



Castlerea Borough Council

Draft Economic Development Strategy

2009 – 2011

**Build a better future,
create a lasting legacy**

The objective of Council-led Economic Development Activity in the Borough of Castlereagh is to...

“facilitate local economic prosperity through strategic assistance and mutually beneficial partnerships to create the innovative conditions for a sustainable and competitive private sector”

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Introduction

Castlereagh Borough Council is committed to improving local economic conditions. This strategy identifies Council's role in facilitating local economic prosperity and advocating the needs of the private sector. By implementing the strategy the Council aims to provide direct assistance, lobby on behalf of businesses and deliver a suite of projects to help create an economy that will sustain future generations.

Central to the economic development strategy is the key imperative that Castlereagh Borough Council is a lean and efficient organisation, able to act quickly and flexibly in today's changing economy. The economic development strategy has identified key strategic priorities towards growth, utilising Council's own resources as efficiently as possible for best-value, long term results to the benefit of all.

Consultation

Importantly, the strategy has been developed upon detailed analysis and economic trends. It has been developed with much reference to the development strategies of central government departments and the many partners with whom the Council collaborates.

The draft strategy is now open for public consultation (closing Monday 23rd March 2009) and the points raised as a consequence of the consultation will contribute to the final document.

The opportunity to input directly into the economic development strategy will generate widespread support for the final document. This reinforces the importance of a partner orientated approach to its delivery and funding.

Purpose of the strategy

The purpose of the strategy is to identify the work programme for economic development staff over the two years 2009 / 2010 and 2010 / 2011. The strategy identifies key activities and targets to be achieved by 2011. The strategy focuses on improving the economic conditions of the Borough for a sustained and competitive private sector.

Naturally, the strategy will mean different things to different people. Certain groups within the Borough (e.g. visitors, businesses, residents) will each want to see intervention to their benefit. Speech bubbles have been added to the document to help identify what each strategic priority will do for you.

Priority 1: Raise the Profile of Economic Development

Aim: To promote Castlereagh Borough Council's Economic Development Services to all key stakeholders to increase the competitiveness of the local economy and exploit commercial opportunity towards sustainable economic development.

Objective: Create a locally recognised point of contact for guidance, support, advice and assistance on business funding, business development, commercial partnership, tourism development, regeneration, entrepreneurship, skills development, social economy, infrastructure and transport improvements.

What does this mean for me?

'A point of contact providing assistance with your development projects'

'A central information and statistics library relating to economic development for your use'

'Signposting, guidance and advice for funding'

'Independent, unbiased help when you need it'

'A chance for local politicians to hear about your projects'

Priority 2: Funding

Aim: To identify sources of funding and secure funding for local economic development initiatives. Sign-post key stakeholders to funding opportunities and liaise with private organisations to establish mutually beneficial partnerships.

Objective: Council services delivered at best value, local employment sustained and a proportionate amount of public funds invested in the Borough of Castlereagh to sustain and develop local economic development priorities and promote access to services by the local community.

What does this mean for me?

'Rate payers money going further by securing match funding'

'Improved services and choice to the local community'

'Investment within the Borough of Castlereagh'

'Creation of employment'

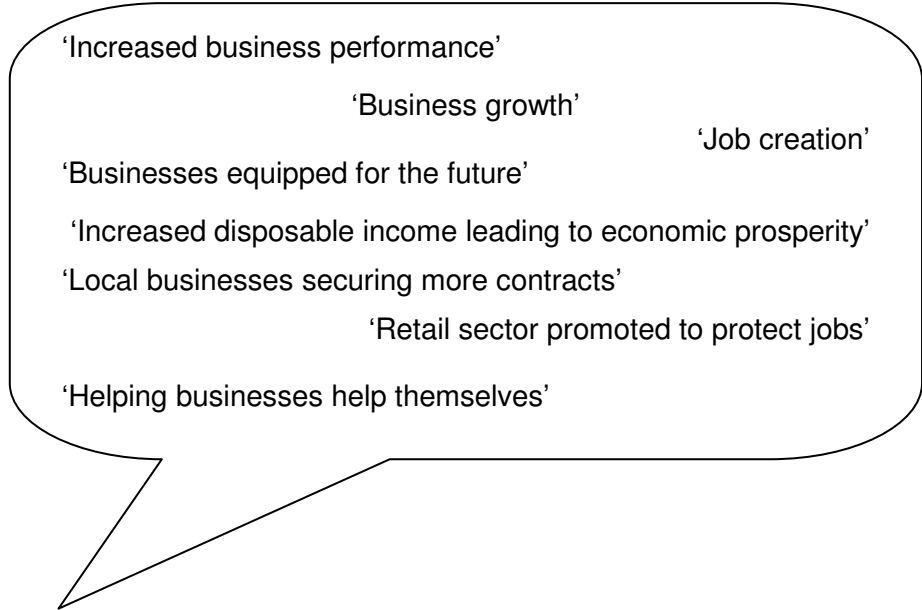
'Helping businesses source the necessary finance for growth'

