

<p>Title of Report:</p> <p>Annual Service Plan 2020/2021– Business & Culture Directorate</p>	<p>Officer Presenting: Director of Business & Culture</p> <p>Author: Director of Business & Culture</p>
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1 Purpose of Report/Recommendations

- 1.1 To seek Members' approval to adopt the Service Plan for 2020/21 for the Business & Culture Directorate (Appendix 1).
- 1.2 To update Members on the progress made within the Business & Culture Directorate in 2020/21.

2 Background

- 2.1 Members will be aware that Council is subject to a statutory performance improvement regime. In order to assist with this duty, the Service Plan for the Business & Culture Directorate outlines services, performance and improvement objectives and targets across the Directorate for 2020/21.
- 2.2 Members will also be aware that due to the ongoing Covid-19 pandemic a lot of our services were adversely affected. In response to the pandemic, the department had to deviate from its original plans which saw the cancellation of various cultural, tourism and business events. The department had to diversify and adapt so that it could provide support to the sectors, whilst complying with government guidelines set to help control the virus.

3 Key Issues

- 3.1 The profile and purpose of the Directorate, the services provided and a summary of resources are highlighted within Section 1 of the draft Service Plan.
- 3.2 Section 2 of the plan provides details of the achievements and progress to date.
 - 3.2.1 Highlights of key achievements across the directorate are as follows:

Employment, Skills & Training

- Match funding awarded to five ESF projects - Women's Centre, Triax, USEL, Conservation Volunteers & Job Directions The projects have secured a total £2.5m EU funding per year for 4 years
- Apprenticeship marketing campaign year 2 'GET PAID, GET QUALIFIED, GET AHEAD' rolled out with NWRC, Careers Service and Private Training Organisations (PTOs)
- Delivered North West Cross Border Job Fair held in the City Hotel on 19 June, in partnership with the Department of Communities (DfC), Eures Cross Border Partnership and Department for Employment and Social Protection (DEASP)
- Acted as Secretariat to Education & Skills Delivery Partnership established to deliver on Strategic Growth Plan
- Education & Skills Delivery Partnership infrastructure established:
 - Digital, Creative & Financial Services Technologies Sub Group
 - Advanced Manufacturing & Engineering Sub Group
 - Hospitality & Tourism Sub Group
 - Learning City Sub Group
 - ESF Local Forum
- Delivered two careers fairs in Derry and Strabane on 07th November at the Foyle Arena and 19th November at Melvin Hall respectively. Allstate & Seagate provided sponsorship for the events. Over 400 students from year 10 in 3 schools within the DMLC attended the Melvin Hall 'Unlock Your Future' event and 1400 year 10/11 students across all 12 schools within the FLC partook in the Foyle Arena event
- Joint project funding registration/exam fees with NWRC to progress unemployed/economically inactive from level 1 to level 2 courses to increase employability
- UNESCO Learning City status secured and officially announced at the Guildhall in January 2020
- All Ireland Learning City Network Created (Belfast, Cork, Dublin, Limerick)
- Branding/Logo created for the LC project

- Launched pilot project with The Chartered Institute for Securities & Investment to deliver Fundamentals of Financial Services to post primary sector

Investment

- US FDI lead generation pipeline developed securing 1 inward visit for NW
- Assisted 4 FDI investment projects
- 22 property location searches conducted for companies looking to expand in/locate in DCSDCA
- Delivery of 2 no. cross-border trade and investment missions to the USA in partnership with Donegal County Council and civic stakeholders
- 9 no. NW companies assisted to participate on USA trade missions and develop their export potential
- 3 no. in-market visits coordinated to USA and City of London promoting the city region as an investment location
- 21 no. of international inward visits from key markets hosted in the City and District
- Delivery of Cross-border Export Programme:
- 5 no. export insight workshops delivered with 60 no. of participants
- Export readiness assessments of 46 companies
- Export development programme delivered to 18 NW companies with 18 export plans completed (wave 1)
- 20 NW companies recruited for wave 2
- Strabane Employers Network established for main Strabane employers
- Parking strategy (final draft) completed for Derry City and Strabane District's off-street car-parks.

