

BELFAST: **STATE** **OF THE CITY** **CENTRE**

Belfast Waterfront Hall
Tuesday 9th May 2006





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To Do List

The 'To Do' list is a series of practical actions agreed by Belfast: State of the City organisations as necessary to drive forward urban regeneration in Belfast.

Leadership

1. Provide effective and efficient leadership to drive inclusive regeneration and provide best practice examples for other cities
2. Take actions to increase Belfast's population by attracting more people to visit, live, work and play in the city
3. Foster greater civic responsibility and civic pride
4. Agree on standards of excellence in urban design for the city
5. Promote Belfast as a regional driver that benefits the development of the whole region

Creating Wealth

6. Increase linkages to the city
7. Take actions to increase entrepreneurship in the city
8. Strengthen and promote the city's indigenous industries
9. Take cohesive action to increase R&D and levels of innovation in the city
10. Seek to attract new industries in the city
11. Promote employability and increase the skill base in the city
12. Increase brownfield development

Quality of Life

13. Reduce the number of people living in deprivation
14. Re-invigorate the centre city
15. Promote a quality transport infrastructure for the city
16. Promote physical regeneration along the city's arterial routes
17. Upgrade the gateway entrances to the city
18. Utilise and protect the environmental assets of the city
19. Re-invigorate the city's neighbourhoods
20. Enrich the culture and arts experience in the city

Find out more at www.belfastcity.gov.uk/stateofthecity

Introduction

Welcome to the Belfast: State of the City conference. We hope that today will be an interesting experience for you and a productive one for your organisation.

This is the third year of the initiative which was instigated in 2004 by the City Council to encourage greater understanding of urban issues and increase co-operation between development organisations in the city. Since then the Council and its partners have developed a To Do list of actions designed to ensure Belfast's future sustainability and competitiveness.

This year, rather than examine all of the issues identified within the To Do list, we have decided to focus on a specific critical element from the list – the development of our city centre. This is an important subject – not only for the success of the city but for the entire region. Belfast city centre is the 'shop front' for the entire region. It is the part of Northern Ireland which is the backdrop for most media attention; the place where most of our 'out of state' visitors are likely to form their first impressions of us; and it is the place where investors and entrepreneurs are most likely to make their first hand judgments of Northern Ireland's fitness to compete globally.

While much work and effort has been concentrated on regenerating the centre over the past number of years,

there is still much effort required by all partners, whether public or private, to ensure long term success. The city centre is in a state of flux at the moment and there are many exciting opportunities being presented to us. We have to make sure that we make the right choices.

The Belfast: State of the City initiative has always been underpinned by a strong body of research that contributes to the growing culture of evidence-based policy formation in the city. This year's conference is no exception. Earlier this year we commissioned consultants to bring together, for the first time, a comprehensive profile of the city centre that includes information on a wide range of social, economic, retail and demographic issues. We have included a published summary of this work in your delegate pack.

We have two keynote speakers joining us today. Gary Lawrence is urban strategies leader with ARUP – the global firm of designers, planners and consultants behind many of the world's most innovative and sustainable designs. Gary will be drawing on his impressive international experience of city development to consider options for our own city. His ideas, and our research, should set the tone for the workshops that follow lunch.

Like any aspect of urban development, city centre regeneration is a multi-

faceted business. It's about finding a successful mix of economic, marketing, retail, property, social and cultural elements. Today's workshops will encourage you to contribute to the debate on this mix – we are running three simultaneous workshops on the themes of 'Branding', 'City Centre Living' and 'Retail'. We will ask you to sign up for one of these workshops during registration.

We are delighted to have with us in the afternoon Jon Ladd, chief executive of BURA – the British Urban Regeneration Association – who will focus on the city's re-emerging evening economy. Jon has unrivalled knowledge on the subject of city development and we are indeed indebted to him for agreeing to take part today.

If you have any questions concerning the organisation of the conference today please contact a member of staff at the registration desk – where someone will be in attendance throughout the day.

We hope you enjoy today's activities.

