



7 November 2024

Committee Chair: Councillor B Webb

Committee Vice-Chair: Councillor M Goodman

Committee Members: Aldermen – M Cosgrove, M Magill and S Ross
Councillors – R Lynch, B Mallon and S Ward

Dear Member

MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

A meeting of the Economic Development Committee will be held in the **Chamber, Mossley Mill** on **Tuesday 12 November 2024** at **6.30 pm**.

You are requested to attend.

Yours sincerely

A handwritten signature in black ink, appearing to read "Richard Baker".

Richard Baker GM MSc
Chief Executive, Antrim & Newtownabbey Borough Council

PLEASE NOTE: Refreshments will be available in the Café from 5.20

For any queries please contact Member Services:

Tel: 028 9448 1301

memberservices@antrimandnewtownabbey.gov.uk

A G E N D A

1 APOLOGIES

2 DECLARATIONS OF INTEREST

3 ITEMS FOR DECISION

- 3.1 Awards under Town Centre Shopfront Improvements Phase One
- 3.2 Belfast City and Regional Place Partnership participation
- 3.3 Invest NI Sub-Regional Plans Local Economic Partnership and Action Plan
- 3.4 Invest NI Business Plan Consultation
- 3.5 Enterprise Support Service Future Funding
- 3.6 Economic Development Action Plan update
- 3.7 Balmoral Show 2025
- 3.8 LEDCOM Workspace Development Fund
- 3.9 Street Naming submission – Belfast Road, Antrim
- 3.10 Street Naming submission – Jubilee Road, Ballyclare (K&P Construction)
- 3.11 Street Naming submission – Jubilee Road, Ballyclare (CYM Properties)
- 3.12 Street Naming submission – Main Street, Toome
- 3.13 Street Naming submission – Mill Road, Crumlin

4 ITEMS FOR NOTING

- 4.1 Out of Town Centre Commercial Areas
- 4.2 SIB Appointment - Local Enterprise Agencies Partnership Model
- 4.3 Budget Report – Quarter 2 – April 2024 – September 2024
- 4.4 Communities and Place 2024 – 2025 Funding Update

5 ITEMS IN CONFIDENCE

- 5.1 Workspace Development Fund Grant – Transport Training Services (NI) Ltd.
- 5.2 SPACE Antrim – update report.

- 5.3 Birchill Road Sponsor Body Request from Antrim Enterprise Agency
- 5.4 Strategic Planning Applications Overview
- 5.5 Vol 2 - Minutes - Levelling Up Fund Project Board Antrim & Glengormley
- 5.6 Minutes of the Antrim and Newtownabbey Borough Council Labour Market Partnership
- 5.7 Minutes of The Glengormley Public Realm Project Board Meeting – 17 September 2024

6 ANY OTHER RELEVANT BUSINESS

**REPORT ON BUSINESS TO BE CONSIDERED AT THE
ECONOMIC DEVELOPMENT COMMITTEE MEETING ON
TUESDAY 12 NOVEMBER 2024**

3 ITEMS FOR DECISION

3.1 ED/REG/085 AWARDS UNDER TOWN CENTRE SHOPFRONTS IMPROVEMENTS PHASE ONE

1. Purpose

The purpose of this report to update members on the Urban Shop Front Improvement Programme and to seek Members approval for the proposed grant awards to the first tranche of businesses.

2. Introduction

Members will recall that in September 2024 the Council was successful in securing £396,000 from DfC towards an Urban Shop Front Improvement Programme which was launched in two phases:

- Ballyclare and Randalstown in Phase 1 launched in July 2024; and
- Glengormley, Crumlin and Antrim in Phase 2 launched in October 2024.

The scheme, which is co-funded by the Council up to £39,600 provides a combined budget of £430,000. Grants are provided to businesses at an 80% intervention level with 20% contributed by the business or property owner.

This grant provides up to £5,000 towards eligible businesses and property owners to make physical improvements to the exterior of their business premises. To date, 81 applications have been received from business owners across Ballyclare and Randalstown.

The closing date for Phase 2 is the 13th December and a number of workshops have been taking place to support potential applicants. Up-coming dates have been included below.

- Tuesday 19 November, 12noon to 3pm - Space Antrim (Floor1, 51-55 High st, Antrim, BT41 4AI)
- Wednesday 20 November, 12.45pm to 3.45pm - Crumlin Leisure Centre
- Thursday 21 November, 12noon to 3pm - Lillian Bland Pavilion (Ballyclare Road, Glengormley)

There is also a link to the relevant pages of the Council website.

<https://antrimandnewtownabbey.gov.uk/business/support-for-businesses/proposed-town-centre-shopfront-improvement-scheme/>

3. Key Issues

81 applications have been received to Phase 1 of the Urban Shop Front Improvement Programme.

These have been reviewed by Council Officers and presented to the project assessment panel. The assessment panel is comprised of Council Officers and a member of the Department for Communities Urban Regeneration Team who are the principal funder of the programme. The assessment panel considers three main elements:

- Need for the project – is the current shop front in need of repair/upgrade?
- Impact on street scape – will the project impact on the overall appearance of the area?
- Value for Money – does the project represent value for money?

Once recommended by the assessment panel, the proposed grant awards are presented to the Project Board which consists of Council Officers, DfC Officers, DEA Members for Ballyclare and Dunsilly and Members of the Ballyclare Chamber of Commerce and Randalstown Chamber of Commerce.

This report now seeks Member's approval to proceed to issue the following Letters of Offer following successful completion of the internal approval process outlined above.