Business Support & Growth

- NIBSUP – 133 Jobs created; 217 business plans delivered
- 245 jobs created by 110 business who received mentoring (up to Dec 19)

- Secured £657,000 funding from Invest NI and ERDF to deliver Business Innovation & Growth Programme
- Secured £30,220 from DfC for the Enhancing Strabane Town Centre Programme
- £20,000 sales re. Strabane Gift Card
- 10 Websites developed through the Get Your Business Online Programme (Strabane).
- BID Website launched
- Allocated £44,183.03 DAERA funding to 12 no. businesses
- Allocated £8,738 in micro grants to 18 no. new business starts within Strabane
- Enterprise Week
 - Over 30 events
 - Over 1200 registrations
 - Over 20 contributing partners
 - £6,500 sponsorship secured
 - Marketing spend of £5,280 which leveraged Advertising Value Equivalent (AVE) of £79,725.25
- Over 180 market trading opportunities facilitated at monthly markets and large scale events (Halloween, Strajamba, Strabane Christmas Fayre and Winterland Market)
- 16 markets held across Derry and Strabane (monthly and large scale events)
- Designer Start Up Programme – Showcase Ireland Trade Show
 - 8 Designers attended
 - £10k in sales at the event
 - New sales leads secured for export markets including ROI, Japan, Canada, USA, Germany and France
 - 3 designers have been approached to apply for Scéal (which can lead to permanent stocking in Kilkenny Stores)
- Fashion Fest
 - 17 designers participated in fashion Show
 - 350 attendees at Sold Out Fashion Show.

PEACE IV Programme

- Successful ongoing management of 65 projects including tendered, council led and small grants interventions.

- 5041 participants registered by February 2020 on PEACE IV local programmes. I.e. Target of 4868 is now fully achieved.
- £6.7 million PEACE IV Programme is now fully contracted
- Drawdown of £3,693.680 funding to date from SEUPB to end December 2019. Very successful low audit rating maintained.
- Design of comparative start/end evaluation reporting to evidence strong peace and reconciliation impact of local projects. Clear evidence now coming through from projects that PEACE IV funding is significantly helping engagement, wellbeing and reconciliation.
- Focused role in securing of Riverine Capital Bid funding around Cross-Community engagement and reconciliation content.
- Creation/Sustaining of at least 26 new jobs (4 in secretariat, 6 within wider council services and 16 within local community and voluntary sector) and injection of significant funding into local economy/self-employment through facilitation, consultancy and other services.
- Two PEACE IV funded projects (Youth 19 and Bonfires/Alternatives shortlisted for NILGA Awards 2020).
- Launch of St. Columb's Park Walled Garden Shared Space in September 2019.
- Publications produced by 3 projects: From Patriarchy to Gender Justice, Valued Voices, We All Belong (anti-prejudice campaign).
- 'Don't Shoot My Wane, Shoot Me!' PEACE IV Arts project by GSCA had significant profile locally, generating key dialogue.
- Co-ordination and submission of detailed response to PEACE PLUS consultation.
- Successful ongoing usage of the i-Pad/App based equality monitoring and baseline attitudinal evaluation system.
- Submission of quarterly reporting and financial claims 12-15 to SEUPB via eMS. (Electronic Monitoring System).
- Submission of Annual Equality Return in January 2020.
- Successful business case negotiation to change cross-community balance target with SEUPB. Revised cross-community balance now achieved after pro-active work. 2019 Statistics: Religion - 51% Catholic / 28% Protestant / 21% Other. Community Brought Up In – 57% Catholic / 33% Protestant / 10% Other. Ethnicity: 97% White / 1% Black / 1% Asian / 1% Mixed or Other Ethnic Group.)

- Delivery of 3 PEACE IV local programme networking events with all funded projects including collaboration across councils with Donegal County Council and Causeway Coast and Glens Borough Council.
- Continuation of Communications systems including website, monthly e-bulletins (311 subscribers) and bi-annual magazine (3000)

Rural Development Programme Key Outputs for 2019/2020:

- A total of £2.39M allocated in 2019/2020, bringing cumulative allocation for programme up to 104 grants across 4 funding schemes totaling £5.86 million (with 60 of the projects completed by 31/3/20).
- *Rural Business Investment Scheme (RBIS):*
 - Assessment of final Call and approval of 18 grants totaling £992,683;
 - This brings final RBIS allocation up to £2.6M for 53 grants creating a projected 134 new jobs (86 of these were created up to 31/3/20);
 - RBIS targets for funding allocated and actual jobs created met and exceeded.
- *Rural Basic Services Scheme (RBSS):*
 - Approval of final grants bringing total allocation up to £1.74M for 34 grants (19 feasibility studies & 15 capital grants).
 - RBSS targets for funding allocated and projects supported met.
- *Village Renewal Scheme:*
 - 15 cluster village plans covering all 49 rural settlements jointly launched alongside the Local Growth Plans in September 2019;
 - Of 13 selected capital projects (4 large & 9 small), 1 complete, 1 underway, 7 approved and 4 pending approval. Projects include for example, new play parks in Sion Mills and Newtown Stewart and new greenway provision in Castlederg.
 - 2 additional projects approved in principle – Plumbridge (access improvements) and Eglinton (play park).
- *Rural Cooperation Scheme* – 2 cooperation projects approved with grants totaling £383,729 including:
 - International Appalachian Trail - including capital works and marketing (Derry-Strabane is lead partner for project covering all of Ulster-Ireland section of international trail);