Nelson McCausland

Councillor Nelson McCausland
Chair of Development Committee
Belfast City Council

Programme

Time	Activity
8.15	Registration with tea/coffee
9.15	Opening remarks The High Sheriff Councillor William Humphrey
9.25	Introduction Peter McNaney, Chief Executive of Belfast City Council
9.40	DSD's work in the city centre Government representative
10.00	Reply by Belfast City Council Cllr Nelson McCausland, Chair of Development Committee
10.15	The purpose of today Marie-Thérèse McGivern, Director of Development, Belfast City Council
10.30	Tea/coffee break
10.45	Developing Belfast's city centre Gary Lawrence, Urban Strategies Leader, ARUP
11.30	Question and answer session Chaired by Peter McNaney
12.00	Lunch
13.00	Introduction to workshops Peter McNaney
13.10	Workshops: Delegates will split into three breakout groups. Feedback from the groups will be reported at the end of the day and incorporated into a future conference report to be published later in the year. Leadership with Gerry Lennon, Chief Executive of Belfast Visitor and Convention Bureau; and Ailsa Facloner, Edinburgh Brand Project Manager. Creating Wealth with Dave Pennick, Director of Carter Clothing Limited; and Lindsey Graham, Boots Ltd. Quality of Life with Brian Henning, Chief Executive of the CUSP Group; and Paddy McIntyre, Chief Executive of Northern Ireland Housing Executive.
14.40	The importance of our evening economy Jon Ladd, Chief Executive of Belfast Urban Regeneration Association
15.00	Question and answer session Chaired by Peter McNaney
15.15	Workshop feedback and closing remarks Peter McNaney
15.25	Conference close Cllr Nelson McCausland
15.30	Tea/Coffee

Keynote speaker

Gary Lawrence



Gary Lawrence is Arup's Urban Strategy Leader, whose responsibility is helping the firm become even more effective in supporting its clients' initiatives to create more sustainable, cost-effective urban development.

He leads the Consulting practice in the firm's Seattle, USA office. Arup is a firm of engineers, designers, planners, economist and scientists dedicated over its nearly 60 years to shaping a better world. Through the 83 offices in 32 countries they assist public,

private and non-profit organisations succeed through integrated approaches to buildings, infrastructure, master planning, risk management, strategic planning and policy development.

Examples of Gary's current work include:

- Strategy, sustainable development and master planning advice to Shanghai Industrial Investment Corporation, Ltd. for Dongtan Eco City - a new town for 500,000 residents near Shanghai
- Urban development strategy advice to the government of Chile
- Consultation to the United Kingdom's Office of Deputy Prime Minister on the integration of urban and economic strategies for the UK
- Development of urban development strategies to reduce the carbon and heat signatures of urban areas
- Leadership in Arup's initiative to address UN Millennial Development Goals for water availability and quality in Africa.

Before joining Arup in 2002 he was president of Sustainable Strategies

and Solutions, Inc., a firm that assisted international organizations and national government agencies with institutional and political change; director of the Centre for Sustainable Communities in the University of Washington; senior policy advisor at USAID's Global Urban Environment Centre, and planning director of the City of Seattle, USA. He also served as member of the United States Delegation to Habitat II.

Gary is an active member of the US Smart Growth Leadership Council, Advisory Committee for the UN Best Practices Centre, Dean's Advisory Committee for the Faculty of Agricultural Sciences at the University of British Columbia, and Advisory Committee for the Centre for Small Business and the Environment in addition to other voluntary roles. He was a Scientist-in-Residence at the University of Essen, Germany and is an Adjunct Professor in the Huxley College of Environmental Studies at Western Washington University.

He resides in Seattle with his wife, Dr. Patricia Ann Totten.

Keynote speaker

Jon Ladd



Jon Ladd is the Chief Executive of BURA, the British Urban Regeneration Association, the leading independent organisation for those with an interest in regeneration.

He previously worked with English Partnerships and the Commission for New Towns and prior to that was employed within the retail sector of Granada TV.

He has been closely involved in developing BURA's national and

international best practice programme and has also led the development of BURA's research arm. Jon oversaw the development of BURA's regeneration training programme, which was launched in 2003.

Jon is a member of the LDA London BIDS advisory panel and has recently been appointed as a non-executive Director of The Big Arts Trust which seeks to advance education in the arts

Jon is the co-author and editor of the BURA Guide to Best Practice in Sport and Regeneration which was published in 2003



Participants

Ailsa Falconer

Ailsa Falconer has been the Project Manager for the Edinburgh City Region Brand since February 2004.

The brand, Edinburgh Inspiring Capital, was launched in May 2005 following an intensive period of brand development and research. It is the destination brand for the city region and is used to attract talent, inward investment and tourists to the area. Ailsa is based at the City of Edinburgh Council and works closely with representatives from key partner organisations, Visit Scotland Edinburgh and Lothians and Scottish Enterprise

Edinburgh and Lothians, as well as numerous stakeholders from the public and private sector.