No.	DEA	Business Name	LoO Amount
1	Ballyclare	JB's Fruit and Veg	£2,198.40
2	Ballyclare	JM Dance Academy	£1,718.40
3	Ballyclare	Safari Baby Studio	£1,382.40
4	Ballyclare	TDR Academy	£2,150.14
5	Ballyclare	McCandless Opticians	£2,792.00
6	Ballyclare	Clare Farm Supplies	£2,360.00
7	Ballyclare	Alchemy Hair	£3,211.20
8	Ballyclare	Wilson Chiropractic	£4,800.00
9	Ballyclare	Jill Jones Bridal	£3,828.00
10	Dunsilly	Kearney's	£4,999.00
11	Dunsilly	Impact NI	£3,470.40
12	Dunsilly	Calm Fertility Clinic	£960.00
13	Dunsilly	Corner House Bar	£4960.00
14	Dunsilly	Budding Designs	£4999.00
15	Dunsilly	The Kandy Shop	£3,268.00
Total Grant Assistance			£47,096.94

Members should note that other proposed awards will be brought before Members for consideration once the applicants have completed the required checks.

4. Financial Position/Implication

The Council has secured £396,000 from the Department of Communities towards the implementation of the Urban Shop Front Improvement Programme. There is no new financial implications for the Council.

5. Summary

The first tranche of businesses have been assessed through the Urban Shop Front Improvement programme and have been recommended for approval. 15 businesses are included in tranche 1 with a value of £47,096.94.

6. Recommendation

It is recommended that Members approve the first tranche of awards under the Urban Shop Front Improvement Programme with a value of £47,096.94.

Prepared and Agreed by: Steven Norris, Deputy Director of Regeneration and Infrastructure

Approved by: Majella McAlister, Deputy Chief Executive and Director of Economic Development and Planning

3.2 ED/ED/203 BELFAST CITY AND REGIONAL PLACE PARTNERSHIP PARTICIPATION

1. Purpose

The purpose of this report is to update Members on the engagement with the Belfast City & Regional Place Partnership and to propose next steps for consideration.

2. Introduction/Background

The Belfast City and Region Place Partnership (BCRPP), formerly the Renewed Ambition Partnership, is a joint public-private initiative that is delivering a programme of work aimed at ensuring the City Region is positively positioned to continue to attract inclusive investment to unlock the development, regeneration and infrastructure required to deliver the City Region's ambitions.

The BCRPP comprises public, private and key anchor institution partners within the Belfast City Region. Partners include Belfast City Region Deal Partner Councils, Invest NI, Belfast Harbour, Translink, Housing Association representation, and representatives from the local development community bringing forward significant regeneration and development projects.

Objectives of the BCRPP programme include:

- continue to build collaboration and partnership in the wider City region;
- continue to promote and market the Belfast City region outside Northern Ireland;
- increase engagement and advocacy with key stakeholders, in particular investors and government;
- support delivery of the Belfast Region City Deal programme of investment by attracting collaborative partners;
- deliver the shared ambition to drive inclusive, sustainable growth.

Members are reminded that the Council has participated in the BCRPP / Renewed Ambition Partnership initiative as part of the Belfast Region City Deal (BRCD) from 2022 onwards. The total financial contribution since 2022 has been £30,000.

The Council has been invited to renew its membership of the Belfast City & Region Place Partnership for 2024/25.

Membership of the partnership for 2024/25 includes:

- 3 x delegate passes to UKREiF 2025
- Access to reduced rate delegate passes for UKREiF 2025
- 2 x delegate passes to MIPIM 2025
- Invitation to join dedicated investment showcase in Dublin / London
- Participation in dedicated BRCD showcase events

3. Key Issues

Over the last 2 years the Council has participated in the BCRPP. Council Officers have attended both MIPIM and UKREiF to promote and showcase the investment opportunities within the Borough to discuss key investment priorities with sector leaders in industries such as Advanced Manufacturing and Logistics/Distribution. In addition it has provided an opportunity for officers to hear the latest policy considerations in relation to key economic drivers e.g. investment zones, innovation districts, and strategy relating to long term investment attraction and delivery.

Participation in the Partnership provides the wider City Region with the opportunity to meaningfully compete with other similar sized or larger locations that are seeking to attract major investment, such as Manchester, Newcastle, Liverpool City Region and Cardiff City Region. As a result of this participation the Council is part of a collective approach that seeks to represent the wider City Region with a collaborative strategy considered by the BCRPP more effective than individual Council areas seeking to represent their investment proposition on a stand-alone basis.

Taking part in the Partnership affords the opportunity for the Council to be part of a collective representation at major international investment events. These events include MIPIM, the world's leading built environment conference and exhibition attended by approximately 20,000 public and private sector representatives from across the globe, major European and UK cities including London, Manchester, Newcastle, Cardiff, Liverpool. It provides an opportunity for the wider city region to position itself to a global audience and attract the interest of institutional investors, developers, occupiers and funders in the context of bringing forward sustainable development to create a well-connected and culturally vibrant, sustainable city region.

The UK's Real Estate Investment and Infrastructure Forum (UKREiF) is also part of the BCRRP programme. Held in Leeds, the multi-day event seeks to connect developers, investors, local and national government and industry representatives to showcase investment opportunities and attract potential investment.

Whilst participation in the Partnership is of merit, the Council has raised concerns regarding the lack of exposure and profile Antrim & Newtownabbey receive as part of the cluster particularly around adequately showcasing of key investment sites. As agreed at September's meeting, the Chairperson of the Economic Development Committee issued correspondence to the Chairperson of the BCRPP (**enclosed**) to raise these concerns.

Subsequent to this, the Chairperson and Vice Chairperson of the Economic Development Committee along with Council Officers met with the Chairperson of BCRRP, representatives from Belfast City Council and representatives from Lanyon Group. The correspondence subsequently received is **enclosed** for Members information.

At the meeting feedback was provided to the Partnership representatives regarding the Council's involvement in key events and the work of the wider partnership. The Council members and officers highlighted the need to

showcase the entire Belfast Region as an attractive investment proposition on both national and international stages and pivot as required, key messaging and research to better reflect the breadth of opportunities across the region, including the Borough's own sectoral strengths and investment opportunities. It was suggested that key to this is enhanced brand placement and better acknowledgement of the Council's branding on key literature and promotional material.