- Rivers Access & Recreation Project - including capital works at Strabane Canal and Gribben Quay.
- Animation during 2019-2020– 10 events as well as 8 marketing campaigns, 8 case studies and related short films.

Marketing

- Incurred £71,463 of media savings due to bulk buying and strategic media planning. This is an increase of £28,733 from the previous year.
- Secured a total of £147,500 of funding from:
 - Sustainable NI (£2,000) compostable trial
 - WRAP (£5,500) dry recycling, (£11,000) food waste and
 - DAERA (£129,000) Kerbside transformation, garden waste marketing & bags
- Successfully launched and integrated digital asset management system (DAM) within Council and to external stakeholders.
- Designed and supported launch of staff intranet.
- Produced 'What's On Derry Strabane' branded merchandise, branding and event information tents.
- Developed 'What's On Derry Strabane' event app and successfully implemented during Jazz, Halloween and Christmas events.
- Produced two issues of the Council magazine 'Council Connect' publication.
- Obtained over 1.4m website page views on the derrystrabane.com.
- Grew online social community to a total size of 254,000.
- Supported online booking integration of 9 leisure centres.
- Budget proposal accepted and confirmed by funders for the EMERGREEN project to develop a chat bot.
- Successful completion of Year 3 of the Northern Ireland Business Start Up Programme (Go For It) having generated a total of 5,081 enquiries as a result of the marketing & communications campaign.

Tourism

- Developed & launched the Food & Drink Strategy & Action plan for the region, maintained the Strategic Food Group to support with implementation and established the LegenDerry Food Network. 12 committee members and 140 wider sector engaged

- Delivered two food events - Slow Food Festival - secured £8280 in funding, supported 40 local businesses, attracted 22,000 visitors, hotel occupancy of 89%. LegenDerry Street Food Festival – secured £15,000 in funding, supported 15 local businesses, attracted 20,000 and 98% hotel occupancy
- £740,000 secured to support relocation of Visitor Information Centre to Waterloo Place. Project developed and to open spring 2020
- 1 X SOC developed for City Deal Project
- 4 venues supported through the Heritage Animation & Visitor Servicing fund. Capacity building programme (£35k) delivered with 7 venues
- Walls 400 programme developed – 600+ events. £18k externally secured to support additional events & £50k secured to deliver Walls Alive - Augment Reality Project.
- Delivered Peace Tourism Project – Secured £35k and delivered community tourism capacity programme with 50 participants
- Rural Tourism – 5 new experiences developed. 1 x international marketing campaign of €216,000 value secured to commence in Spring 2020
- £50K secured to scope Sperrins Sculpture project
- Production of a Sperrins Future Search action plan and cross council funding secured for delivery of actions beginning 2019/2020
- 3 x screen production companies supported (Dec-March)

Festivals and Events

- Delivery of World Class festivals and events, including St Patrick's Day, Spring Carnival, Youth 19 Programme and Summer Arts Festival, Jazz Festival, Half Marathons, Summer Jamm, Halloween, Angling and Walking Events, Christmas Programme
- Total event attendees 307,946
- Grew Derry Halloween to record 145,000 visitors and £3.5m to local economy
- Delivered first ever Youth Arts Festival as part of Youth 19
- Achieved 82% average hotel occupancy during event period
- Managed Headline and Community Festival funds with a total of 157,316 and 87,054 attendees respectively.
- Training to upskill the team.
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Arts and Culture

- Securing of Quest accreditation, Disability Equality Charter of excellence, Autism Friendly Venue status for the Alley Arts & Conference Centre
- Facilitation of the Co Delivery group to oversee the roll out of the Arts & Culture Strategy
- Ongoing delivery of the Alley 5 year Strategy
- Delivery of the Cultural Venues Fund, Access Improvement Fund and launch of the new Artist & Cultural Practitioner Fund
- Securing £238,400 from the Department of Communities (DfC) for the delivery of access improvements to cultural assets within DCSDC
- Establishment of the NW Audience Development project in partnership with Donegal County Council
- Delivery of Culture Night
- Delivery of the International Day for People with Disabilities