Priority 3: Business Development

Aim: Create and deliver a range of development initiatives to increase the efficiency and competitiveness of local business. Initiatives will be local business and industry specific, relevant, affordable and accessible to businesses that have not benefited from financial support from other agencies.

Objective: Sustain and create local employment through improved business efficiency, product development, research and knowledge transfer. Increase potential for export and sales across all sectors.

What does this mean for me?



Priority 4: Collaborative working, partnership and attracting inward investment

Aim: To establish and service partnerships and collaborative working across all sectors to achieve local economic development priorities. To create a greater understanding of the key issues affecting local business.

Objective: Maximise resources and establish best practice models for economic development through collaborative working and partnership to obtain greater efficiency and attract inward investment.

What does this mean for me?

'Services delivered at good value for money'

'Make a bigger impact through partnership and bring greater benefit to more people'

'Attract investment for all projects'

'No duplication of services and more referrals to other partners for greater efficiency'

'Better understanding of business need and informed to lobby on their behalf'

Priority 5: Tourism Development

Aim: To promote and develop the public and private tourism sector in Castlereagh and provide excellent visitor servicing through the provision of accessible information, signage and interpretation.

Objective: Increased recognition of Castlereagh Borough Council's local tourism product and increased linkages between local attractions leading to increased visitor spend.

What does this mean for me?

'Increased civic pride'

'New businesses created, creating employment, attracting visitors and providing them with all the necessary information'

'Local heritage preserved'

'Greater coverage of Castlereagh in regional visitor publications'

'Improved signage and interpretation'

Priority 6: Physical Regeneration

Aim: To increase the capacity of local communities and businesses to create tangible strategies towards physical regeneration of areas where economic and social need is greatest.

Objective: Funds secured to deliver an enhanced physical environment attracting and generating new business, increasing civic pride and reducing anti-social behaviour.

What does this mean for me?

'more attractive commercial centers leading to increased shops and services'

'Residents having an active part in developing their own communities'

'Increased community pride and empowerment'

'A more attractive place to live, work and visit'

'A legacy for future generations'

Priority 7: Promoting Entrepreneurship

Aim: To encourage young persons to consider applying their specific skills and competencies directly into self employment and sign-post these persons towards the realisation of their economic opportunity.

Objective: Increased numbers of business start within the Borough of Castlereagh leading to greater employment and new sustainable industries.

What does this mean for me?

‘Creating fresh ideas for future businesses’

‘Students receiving key skills and confidence to help
achieve their business dreams’

‘Students receiving a practical insight into business’

‘Education applied to the working environment’