Following the meeting and receipt of follow up correspondence it is proposed that the Council continues to invest in the Partnership at a cost of £15,000 for the 2024/25 year whilst also pressing for greater recognition of the strengths and opportunities of the Borough.

In making this commitment, Officers propose that:

- The Council continues to play an active role in the partnership and undertakes to participate in UKREiIF 2025 and the potential Dublin/London Showcase Event. Further information on these events will be brought to Members in due course.
- The Council does not participate in MIPIM 2025 but the Council's involvement will be kept under review and if there are positive changes to place more emphasis on the region then the Council would be open to re-engage with the partnership regarding involvement in future years.
- The Council continues to participate in the local level engagement of the Partnership and to contribute to the research undertaken.

4. 2025 Investment Event

In parallel with the above activity it is proposed that the Council seeks to hold its own Trade and Investment event in London in 2025, utilising the enhanced profile that comes with winning Council of the Year and building on recent private and public sector investments in recent years. It is proposed that the Council uses this event to showcase the strength of the Borough as an investment proposition with the opportunity to partner with other key stakeholders, major businesses and representative organisations from the Borough as part of the event.

It is proposed that the Council appoints a suitably qualified external resource to support the preparation and delivery of this event, with further detail to be brought to Members in due course regarding partnership, timings and programming.

5. Financial Position/Implication

The cost of participation in the wider Belfast City & Region Place Partnership is £15,000 per annum which is met through the economic development budget and is included in the 2024/25 budget allocation. This fee includes the delegate passes for both UKREiIF and MIPIM, although travel expenses and accommodation etc. are an additional cost.

Approval for sought for the appointment of external support for the planning and delivery of the proposed London 2025 Trade and Investment event.

Summary

The Council has participated in the Belfast City & Region Place Partnership for the last two years. Officers believe there is value in participating in the Partnership however further 'return' at a local level is sought from the membership and annual fee and this will be pursued over the course of the current financial year.

To capitalise on the increased profile of being awarded Council of the year and to showcase the Borough as an attractive and successful investment proposition it is proposed to host a Trade and Investment event in London in 2025, with external support to be appointed to support Council officers in the planning and delivery of this event.

6. Recommendation

It is recommended that Members approve:

- a) The Council's continued involvement in the Belfast City & Region Place Partnership for 2024/2025 at a cost of £15,000 to be met through the Economic Development budget;**
- b) The Council's continued involvement and attendance at the UKReiif 2025 event and any future Dublin/London Showcase organised through the partnership**
- c) That the Council does not participate in MIPIM 2025.**
- d) That the Council hosts a Trade and Investment event in London in 2025, and appoints suitably experienced external support**

Prepared and Agreed by: Michael, McKenna, Deputy Director of Investment and Business Development and Steven Norris, Deputy Director of Regeneration and Infrastructure

Approved by: Majella McAlister, Director of Economic Development and Planning

3.3 ED/ED/301 INVEST NI SUB-REGIONAL PLANS - LOCAL ECONOMIC PARTNERSHIPS AND ACTION PLAN

1. Purpose

The purpose of this report is to update Members in relation to Invest NI's sub regional plans and the establishment of Local Economic Partnerships (LEPs) at a local level.

2. Introduction/Background

Further to the Committee report in September, Members are advised that Minister Murphy issued a statement on 01 October regarding the launch of the Department's Sub-Regional Plan. In this statement, he set out the strands of delivery for his economic vision:

1. Creation of new Local Economic Partnerships with dedicated funding;
2. Enhancing the role of Invest NI at a regional level; and
3. Realignment of Departmental policies and programmes to help drive local growth

Subsequently, Invest NI and the Department for the Economy have held a number of workshops with relevant stakeholders. A copy of the slides from the Dungannon workshop are **enclosed**. During these sessions officials laid out the vision for sub-regional delivery in line with Minister Murphy's key objectives.

3. Key Issues

Local Economic Partnerships

One of the key proposals is the establishment of Local Economic Partnerships within each Council area. At this point it is indicated that membership will be for the Council to consider but DfE will approve the final list of suggested partners. It is also suggested that no group/organisation should have a majority on the LEP and Councils should consider equality of opportunity. The guidance issued by the Department (**enclosed**) outlines that membership should reflect local economic needs with no one sector dominating at the expense of others and with each organisation having an equal vote. The guidance also sets out that the LEP must include representation from Further Education, Local Enterprise Agencies and local business representatives. It has been suggested that some Councils may wish to use their LMP as a vehicle for this delivery or alternatively establish a new group, sub-committee or other model.

Members may wish to consider the inclusion of the following partners in the LEP:

- Northern Regional College
- Queen's University Belfast; AMIC
- Ulster University

- Mallusk Enterprise Park
- Antrim Enterprise Agency
- LEDCOM (Foundry House, Ballyclare)
- Belfast International Airport
- Invest NI and DfE propose to attend in an advisory/observer role

Action Plan

The LEP will be tasked with co-designing a plan which will identify actions and develop projects that align with the Sub-Regional Economic Plan, Council Economic Development Strategies and Invest NI Business Strategy. These will be developed with advice from DfE and Invest NI, and they should be appraised and scored/ ranked (where relevant) using a consistent and transparent methodology.

To support the delivery of these plans the Minister has proposed a Regional Fund which will seek to address regional imbalance. It is not clear at this stage how the funding will be allocated to Councils.

Next Steps

The **enclosed** Departmental timeline indicates that the schedule of activities:

November 2024 - Initial Setup

- Council to appoint lead official/team.
- DfE will appoint a Strategic Advisor and they will work alongside the relevant Invest NI Regional Office to support development of the LEP.
- DfE Regional Balance Unit/ Invest NI Regional Manager to meet lead council official/team and agree proposed structure.
- Draft TOR for each LEP to be agreed by council and DfE/ INI based on chosen model. This will set out initial membership, initial decision-making process, and extent of DfE/INI role. DfE will provide template.
- Action Planning phase to be started on agreement.