Museum & Visitor Services

- Museum Accreditation for Tower Museum
- Northern Ireland Museums Council Dementia Friendly Award
- Achieved Autism Impact award for Guildhall
- Rolling out JAM Card and Every Customer Counts Training
- ISO45001 accreditation
- Successful delivery of key events including DNA Foyle Voyages Maritime Festival, EHOD, Culture Night, Museum Lates
- Strong Volunteer programme assisting with:
 1. the ongoing Mabel Colhoun Cataloguing Project
 2. Phase two implementation of the City Cemetery Records Project
 3. Initiation of the Mapping Project & Building Controls Archives
- Guildhall Visitor Numbers was 399,240 (Target 395,185) and +6% yr/yr. Great news considering we closed to public on 12th March
- Fantastic increase in visitor numbers for Tower Museum from 21,115 to 27,097k +28% year on year
- Museum & Visitor Service income was £203,949
- Museum engagement participation figures of 27,144
- Received 54 visitor compliments
- 4* grading achieved in Guildhall
- Attained 100% TNI Mystery Visitor Score
- Successful staff restructure of operational team

- Delivery of 3 major signature exhibitions
 1. Collecting Art
 2. Walls 400
 3. Shadows on Glass
- Co-ordination of 3 of Councils temporary/travelling exhibitions:
 1. Showbands of the North West
 2. Architectural Heritage
 3. Laurentic

3.4 The service plan outlines the improvement objectives and service delivery in detail within Section 3.

4 Financial, Equality, Legal, HR and Other Implications

4.1 The Directorate budget has been approved through the rates estimates process and all financial information is detailed within the report.

5 Recommendations

5.1 Members are asked to adopt the attached Service Plan for 2020/21.

Background Papers

Appendix 1: Draft Annual Service Plan 20/21

Extracted: Business and Culture (open) 17th April

BC81/18 Annual Service Plan 2018/19 – Business and Culture Directorate

The Director of Business and Culture presented the above report a copy of which had been previously circulated to Members. He explained that the purpose of the report was to seek Members' approval to adopt the above Service Plan, however Members had only received the information the previous day and suggested an extension of time for Members to submit comments by Monday 23 April 2018.

The Director of Business and Culture clarified for Alderman Hussey, that Officers would follow-up with the relevant Companies to build upon momentum and mentoring was provided so to encourage job retention and an increase in the workforce in going forward. He also clarified that the Future Search initiative was included in the detail of the Service Plan and an update report would be presented at a future Committee meeting.

The Committee

**Recommended that Members submit comments
on the Business and Culture
Annual Service Plan 2018/19 by
Monday 23 April 2018.**

Extracted: Monthly Council (open) 26th April 2018

C147/18 Monthly Business and Culture Committee held on Tuesday 17 April 2018

The Minutes of the Business and Culture Committee held on Tuesday 17 April 2018 (BC75/18 – BC87/18) were submitted.

Alderman Warke, Seconded by Councillor McGuire and the Council

Resolved that the above minutes be adopted as a true record of the Meeting

Matters Arising from the Minutes

C148/18 Culture Venues Fund 2016/17 – Impact Report (BC85/18)

Councillor Robinson stated that he had recently visited Studio 2 in the Skeoge area of the City to discuss their current funding difficulties. He reported that the facility provided a wide range of programmes for up to 1400 young people in the Skeoge area and beyond. He added that the organisation needed urgent help with their funding shortfall, which, if not met, would have a detrimental impact on the young people from the Shantallow, Galliagh and wider district council area.

Councillor Robinson Proposed, Seconded by Councillor O'Reilly

That Council sends a delegation of Elected Representatives and Council Officers to meet with Studio 2 in order to look at their plight and find a solution with utmost urgency.

Councillor Duffy stated that Sinn Fein with Karen Mullan MLA had met with the director of Studio 2 and were organising a meeting with the Arts Council regarding the matter.

Councillor Carr entered the Chamber at this point in the meeting.