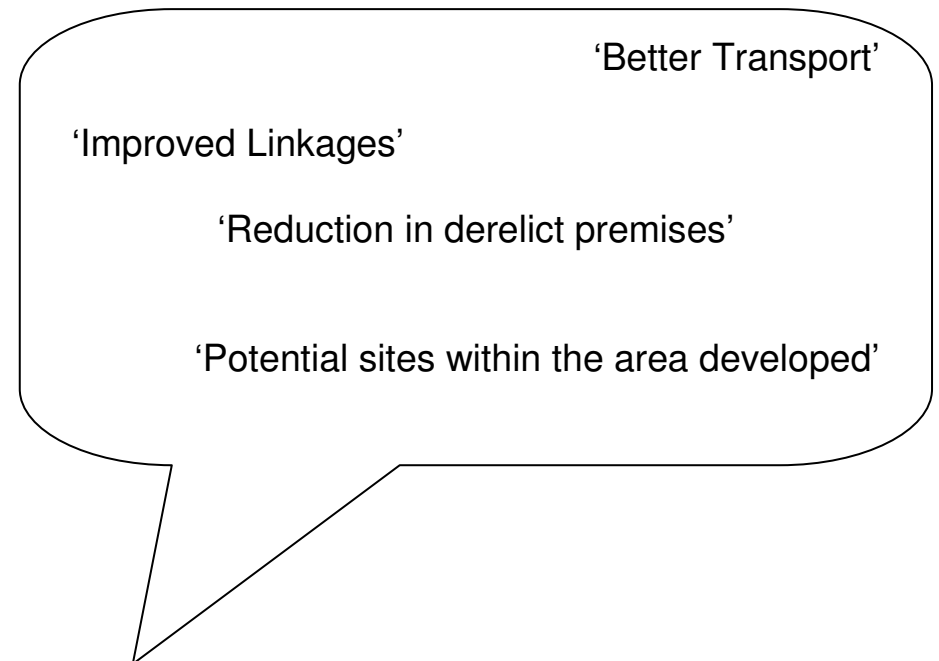
‘Local students motivated to succeed in the future’

Priority 8: Lobbying for continued Infrastructure and Transport Improvements

Aim: Influence infrastructure and transport proposals to achieve the necessary local and regional economic conditions for business creation and expansion.

Objective: The strategic improvement of infrastructure and transport to sustain the competitiveness of local business and industry with the rest of Europe.

What does this mean for me?



Priority 9: Social Economy & Community Planning

Aim: Facilitate self sustainable projects that address a specific economic need within the local community.

Objective: Local need addressed through sustainable economic initiatives supported by the community which it serves.
The creation of employment and skills development within the local community.

What does this mean for me?

'Reduced anti-social behaviour'

'Better services delivered to local communities'

'New business creation'

'Job creation'

'Physical improvements and regeneration'

Priority 10: Skills Development

Aim: Liaise with the Department for Employment and Learning to ensure that skills programmes are in keeping with local current and future economic development needs as identified by Castlereagh's business stakeholders.

Objective: The local economy supported by access to a supply of skilled workforce, providing a resilience to sector economic trends both now and in the future.

What does this mean for me?

'Training for new industries'

'Greater access to employment and training'

'Local businesses have an able and skilled workforce'

'Businesses remain competitive'

'Creation and development of future growth industries'

Action Plan, Priority 1: Raise Profile of Economic Development:

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Support Prosperity	Promote assistance and information available from Economic Development Services	Continuously	Local residents Private sector Visitors Local education	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ Increased business productivity ○ Increased local investment
	Promote key anchor development projects such as the restoration of the Lagan Canal and the Hanwood Social Economy project.	Long Term (2011)	Local residents Community Private Sector Local Councils Statutory Agencies Local & National Press Specific project related organisations	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ Creation of two international best practice projects and delivery models ○ Raise profile of the borough of Castlereagh ○ Realise local strategic vision
Encourage Engagement	Point of contact established at business events	Continuously	Private sector	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ Increased support and funding enquiries to Council

Action Plan, Priority 2: Funding

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Achieving Local Opportunities	Identify tangible economic development project opportunities and make funding submissions for tangible economic outputs	Continuously	Private Sector	Castlereagh Borough Council Economic Development Services	○ Value added to new or existing businesses
Private & Public Finance	Identify economic development projects that can provide opportunities to the private sector, encouraging investment	Continuously	Private Sector	Castlereagh Borough Council Economic Development Services	○ Opportunities for new, improved or enhanced Council services to customers identified, funded & sustained towards economic growth
Access to Finance	Identify potential funding opportunities for independent private sector projects and assist project promoters towards a successful submission. Liaise with financial institutions to advise businesses on access to finance.	Continuously	Private Sector Individuals Students Social Economy	Castlereagh Borough Council Economic Development Services	○ Increased investment, development and employment within the Borough of Castlereagh

Action Plan, Priority 3: Business Development

A) Business Services

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Direct Business Support	Direct provision of business advice and support services to include assistance with business plans, sign posting and advice, research, statistics and the creation of a local information database.	Continuously	Private Sector	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ Business growth ○ Increased business investment ○ Increased business start-up