December 2024 - Action Planning

- LEP to agree core focus until end 26-27, e.g. productivity, economic inactivity etc. based on SREP evidence. To be agreed with DfE/ Invest NI.
- LEP will decide how to choose actions to take forward – open call, private submissions, how to rank, appraise options etc. – DfE and Invest NI will advise.
- DfE will confirm funding level to each LEP. Fund management guidance will be provided to council secretariat.
- Project and Funding phase to be started on agreement.

January-March 2025 - Project and Funding

- LEP will identify actions.
- DfE/ Invest NI will work with LEP to identify projects that meets their core focus.

- Projects and actions will be assessed based on LEP methodology agreed.

4. Financial Position/Implication

There is no clarity at this stage regarding the budget available to the Council to create and service the LEP or bring forward an action plan. Equally it is unclear what the funding formula is going to be and the indicative amount available to the Council from the Regional Fund.

5. Summary

Subject to the agreement of Members, Officers will proceed to make arrangements for the establishment of the LEP and the development of an action plan, in accordance with the attached guidance, by engaging with the relevant partners at a local level.

6. Recommendation

It is recommended that the Local Economic Partnership is established as a Working Group of the Economic Development Committee which will enable non-elected members to be involved but provide a direct reporting line to the parent Committee for decision-making purposes.

Prepared and Agreed by: Michael, McKenna, Deputy Director of Investment and Business Development / Steven Norris, Deputy Director of Regeneration and Infrastructure

Approved by: Majella McAlister, Deputy Chief Executive & Director of Economic Development and Planning

3.4 CCS/GEN/014 INVEST NI BUSINESS PLAN CONSULTATION

1. Purpose

The purpose of this report is to seek Members' approval for Council to give a corporate response to the recent Business Strategy 2024-27 published by Invest NI.

2. Introduction/Background

Invest Northern Ireland have published the Business Strategy 2024-2027 which seeks to build momentum to support building Northern Ireland's economic capabilities both at home and internationally. The strategy outlined is largely based around The Economy Minister, Conor Murphy's strategic priorities, and this forms the basis of this strategy which focuses on;

- Promoting Regional Balance
- Increasing Good Jobs
- Raising Productivity
- Reducing Carbon Emissions

This new strategy is a reflection of the transformation undergone within Invest NI following the independent review, with the aim to enable the agency to be more agile, efficient and better equipped to meet the needs of businesses.

The document outlines Invest NI's six strategic priorities which include;

- Boosting Business Investment
- Accelerating Innovation and Skills
- Driving Global Ambition
- Developing and Achieving Sustainability
- Maximising City & Growth Deals
- Promoting Places and Partnerships

3. Proposal

It is proposed that the Council provide a corporate response to the specified questions (**enclosed**). The response is largely based around the objectives set out benchmarked against Council Corporate Plan 2024-2030. Council response is due before 14 November 2024.

4. Recommendation

It is recommended that Members approve the corporate response to Invest NI on the Business Strategy 2024-2027 consultation.

Prepared by: Chris Doyle, Investment Officer

Agreed by: Michael McKenna, Deputy Director of Investment & Business Development

Approved by: Majella McAlister - Director Economic Development

3.5 ED/ED/279 ENTERPRISE SUPPORT SERVICE – FUTURE FUNDING

1. Purpose

The purpose of this report is to seek Members' approval to provide up to £48,000 towards the extension of the Northern Ireland wide Enterprise Support Service (Go Succeed Programme) in 2025/26.

2. Introduction/Background

Members are reminded that all 11 Councils have worked together to develop a new Entrepreneurship Support Service which will provide business start-up support comprising a set of connected enterprise support activities, where clients can utilise support elements at varying stages on their enterprise journey. Delivery of this service, now branded as Go Succeed, is funded via the UK Shared Prosperity Fund which includes provision for £17m of funding, including £5m for grants to enterprises. Each Council also makes its own separate contribution towards the programme, with the Council's contribution being £77,000 for 2024/25.

3. Key Issues (or the relevant titles for the main body of the report)

The ESS, which has been underway since November 2023, currently has funding in place from the Shared Prosperity Fund and local Councils until March 2025. Belfast City Council, the Council leading on this on behalf of all Councils, has established a Programme Management Office (PMO) to support the delivery of the programme, contract management, and administering of the funding.

BCC are currently engaging with the Shared Prosperity Fund on behalf of all Councils, seeking a 12 month extension of the programme. It is expected that these discussions will come to a conclusion by the end of this calendar year.

In the interim period, the BCC PMO is at risk of losing key personnel due to the absence of committed funds. To mitigate this risk at this stage and ensure that any future extension can be delivered, BCC have requested that each Council commits to contributing £48,000 towards staff costs to support programme delivery in 2025/26.

Whilst this funding may ultimately not be required for staff costs if further SPF funding is secured, the request has come due to the need to provide clarity regarding future staffing provision.

4. Financial Position/Implication

The Council's current financial commitment for this programme is £77,000 in 2024/25. Any future Council contribution will be dependent on the level of funding secured for the programme and subject to further Council consideration, however, the Economic Development budget estimate

process for 2025/26 has made provision for this level of expenditure for an enterprise support service.

Summary

Members are asked to approve a commitment to provide £48,000 towards staff costs for the effective delivery of the Enterprise Support Service (Go Succeed) in 2025/26, pending any additional SPF funding secured.

5. Recommendation

It is recommended that Members approve to provide up to £48,000 towards the extension of the Northern Ireland wide Enterprise Support Service (Go Succeed Programme) in 2025/26.