Prior to her current role, Ailsa's career had been with Unilever, the multinational FMCG company. Joining them as a graduate trainee she has undertaken various roles across the organisation. Management accounting for Lever Industrial's chemical factories in Buckinghamshire and Cheshire, project management roles in DiverseyLever's global headquarters in Amsterdam, and most recently graduate recruitment and employer brand management in

London. A key project was the launch and implementation of a new global employer brand for Unilever, which is now used in around 60 countries.

In her spare time Ailsa enjoys adventure racing, touch rugby and travelling, she is currently training for the Microsoft Challenge in June. She is also a volunteer for Venture Scotland, a charity providing development opportunities for young people. Originally a Dundee lass, she studied Spanish and Business Studies at Sheffield University and is now absolutely delighted to be back in Scotland in her favourite city.

Gerry Lennon

Chief Executive of the Belfast Visitor and Convention Bureau which is supported by Belfast City Council, the Northern Ireland Tourist Board and trade members and sponsored by Diageo Northern Ireland.

BVCB markets Belfast as a leisure tourism and conference destination and has a key role in visitor servicing, providing a customer focused welcome and orientation to visitors and manages the Belfast Welcome Centre.

Gerry has twelve years in senior management in relation to marketing communications and has been involved

in urban and rural tourism and the telecommunications industry.

Gerry is a keen golfer and an Armagh supporter.

Dave Pennick

Dave Pennick, Director of Carter Clothing Limited, 11 Upper Queen Street, Belfast.

Born in Belo Horizonte, Brazil in 1954, arrived in Northern Ireland in 1963. Educated at Campbell College and University College North Wales.

Opened first retail outlet in Newtownards in 1975 followed by Belfast in 1979 and acquired a further business in Lisburn in 1980. Currently operates a 6000sqft retail unit with two other Directors, specialising in medium-better end fashion and accessories for men and women.

Joined Belfast Chamber of Trade and Commerce as a member in 1980 and became a Council Member in 1988,

currently Chair of the Retail Forum for Belfast City Centre Management and Vice President of Belfast Chamber of Trade.

Married with three children and one grandchild.

Interests outside business and the regeneration of Belfast City are family, equestrian pursuits and travelling.

Lynsey Graham

Lynsey Graham is the Area Training Lead for Expert Customer Care at Boots the Chemist in Northern Ireland.

Since joining Boots in 2004 she has worked as Store Manager and Sales Manager in Ballymena and then

Donegall Place. In her current role she engages with staff of Boots in various training and development programmes, ultimately to enhance the customer's shopping experience in Boots stores.

Lynsey has great experience in the retail sector having previously worked as Store Manager and Area Training

Coordinator for Paco Life in Colour and as Store Manager for Spoils Home in both the Belfast and Dublin stores.

Interests outside retail and training include working with young people and the community as well as pursuing an active role in an Amateur Dramatic Society.

Paddy McIntyre

Paddy McIntyre was appointed Chief Executive of the Northern Ireland Housing Executive in July 1999. He had been Director of Client Services since April 1995.

Prior to this, he held the posts of Director of Information Technology, from January 1988, and Regional Director, South East from December 1984.

He has been involved in Housing Management since joining the Housing

Executive in 1971, working as a District Manager in Londonderry from 1974 to 1978 and as Senior Principal Officer in the Housing Centre, Belfast from 1978 to 1984.

Brian Henning

Brian Henning is Chief Executive of the CUSP Group, Northern Ireland's leading urban regeneration specialist.

He has instigated and overseen the planning and development of a number of signature retail, residential and commercial projects including Lisburn Square, Diamond Centre in Coleraine, Belfast's Clarendon Dock

and the Gasworks. Through developing successful partnerships in the private and public sector Brian has played a key role in delivering Junction One, Northern Ireland's first international outlet shopping centre and is similarly planning the redevelopment of K Village in Kendal, and the innovative regeneration of St Anne's Square in Belfast.

Before joining CUSP in 1998, Brian was Group Property Director of Crestacare PLC. He is director and past chairman

of Lisburn Development Ltd and Lisburn City Centre Management and a board member of Cinemagic. A founder member and past chairman of Bridge Integrated Primary School in Banbridge, he is also a past chairman of the Northern Ireland Council for Integrated Education and a former governor of Banbridge Academy. In 2003 and 2004 Brian was manager of the Ulster Rugby Under 18 Squad for the Interprovincial Championship.

BELFAST: STATE OF THE CITY CENTRE

All the proceedings of today's conference (and full details of the Belfast: State of the City initiative) will be published on our website. We will also send a conference report to delegates later in the summer.

If you have any comments or suggestions to make about the conference and its themes - or indeed the entire Belfast: State of the City initiative, please contact us on the details below.

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