B) Sustainable Competitiveness & Innovation

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Competitive Edge Programme	Sales development and supply chain management development to assist local companies to grow faster and sustain their competitive advantage.	1 st Intake 2009 / 10 2 nd Intake 2010 /11	Private sector businesses with under 50 employees 4 businesses participating over 2 years	Castlereagh Borough Council Economic Development Services & delivery agent Delivered in partnership with Lisburn City Council	<ul style="list-style-type: none"> ○ Increased sales ○ Cost savings achieved by companies ○ Investment in new technologies & systems ○ Jobs created ○ Jobs safeguarded ○ Partnerships

					Established
Innovation Networks Programme	Creation and development of strategic innovation and research centres to develop business innovation and research	1 st Intake 2009 / 10 2 nd Intake 2010 / 11	4 Local SME's over 2 years	Castlereagh Borough Council Economic Development Services in partnership with Lisburn City Council and an appointed delivery agent	<ul style="list-style-type: none"> ○ New product development ○ Identification & adoption of new business processes, techniques and technologies ○ Uptake in R&D and innovation within Castlereagh ○ 4 companies access to tailored assistance and signposted to further assistance

C) Sustainable Enterprise

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Business Clinics	<p><u>Survive and Thrive</u></p> <p>A seminar highlighting the importance of efficient and effective business planning. Case studies of good and bad business plans & strategies will be evaluated and the key learning points applied to the participating businesses.</p> <p>The business plan and development strategy template for each participant will be agreed.</p> <p>Follow-up / mentoring visits will be completed to provide practical assistance to develop and effect the strategy towards business growth.</p>	<p>1st Intake</p> <p>2009 / 10</p> <p>2nd Intake</p> <p>2010 / 11</p>	<p>8 Local SME's over 2 years</p>	<p>Castlereagh Borough Council Economic Development Services</p>	<ul style="list-style-type: none"> ○8 businesses sustained & developed through a strategy for future growth. ○5 businesses mentored

	<p><u>Improving performance through policy & knowledge</u></p> <p>Turning the legal and organisational requirements of policy to your advantage by implementing policies aimed at increased quality, productivity and staff performance.</p> <p>Policy templates will be provided for consideration by business participants.</p> <p>The seminar will also focus on the importance of :</p> <p>a) retaining organisational information and b) sourcing and using secondary research to help improve business performance.</p> <p>A follow-up / mentoring session with each individual business will be completed to determine quantitative and qualitative targets to be met through implementing the learning.</p>	<p>1st Intake 2009 / 10</p> <p>2nd Intake 2010 / 11</p>	<p>Private Sector</p> <p>Fledgling businesses</p>	<p>Castlereagh Borough Council Economic Development Services</p>	<p>o8 businesses achieving increased performance</p> <p>o5 Businesses Mentored</p>
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	<u>Tender Mentoring Programme</u> Programme to mentor and develop private sector businesses to bid for public works.	1 st Intake 2009 / 10 2 nd Intake 2010 / 11	Private sector businesses with under 50 employees 8 businesses participating on two programmes	Castlereagh Borough Council Economic Development Services & delivery agent	<ul style="list-style-type: none"> ○ Local businesses skilled in public sector tendering ○ 8 businesses participating on two programmes
Business re-alignment Programme¹	An audit of businesses that provide multiple products and services to a range of customers. Because of variable economic conditions this programme evaluates the key skills and strengths of the business and re-aligns these to its profitable activities, opportunities and growth areas to sustain and create a business for the future.	1 st Intake 2009 / 10	Private sector businesses with under 50 employees 3 businesses participating	Castlereagh Borough Council Economic Development Services & delivery agent	<ul style="list-style-type: none"> ○ 3 businesses sustained
International innovation search¹	Businesses whose level of innovation has gone stagnant receive an international search to find similar organisations with similar products that are performing better. The analysis will present the innovative steps taken by other companies through	1 st Intake 2009 / 10 2 nd Intake 2010 / 11	Private sector businesses with under 50 employees 10 businesses participating over 2 years	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ 10 businesses benefitting from: ○ Product development ○ Knowledge transfer ○ Research and Development