Prepared and Agreed by: Michael, McKenna, Deputy Director of Investment and Business Development

Approved by: Majella McAlister, Deputy Chief Executive & Director of Economic Development and Planning

3.6 ED/ED/284 ECONOMIC DEVELOPMENT ACTION PLAN UPDATE

1. Purpose

The purpose of this report is to update Members on the delivery of the Economic Development Action Plan. A copy of the plan is **enclosed**, with relevant updates since the last Committee meeting highlighted in red.

2. Recommendation

It is recommended that the Economic Development Action Plan be noted.

Prepared by: Tara McCormick, Executive Officer, Economic Development

Approved by: Majella McAlister, Deputy Chief Executive & Director of Economic Development and Planning

3.7 ED/ED/265 BALMORAL SHOW 2025

1. Purpose

The purpose of this report is to seek Members' instructions regarding the Council's involvement in the 2025 Balmoral Show.

2. Introduction/Background

The 2024 Balmoral Show took place from Wednesday 15 – Saturday 18 May, and the Council booked a large stand to promote the Borough and ten local businesses benefited from free use of space on the stand.

This year's showcasing businesses were:

Tinholt's Tasties (Glengormley, gourmet marshmallows)	Riversdale Wagyu (Doagh, Wagyu beef farm)
The Lock Keeper's Cottage (Toome, local café)	Golden Popcorn (Antrim, healthy snacks)
Belfast Artisan Gin (Mallusk, gin/vodka distillery)	Brady's Bakes (Glengormley, baked goods)
Benchmark Bread (Jordanstown, breads)	The Boathouse, Antrim (Antrim, restaurant)
Tasty Grub Club (Ballyclare, healthy prepared meals)	Frost Freeze Candy (Glengormley, candies)

Each business received 2 days on the stand to showcase and sell their products, enabling them to promote themselves to the 120,000 attendees.

Officers provided pre-event support in the form of an online business briefing session for participants, facilitating engagement with Council's Environmental Health team to ensure that the Borough is represented by businesses achieving quality food hygiene ratings, as well as some pre-/post-event promotional opportunities. In addition to the showcasing businesses, the Council stand was made available to local hoteliers including The Maldron, The Rabbit and The Dunadry Hotel who availed of the opportunity to promote themselves in conjunction with the Council's Tourism offer.

A survey was conducted of the public's perception of the Council's Stand. Almost 350 survey responses were received and indicated a very high level of satisfaction with the stand, as detailed below.

- 99.1% of responses were totally satisfied with their experience at the stand;
- 97.5% of responses indicated that they had been attracted to the stand by the mix and variety of the showcasing businesses, with 83.3% of respondents stating that they had engaged directly with the businesses;
- More than 1 in 4 visitors to the stand purchased something from at least one of the showcasing businesses;
- 69.2% of responses indicated an awareness of the Council's tourism branding;
- 63.1% of responses indicated that, in the last 12 months, they had visited Antrim Castle Gardens and Clotworthy House. Over the same period, 41.0% had visited Antrim Lough Shore and The Gateway, and 17.7% had visited the Coronation Garden.
- 99.1% considered the stand to be attractive and informative;
- 99.4% felt that staff were helpful and engaging in promoting the Borough;

Business Feedback

The showcasing businesses were positive in terms of their experience, the support provided by the Council and the highly visible location of the stand, with the opportunity to showcase their businesses and products.

The benefits to the participating business are challenging to quantify, however over the last number of years businesses on the Council stand have reported:

- Increased sales and turnover
- New contract and supplier opportunities
- Increased brand awareness
- Uptake in social media following.

Local businesses also receive the chance to take part in the Tesco Theatre Kitchen, giving them further brand exposure.

3. Previous Decision of Council

In December 2023, approval of £25,000 towards the delivery of the Council stand at the 2024 Balmoral Show was granted.

4. Key Issues

There are a number of issues to be considered before committing to the 2025 event.

Cost/Stand Capacity

The 2024 event cost £25,000, comprised of £20,000 to cover the cost of the pitch and the construction/deconstruction of the existing stand and £5,000 cover merchandising costs, additional passes and parking for the Mayor and other members visiting the show.

For the last three years the Council has utilised a 6mx6m stand, which provides 6 separate promotion booths, one is used for the promotion of the Council and our local assets e.g. Antrim Castle Gardens and the other five are offered to local businesses.

Food NI oversee the cost of pitches in the NI Food Pavilion and the event organisers The Royal Ulster Agricultural Society (RUAS) stipulates all approved suppliers to the Council.

This scale of stand provides the opportunity to showcase more businesses but it costs more than a smaller stand.

Benefits

There are significant tangible benefits to both the Council and the businesses using the stand. The Council can promote its key events and tourism offer, whilst the businesses benefit from a platform to promote their products.

Business Recruitment

The artisan food and drink sector is a small sub-sector of our local economy and each year it can be challenging to recruit the business to showcase on the stand despite the opportunity the event presents. The main reason behind this is the requirement to close business to display for two days is a large undertaking for any small business.

Other Council Involvement

It should be noted that not every Council in Northern Ireland participates, in fact the number of relatively small. At the 2024 show the council areas represented included:

- **Armagh, Banbridge Craigavon** – large 6mx6m stand with businesses showcasing each day.
- **Lisburn City and Castlereagh Council** – used to have a separate pavilion outside the Food NI pavilion, however downsized their presence for the 2024 show.
- **Mid and East Antrim** – smaller 3mx3m stand each year.
- **Ards and North Down** – smaller 3m/3m stand each year.

5. Options for Future Participation

There are a number of options which could be considered in relation to the Council's participation in the 2025 event.

Option	Description	Est. Cost
1	Withdraw (do nothing) Under this option, the Council does not attend the 2025 Balmoral Show.	£0
2	Reduce our Participation Move to a smaller stand to reduce the level of cost, however this option would require the purchase of a new stand utilising the panels from the current 6mx6m stand where possible. A 6mx3m pitch is the smaller size available. The implications of this would mean that only 6 businesses could show case on the Council's stand over the four days.	£16/£17k
3	Continue Current Participation Continue as per 2024 with the large stand and ten showcasing businesses.	£25,000

6. Recommendation

Members' instructions are requested.

