to permit these groups to use the park for the local communities' annual 11th July events. The community have also been involved in the design of a Beacon Structure as an alternative to 11th July Bonfires. The 11th July programme will provide for a community event in the park on an important day in the local communities calendar. It will serve to show the local community the positive value in engagement with the statutory sector and enable a large scale community event happen.

Our Woodvale community centre Community Development Worker is currently a member of Friends of Woodvale Park and supports the group in the development and delivery of ongoing programme of activities.

Woodvale Community Centre is also supporting the development of a misuse of Drugs and alcohol educational project with young people 2009/2010.

Strategic Theme: Sports and Leisure

Issue: Obesity is becoming an increasing problem in the Greater Shankill. One key factor in this is the very low level of physical activity undertaken.

Desired outcome: A structured programme will be provided to target children in playgroups and nurseries.
All children in primary schools in the Greater Shankill will be healthier and fitter through participating in physical activity programmes

(-) Action sought: (i) Develop a physical activity programme, which targets children accessing early years services.
Develop a physical activity programme to reach all primary school age children attending school in the Greater Shankill

Deliver the programme: Year 1 450 P3 children; Year 2 900 P3 and P4 children; Year 3 1350 P3-P5 children; Year 4 1800 P3-P6 children; Year 5 2250 P3-P7 children.

Resource implications: Facilitators, Co-ordinator, Researcher, Teachers, coaches

Lead: **DE**

Support: GSP Sports Unit, EYP, schools and LCOs

Council response: While Belfast City Council has not been listed as a partner against this action it should be noted that we are keen to see that Shankill Leisure Centre can make an active contribution to the health and wellbeing of the surrounding neighbourhood and is eager to remove perceived barriers to access. Our Recreation Service can work with the Partnership to examine this action.

Similarly, our Community Services section also has an important local role to play in delivering this action with a number of community centres in the area. For example, both Hammer and Highfield Community Centres provide a range of physical activity programmes through its local user groups including boxing, dance, football.

Strategic Theme: Arterial Routes and Environment

Issue:	1. The Crumlin and Shankill Roads have suffered in recent years from dereliction and a lack of investment..
Desired outcome:	The Shankill and Crumlin Roads will be restored as vibrant shopping, commercial, community and social areas.
(11) Action sought:	(i) Development to take place around 3 nodes of the two roads: Shankill Road Phase 1 - Brown Square to Moscow Street; Phase 2 – Moscow St to Woodvale Park Crumlin Road - Carlisle Circus to Cambria St Physical development plans for environmental improvement works on Shankill and Crumlin Roads to be developed as a means of drawing down resources from IDF (i)
Resource implications:	Full scoping study of routes and planning for regeneration; Resources for scoping work provided by BCC/IDF funding;
Lead:	Belfast City Council
Support:	BRO, NIHE, GSNRP, SCC

Council response: The council has actively supported the concept of physical renewal projects which enhance the re-invigoration of local business and communities along arterial routes such as the Shankill Road.

Our Renewing the Routes programme represents an inter-agency approach to enhancing the vitality of the main routes by developing and implementing integrated regeneration plans for designated area nodes. The programme has adopted a bottom-up approach to creating and communicating a vision for the arterial routes in Belfast. Guided by key local representatives, areas for targeted regeneration activities were identified through the scoping of the social, economic and physical aspects identifying and prioritising regeneration activity within their locality. However, much of the Renewing the Routes programme is already in place or reaching a final stage of work (due to the end of funding streams) although a number of already agreed projects are on-going under IDF funding.

The Renewing the Routes Shankill Road initiatives include commercial improvements, public realm works, environmental improvements and enhancements to sites of architectural or heritage merit. The target works include Peter's Hill, Agnes Street, Lanark Way, Tennent Street and Woodvale Park Gateway public realm improvements. Commercial frontage refurbishment schemes and sites of historical merit such as Shankill library and Orange Hall.

The council has developed the approved IDF plans for the Shankill Road and Crumlin Road with the local stakeholders and communities. These plans specifically target the areas linked to the main arterial routes, which are smaller than the neighbourhood renewal area. The funding was secured through an application process in which DSD acted as the project sponsor for the central government funding scheme.

The plans have been approved and projects prioritised for delivery as part of this process and do not have additional funds for the support of 'scoping' or other exercises. The IDF project is a direct

delivery initiative whereby the council will carry out the identified regeneration works directly.

We are a key participant in the Strategic Regeneration Framework for north and west Belfast which will provide an understanding of the key physical, social and economic priorities for the area.

Issue: 1. The Crumlin and Shankill Roads have suffered in recent years from derelection and a lack of investment..

Desired outcome: The Shankill and Crumlin Roads will be restored as vibrant shopping, commercial, community and social areas.