Brian Tierney indicated that the SDLP were also hoping to meet with the Department for Communities (DfC). He stated that a meeting had been also arranged between the DfC and the Director of Business and Culture regarding the funding issues faced by Studio 2. He asked for an update on this meeting as it was important to provide support to Studio 2. He stated that if Studio 2 were unsuccessful in securing the funding it would be more costly to the City and District, than the shortfall required for their funding. He added that the help that Council provided to Studio 2 would, in turn, support the young people throughout the City and District.

Councillor Logue reported that a recent meeting had taken place which had been attended by Elected Members, representatives from the Arts Council and Arts organisations to discuss the overall decreases in Arts Council funding. She informed Members that a decision had been made for a delegation from the Arts groups across the City and District to make a presentation to the Business and Culture Committee. She stated that all groups affected by the decrease in funding had to be considered and that Members must have a collective view on how to assist those groups. Alderman Hussey concurred with Councillor Logue's comments. He stated that there were a considerable amount of arts and culture groups throughout the City and District who were currently in dire straits. He remarked on the differential in funding between 'big hitter's' such as the Ulster Orchestra in Belfast and the culture groups from the rural areas and the impact that the cuts were having on these smaller groups. He stated that arts groups had been invited to make a deputation to the next Business and Culture Committee meeting and that subsequent to the deputation, Members would be better informed on how to take the matter forward.

Alderman Ramsey stated that he had attended a meeting with local arts groups where it was evident that there were major issues within the entire funding process. He stated that legacy funding from 2013 had been readily available to these groups, however the current structure was not working for the arts sector. He stated if this local group was subject to the £40,000 decrease in funding, it would have an impact on employment and other issues. He added that it was important that Members have a collective view on the matter.

Alderman McClintock commented on the work carried out at Studio 2. She stated that she fully supported their need for funding, however it was important not to have a 'knee jerk' reaction towards one particular group. She stated that it was important to consider all groups affected by the funding cuts and to wait until a decision was made at the Business and Culture Committee meeting.

Councillor Boyle agreed stated the anxieties faced by the arts and culture groups within the City and District were understandable. He stated that he had attended the original meeting attended by representatives from the Arts Council and the Arts and Culture sector. He outlined that they had explained the difficulties they were faced with regarding the funding cuts. He advised that it would not be appropriate to address this issue in a singular fashion but to focus on the difficulty and needs faced by the arts groups collectively and to come to a conclusion that would be of benefit to everyone.

Councillor Cooper advised Members that a meeting was scheduled to take place on Friday 27 April regarding the new strategy for the Arts and Culture Council. He stated that Sinn Fein had responded to the original draft which included suggestions on the current funding models. He stated that it was his belief that the strategy should be considered going forward and he hoped that it would contain a very robust funding model to give groups the confidence to have as much sustainability as possible. He invited Members to attend the meeting as he felt that the focus should be on the Arts Council and the Department for Communities to secure extra support for those organisations affected by the funding cuts.

Councillor Gallagher referred to the allocation of funding by the Arts Council and stated that the Ulster Orchestra had been allocated £2m whilst funding had been cut in Derry and Strabane. He stated that £40,000 could make a difference to 1400 young people who were users of Studio 2. He emphasised the importance of meeting with Studio 2 to ascertain how closure of the organisation could be prevented. He stated that previously, there had been a rural group faced with a similar situation. However, there had been a cross-party meetings and discussions and the matter was resolved successfully. He suggested having such discussions on this issue was the way forward.

Councillor McGuire requested a breakdown on expenditure by the Arts Council for the City and District within the last five years before the next meeting of the Business and Culture Committee.

Councillor Tierney stated that he had met with the artistic director of Studio 2, Council Officers and officials from the DfC on the matter. He stated that a plan had been put in place to hopefully bring it to a successful conclusion and that sending a delegation of Officers may hinder that process.

Councillor Robinson Proposed, Seconded by Councillor O'Reilly

That Council sends a delegation of Elected Representatives and Council Officers to meet with Studio 2 in order to look at their plight and find a solution with utmost urgency.

After voting by a show of hands the result being as follows:

For – 27; Against – 0; Absentions – 8.

The Proposal was therefore carried and Council

Resolved that Council sends a delegation of Elected Representatives and Council Officers to meet with Studio 2 in order to look at their plight and find a solution with utmost urgency.

C149/18 Northern Ireland Women in Enterprise Challenge 2018-2021 (BC83/18)

Alderman Hussey enquired if an update was available regarding his request that the funding contribution between the eleven Councils be challenged to ensure that each Council area received an equal amount of funding to participate in the initiative.

In response, the Mayor advised that the matter would be raised with the Director of Business and Culture.