Prepared by: Alastair Law, Regeneration Officer, Economic Development

Agreed by: Steven Norris, Deputy Director, Economic Development

Approved by: Majella McAllister, Director, Economic Development

3.8 ED/ED/198 LEDCOM WORKSPACE DEVELOPMENT FUND

1. Purpose

The purpose of this report is to seek members' approval for a Letter of Variation (enclosed**) for a 12 month extension to LEDCOM's project to refurbish and repurpose Foundry House, Ballyclare; and to approve the signing of the associated legal agreement to protect the Council's investment (**enclosed**).**

2. Introduction/Background

Members will be aware that on 29 March 2021 the Council established a Workspace Development Fund to support the development and delivery of a complementary network of modern, accessible, fit for purpose accommodation to meet the needs of businesses, aligned with the Council and Levelling Up Funded workspace projects in Glengormley and Antrim.

In November 2021 the Council agreed to provide LEDCOM (Local Economic Development Company) one of the Borough's three Local Enterprise Agencies that provides services from their Ballyclare location, with up to £200,200 to deliver a 7,800sq/ft. refurbishment and create 200 business start-ups with c.300 jobs to be created at Foundry House in Ballyclare.

3. Previous Decision of Council

In November 2021 the Council approved an award of up to £200,200 for the refurbishment of Foundry House under the Workspace Development Fund.

4. Key Issues

Since receiving their Letter of Offer LEDCOM have completed their acquisition of Foundry House, finalised their detailed workspace design and secured the necessary planning permission for the works. However, due to a range of factors including rising costs, LEDCOM has not yet commenced the delivery of the workspace project.

As a result of this delay LEDCOM requires a 12 month extension to the original letter of offer in order to enable delivery of their capital works programme. The proposed letter of variation provides an extension until 30th September 2025.

In addition, to the Letter of Variance, a separate legal agreement has been drafted which aims to protect the Council's investment by introducing a clawback mechanism should LEDCOM decide to sell the improved building following completion of the works. The legal agreement introduces a ten year, reducing clawback mechanism which would see the Council reimbursed if this situation did arise.

5. Financial Position/Implication

There are no new financial implications at this time.

6. Recommendation

It is recommended that Members:

- a) approve the letter of variation for a 12 month extension to LEDCOM for the refurbishment and repurpose Foundry House, Ballyclare; and**
- b) approve the signing of the associated legal agreement introducing the clawback mechanism.**

Prepared by: Chris Doyle, Investment Officer

Agreed by: Michael, McKenna, Deputy Director of Investment and Business Development

Approved by: Majella McAlister, Deputy Chief Executive & Director of Economic Development and Planning

3.9 PBS/BC/003 VOL 2 STREET NAMING SUBMISSION – BELFAST ROAD, ANTRIM

1. Purpose

The purpose of this report is to recommend to Members a new street name for a development at Belfast Road, Antrim.

2. Introduction/Background

A development naming application was received from Chris McIlwaine on behalf of McCombe Brothers regarding the naming of a residential development at Belfast Road, Antrim. The development consists of one block of 13 apartments. The development names and developer's rationale have been submitted as outlined below, with the developer's application, location map and site plan **enclosed**.

1 – Belleville Hall – Name of the original dwelling. Hall is a term often used for a building with residential units.

2 – Blackthorn Hall – Blackthorn is the name of an Irish tree

3 – Hawthorn Mews – Hawthorn is the name of an Irish tree (fairy tree).

Should the Council not wish to select one of the above names; the matter will be referred back to the developer via the Building Control section for further consideration.

3. Recommendation

It is recommended that the Council approves a name for the above development.

Prepared by: Liam McFadden, Principal Building Control Surveyor

Agreed by: Sharon Mossman, Deputy Director of Planning and Building Control

Approved by: Majella McAlister, Director of Economic Development and Planning

3.10 PBS/BC/003 VOL 2 STREET NAMING SUBMISSION – JUBILEE ROAD BALLYCLARE (K&P CONSTRUCTION)

1. Purpose

The purpose of this report is to recommend to Members a new street name for a development at Jubilee Road, Ballyclare.

2. Introduction/Background

A development naming application was received from Charlene McGuinness on behalf of K&P Construction Ltd regarding the naming of a residential development at Jubilee Road, Ballyclare. The development consists of 18 dwellings, these being a mixture of detached and semi – detached. The development names and developer's rationale have been submitted as outlined below, with the developer's application, location map and site plan **enclosed**.

1 – Peel Lane – The development is built across the original access lane to the Peel farm.

2 – Whitehare Avenue – The white hare is the emblem of Ballyclare Rugby Club situated beside the development.

3 – Rugby Drive – The development is located adjacent to Ballyclare Rugby Club

Should the Council not wish to select one of the above names; the matter will be referred back to the developer via the Building Control section for further consideration.

3. Recommendation

It is recommended that the Council approves a name for the above development.

Prepared by: Liam McFadden, Principal Building Control Surveyor

Agreed by: Sharon Mossman, Deputy Director of Planning and Building Control

Approved by: Majella McAlister, Director of Economic Development and Planning

3.11 PBS/BC/003 VOL 2 STREET NAMING SUBMISSION – JUBILEE ROAD BALLYCLARE (CYM PROPERTIES)

1. Purpose

The purpose of this report is to recommend to Members a new street name for a development at Jubilee Road, Ballyclare.

2. Introduction/Background

A development naming application was received from Jim Burke on behalf of CYM Properties regarding the naming of a residential development at Jubilee Road, Ballyclare. The development consists of 77 dwellings, these being a mixture of detached and semi – detached. The development names and developer's rationale have been submitted as outlined below, with the developer's application, location map and site plan **enclosed**.

1 – Spring Meadow – Due to the amount of springs in the area.