(12) Action sought: **(ii) Comprehensive environmental up-grading on a consistent and themed basis, including buildings and public spaces. Agreed range of EI schemes to be undertaken on Shankill and Crumlin Roads**

Resource implications: Resources for implementation of schemes provided by IDF funding

Lead: **Belfast City Council**

Support: BRO, NIHE, GSP, SCC and LCOs

Council response: As noted above the council has actively supported the concept of physical renewal projects which enhance the re-invigoration of local business and communities along arterial routes such as the Shankill Road and our Renewing the Routes programme represents an inter-agency approach to enhancing the vitality of the route.

We are a key participant in the Strategic Regeneration Framework for north and west Belfast which will provide an understanding of the key physical, social and economic priorities for the area.

The council is also involved in the Re-Imaging Communities programme which is funded by the Arts Council of Northern Ireland. The programme encourages the use of the creative arts in the public realm to enhance the physical environment and help people feel part of the community in which they live.

The 'Muck Hills' project aims at transforming an interface area which is used mainly for antisocial behaviour into a positive public space and create ownership and civic pride.

The 'Lower Shankill Community Mural' project will change a series of murals and try to improve the image of this area. In a highly participatory process the community will hopefully develop a new attitude towards mural art showing their cultural identity.

Issue: 1. The Crumlin and Shankill Roads have suffered in recent years from dereliction and a lack of investment..

Desired outcome: The Shankill and Crumlin Roads will be restored as vibrant shopping, commercial, community and social areas.

(13) Action sought: **(iii) Develop a plan to deal with dereliction and vacant sites, traffic management issues, economic sustainability of the two roads, and promoting the two roads as shopping streets within and beyond the local community.**

Resource implications: Consultants' costs

Lead: **Belfast City Council, DSD**

Support: NIHE, GSP, SCC

Council response: Dereliction and vacant sites are real issues on both the Crumlin and Shankill Roads. Targeted work by the council's Building Control has sought to address highlighted dereliction in conjunction with the IDF regeneration work. We are keen to work with the Partnership on this issue.

In general the council has actively supported the concept of physical renewal projects which enhance the re-invigoration of local business and communities along the city's arterial routes.

We are a key participant in the Strategic Regeneration Framework for north and west Belfast which will provide an understanding of the key physical, social and economic priorities for the area.

As noted above the council has actively supported the concept of physical renewal projects which enhance the re-invigoration of local business and communities along arterial routes such as the Shankill Road and our Renewing the Routes programme represents an inter-agency approach to enhancing the vitality of the route.

Issue: 1. The Crumlin and Shankill Roads have suffered in recent years from dereliction and a lack of investment..

Desired outcome: The Shankill and Crumlin Roads will be restored as vibrant shopping, commercial, community and social areas.

(14) Action sought: **(iv) Promote and develop cultural tourism.**

Resource implications: Linked to tourism initiative under Arts and Culture

Lead: **Belfast City Council, BVCB, Shankill Tourism Office, NITB**

Support: BRO, NIHE, GSP, SCC Festival Committee and other LCOs

Council response: The council's Tourism unit working and supporting partners such as the Belfast Visitor and Convention Bureau has places particular importance on the importance of cultural tourism in attracting visitors to our city. We also recognise the role the city's many vibrant neighbourhoods can play in delivering a strong cultural product. This has the potential to contribute positively to the local economy both at a neighbourhood and citywide level.

The unit, working with its partners, would be keen to share practice and to explore opportunities to promote and development the area's cultural tourism product.

SNAP Unit

Issue: 2. There has been a lack of co-ordination at strategic level with regard to the regeneration of the Greater Shankill.

Desired outcome: A Strategic Regeneration Framework will set a strategic context for regeneration. A physical redevelopment master plan will provide a vehicle to co-ordinate and orchestrate public sector investment and leverage in private sector investment..

(15) Action sought: **(i) as part of the Renewing Communities initiative, commission a Strategic Regeneration Framework for the Greater Shankill, addressing issues such as land use, transport, traffic management etc.**

Resource implications: Consultants' costs

Lead: DSD

Support: GSNRP, **Belfast City Council**

Council response: We are a key participant in the Strategic Regeneration Framework for north and west Belfast which will provide an understanding of the key physical, social and economic priorities for the area.

The council has actively supported the concept of physical renewal projects which enhance the re-invigoration of local business and communities along the city's arterial routes.

Issue: 2. There has been a lack of co-ordination at strategic level with regard to the regeneration of the Greater Shankill.

Desired outcome: A Strategic Regeneration Framework will set a strategic context for regeneration. A physical redevelopment master plan will provide a vehicle to co-ordinate and orchestrate public sector investment and leverage in private sector investment..

(16) Action sought: **(ii) as part of the Renewing Communities initiative, commission a physical redevelopment master plan for the Lower Shankill.**

Resource implications: Consultants' costs

Lead: DSD

Support: GSNRP, **Belfast City Council**

Council response: We are a key participant in the Strategic Regeneration Framework for north and west Belfast which will provide an understanding of the key physical, social and economic priorities for the area.

The council has actively supported the concept of physical renewal projects which enhance the re-invigoration of local business and communities along the city's arterial routes and will continue to work with the Partnership on a physical redevelopment master plan.