2 – Springwater Meadow – Same rationale as above.

3 – The Springs – Same rationale as above

Should the Council not wish to select one of the above names; the matter will be referred back to the developer via the Building Control section for further consideration.

3. Recommendation

It is recommended that the Council approves a name for the above development.

Prepared by: Liam McFadden, Principal Building Control Surveyor

Agreed by: Sharon Mossman, Deputy Director of Planning and Building Control

Approved by: Majella McAlister, Director of Economic Development and Planning

3.12 PBS/BC/003 VOL 2 STREET NAMING SUBMISSION – MAIN STREET TOOME

1. Purpose

The purpose of this report is to recommend to Members a new street name for a development at Main Street, Toome.

2. Introduction/Background

A development naming application was received from Michael Small on behalf of Creeve Construction regarding the naming of a residential development at Main Street, Toome. The development consists of 13 dwellings, these being a mixture of detached and semi – detached. The development names and developer's rationale have been submitted as outlined below, with the developer's application, location map and site plan enclosed.

1 – Chapel View – The local chapel is located directly across the road from the proposed development.

2 – Chapel Lane – The development is small with only one road which could be classed as a lane.

3 – The Orchard – The site used to be an orchard in the 1950s.

Should the Council not wish to select one of the above names; the matter will be referred back to the developer via the Building Control section for further consideration.

3. Recommendation

It is recommended that the Council approves a name for the above development.

Prepared by: Liam McFadden, Principal Building Control Surveyor

Agreed by: Sharon Mossman, Deputy Director of Planning and Building Control

Approved by: Majella McAlister, Director of Economic Development and Planning

3.13 PBS/BC/003 VOL 2 STREET NAMING SUBMISSION – MILL ROAD CRUMLIN

1. Purpose

The purpose of this report is to recommend to Members a new street name for a development at Mill Road, Crumlin.

2. Introduction/Background

A development naming application was received from Paul Nicholas on behalf of Oceana Construction regarding the naming of a residential development at Mill Road, Crumlin. The development consists of one block of 25 apartments. The development names and developer's rationale have been submitted as outlined below, with the developer's application, location map and site plan **enclosed**.

1 – Lough Neagh Court – The development is adjacent to existing properties known as Lough Neagh Terrace

2 – River Oaks Court – The development is located on the banks of the River Oaks

3 – Heyland Court – The development is adjacent to the flour mills built by Rowley Heyland in 1765.

Should the Council not wish to select one of the above names; the matter will be referred back to the developer via the Building Control section for further consideration.

3. Recommendation

It is recommended that Council approves a name for the above development.

Prepared by: Liam McFadden, Principal Building Control Surveyor

Agreed by: Sharon Mossman, Deputy Director of Planning and Building Control

Approved by: Majella McAllister, Director of Economic Development and Planning

4 ITEMS FOR NOTING

4.1 ED/REG/083 OUT OF TOWN CENTRE COMMERCIAL AREAS

1. Purpose

The purpose of this report is to update Members on the work being undertaken by the Council to support out of Town Centre Commercial Areas and to outline future plans.

2. Introduction/Background

The Council area has five recognised town centres which provide amenities to large sections of the population of the Borough, however in a number of areas, particularly in Three Mile Water and Macedon DEAs, there are a number of commercial centres, that whilst not recognised as a town provide similar services to their local communities, on a different scale.

3. Key Issues

In planning terms there are two main types of area outside of town centres, these are detailed below:

District Centres	<ul style="list-style-type: none">• Northcott• Whiteabbey Village
Local Centres	<ul style="list-style-type: none">• Abbot's Cross• Ballyduff• Beverley Road• Carnmoney• Cloughfern• The Diamond• Greystone• Jennings Park• Kingspark/ Kings Crescent• Mallusk• Mayfield• Merville Garden Village• Monkstown• Mossley West• Parkhall• Richmond

Across the last number of years various programmes have been provided to support these areas, particularly the local centres in metropolitan Newtownabbey.

This has included:

- **Grants for Shop Front Improvement** – to date £111,450 in grant funding has been provided to Abbots Cross, Monkstown and Carnmoney Village. Phase 2 of the shop front improvement programme is due to open later

this year and will focus on the remaining areas with a budget of around £103,500 providing grant funding to approximately 30 additional businesses.

- **Repair works** - to date a number of properties have been supported through the regeneration reactive maintenance programme to support business owners and property owners whose buildings are in a state of disrepair or which leave the business exposed to risk. Businesses in New Mossley, The Diamond, Mossley West and Beverly have been supported through replacement shutters to replacement doors etc.
- **Aesthetic Improvements** – through the integrated masterplan framework a number of small projects were undertaken to improve the aesthetics of the local centres through minor works improvements and new planting schemes. This has included new planters for New Mossley, Abbots Cross, Greystone, Jennings, Kingspark and Mossley West. It has also included replacement of street furniture e.g. bins/benches where required.

The businesses located in all of these areas can also avail of the main business support programmes including:

- GoSucceed
- ASK Mentoring Programme
- LMP
- Digital Transformation Programme
- Green for Business Programme

Information regarding these schemes has been delivered to these areas as part of a targeted communications campaign earlier this year.

Looking ahead, there is more work to be completed to continue to support these areas. One of the biggest challenges faced by these areas is around visibility and the awareness of residents and visitors to the services and conveniences they provide.

- **Branding and Marketing** - Earlier this year the Council launched its new Town Centre marketing brand *#EmbraceYourTown*. Officers are now considering how a sub-brand could be developed to run separate marketing campaigns for Local Centres to promote them across the Borough and beyond.
- **Merchandising Visualisation Programme** – In June 2024 the Council approved a new merchandising visualisation programme aimed at supporting businesses in dressing their shop windows and promoting themselves in a more professional manner. Officers are in the midst of the procurement exercise for this programme and it is hoped that businesses, including those in local centres, could avail of this support in the early part of 2025.
- **Signage and wayfinding** – an audit of signage and wayfinding will be undertaken to understand the current level of coverage. The Council will then engage with relevant stakeholders e.g. Dfl and land owners to consider options. A further report will be brought to Members in due course.

4. Recommendation

It is recommended that Members note the update on the support being provided to local centres across the Borough.

Prepared and Agreed by: Steven Norris, Deputy Director of Regeneration and Infrastructure

Approved by: Majella McAllister, Director Economic Development and Planning

4.2 ED/ED/302 SIB APPOINTMENT- LOCAL ENTERPRISE AGENCIES PARTNERSHIP MODEL

1. Purpose

The purpose of this report is to update Members on the appointment of the Strategic Investment Board (SIB) to undertake an assignment which will consider the establishment of a new model between the council and local enterprise agencies to improve local performance in innovation and entrepreneurship and increase the quality and quantity of workspace across the Borough.

2. Background & Progress

Members will be aware that approval was previously granted to proceed with the appointment of a suitably qualified and experienced individual/team to advise on the creation of an ambitious support model to improve local performance in innovation and entrepreneurship and in particular to increase the quantum and quality of workspace available across the Borough to include business incubation facilities.

A methodology has been agreed with the SIB team which includes Alan Mc Vicker, Hazel King and Gregor Hamilton. The assignment will be delivered over a 4 month period until February 2025.

SIB will now undertake the following actions;

1. Initial stakeholder engagement and desk-based research to establish key objectives and outcomes required from setting up a new partnership arrangement between the council and enterprise agency. Stakeholder meetings to be held with the Council, the 3 local Enterprise Agencies as well as other external bodies as agreed with the council.
2. Undertake a review of the current legal framework that partners are operating in, including Council and Local Enterprise Agency current powers and structures.
3. Set out the required regulatory compliance including public procurement and any subsidy control implications as well as setting out the roles and responsibilities of each partner.
4. Research and present an option analysis detailing the spectrum of potential partnership models which the council and LEAs could participate in to achieve the desired outcomes, from low commitment collaboration (e.g. common branding) to more complex legal structures which require high levels of commitment (e.g. formal service level agreements, establishing a new entity such as a Special Purpose Vehicle).

This piece of work will specifically consider whether the Council can legally establish a new body such as a SPV, setting out what the implications might be for both the Council and the local enterprise agency working as partners.

5. Each of the options identified will highlight, where relevant, increasing levels of legal and financial governance requirements, and will outline the potential delivery models, any examples of best practice which already exist, key risks and benefits, due diligence required, the treatment of assets etc. This appraisal may include an option of a staged approach, moving from a collaborative working arrangement to a more formal arrangement over time.
6. Options may include a model which comprises the Council and one enterprise agency, as well as options to include the Council and up to the three enterprise agencies.
7. Where appropriate scope out the initial core elements of what would need to be included in a financial model for each of the options (e.g cost structures, funding agreements and potential for revenue generation, explore options for financial sustainability).
8. A decision matrix will then be developed which evaluates each option based upon key factors which may for example include: ease of implementation, cost, risk, achievement of outcomes, legal requirements etc. Please note, these decision factors will be agreed in advance with the council and LEAs.

This initial piece of work will be developed through consulting with relevant legal, accounting, procurement and governance experts in SIB.

Based upon this piece of work a recommendation will be made to the Council on the option which provides the 'best fit' and which reflects the Council and LEAs key objectives, with recommendations to Council regarding further work required to develop and implement the preferred option.

3. Previous Council Decision

Approval was previously granted to proceed with the appointment of a suitably qualified and experienced individual/team to undertake this assignment.

4. Summary

SIB has been appointed to undertake this assignment and will commence work from December 2024.

5. Recommendation

It is recommended that Members note the update on the support being provided to local centres across the Borough.

Prepared and Agreed by: Steven Norris, Deputy Director of Regeneration

and Infrastructure

Approved by: Majella McAllister, Director Economic Development and Planning

4.3 FI/FIN/4 BUDGET REPORT – QUARTER 2 APRIL 2024 TO SEPTEMBER 2024

1. Purpose

The purpose of this report is to provide financial performance information at period 6 (April 2024 – September 2024) for Economic Development.

2. Introduction/Background

As agreed, quarterly budget reports will be presented to the relevant Committee or Working Group. All financial reports will be available to all Members.

3. Summary

Budget reports for Economic Development for Quarter 2 April 2024 to September 2024 are **enclosed** for Members' information. The overall financial position of the Council will be presented to the Policy & Governance Committee.

4. Recommendation

It is recommended that the report be noted.

Prepared by: John Balmer, Deputy Director of Finance

Approved by: Sandra Cole, Director of Finance and Governance

4.4 ED/ED/167 COMMUNITIES AND PLACE 2024-2025 FUNDING UPDATE

1. Purpose

The purpose of this report is to update Members on the successful outcome of the Council's bid to the UK Shared Prosperity Fund and the offer of £754,069.

2. Background

Members are reminded that it was agreed at the September Committee that a bid incorporating five projects which were considered likely to meet the criteria and could be delivered within the financial year be submitted.

The projects included were:-

- (i) Monkstown 3G Pitch
- (ii) Randalstown Viaduct
- (iii) Mallusk Play Area
- (iv) Antrim Court House Cafe
- (v) Roundabout Refurbishment Programme

3. Key update

Correspondence has been received from the UK Shared Prosperity Fund team advising that the bid has been successful and offering the Council funding of £754,094. A Memorandum of Understanding has now been signed between the Department of Levelling Up Housing & Communities and the Council.

The projects will be progressed in line with the application with all expenditure to be incurred by 31 March 2025.

4. Recommendation

It is recommended that the report be noted.

Prepared and Agreed by: Michael McKenna, Deputy Director of Investment and Business Development

Approved by: Majella McAllister, Director Economic Development and Planning