¹ Subject to funding. Only indicative project targets are provided. Upon funding being secured by Council the targets will be revised.

	researching and liaising with the company and will turn that company's successes into projects or opportunities to be considered by the participant business.				
Product Development¹	<p>There are two strands to this project:</p> <p>1) Sourcing new products for businesses that compliment their existing product range or services</p> <p>2) Researching competitors and finding international products that are better than the participant business towards improvement, product development or differentiation.</p>	<p>1st Intake 2009 / 10</p> <p>2nd Intake 2010 / 11</p>	<p>Private sector businesses with under 50 employees</p> <p>6 businesses participating over 2 years</p>	Economic Development Services	<ul style="list-style-type: none"> ○ Increased profitability ○ 6 Businesses sustained ○ Knowledge Transfer ○ Business growth ○ Increased investment in Research and Design
Exporting¹	<p>Practical export mentoring to help very small, new or fledgling businesses sustain business growth through targeted international sales.</p> <p>Each programme will be developed on a one-to-one basis with the participant. Targets will be set based on project expenditure, sales and income.</p>	<p>1st Intake 2009 / 10</p> <p>2nd Intake 2010 / 11</p>	<p>Private sector businesses with under 8 employees</p> <p>6 businesses participating over 2 years</p>	Economic Development Services	<ul style="list-style-type: none"> ○ 6 businesses will benefit from increased sales ○ Local businesses selling to international markets

Lean Business¹	<p>A confidential independent audit of a businesses financial accounts to determine areas of high cost and expenditure.</p> <p>A practical evaluation and bench-mark of the business processes.</p> <p>A period of researching how to reduce the costs or adjust processes to increase efficiency.</p> <p>An efficiency report developed detailing the key findings of the audit and recommendations to achieve economies of scale and greater efficiency. The report will also include projected savings as a consequence of the actions.</p>	<p>1st Intake 2009 / 10</p> <p>2nd Intake 2010 / 11</p>	<p>Private sector businesses with under 50 employees</p> <p>6 businesses participating over 2 years</p>	Economic Development Services	<ul style="list-style-type: none"> ○ Increased business performance ○ 6 businesses more able to adopt to economic pressures ○ Increased business profit ○ Increased environmental benefits
Export Linkages Programme¹	<p>To develop the export / capacity of local businesses in new and emerging markets.</p> <p>Key Target Markets:</p> <p>Europe</p>	<p>One intake 2010 / 2011</p>	<p>2 Local SME's with growth potential attending 1 international trade development programme</p>	Castlereagh Borough Council Economic Development Services in partnership with Lisburn City Council	<ul style="list-style-type: none"> ○ New market penetration ○ One trade visit ○ Short-term revenue generation ○ Private sector investment and

	<p>Spain Netherlands Estonia (Russia, Sweden, Finland) Czech Republic Turkey</p> <p>Other markets to be exploited: North & South America West, East and Central Europe</p>			<p>Services provided by trade development consultants with proven expertise and presence in international markets.</p>	<p>introduction to opportunities for new international cooperation (exporting, product sourcing, strategic alliances etc.)</p>
<p>Cluster voluntary business improvement districts (project identification)</p>	<p>Research potential voluntary business improvement projects throughout the Borough.</p> <p>Potential projects will be considered for 50% funding against key tangible outputs.</p> <p>e.g. Shop front enhancement on arterial routes.</p>	<p>2010 /11</p>	<p>Private Sector</p>	<p>Facilitated by Castlereagh Borough Council Economic Development Services</p>	<ul style="list-style-type: none"> ○2 potential projects identified for consideration of funding ○Private sector investment

D) Retail

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Joint retail promotional programmes	Multi-nationals encouraged to participate in local joint retail promotion programmes	Continuous	Private retail sector Associated industries such as visitor attractions and hospitality sector	Facilitated by Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ Joint marketing and promotion for economies of scale ○ Increased retail co-operation and development

E) Rural Development

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Business development in Rural Areas	<p>Encourage rural business development and growth in accordance with the Lisburn, Castlereagh and Belfast Rural Development Strategy 2008 – 2013.</p> <p>Includes:</p> <p>The promotion of business creation and development Diversification into non-agricultural activities Basic services for the economy and rural population</p>	<p>Long-term in accordance with the strategy:</p> <p>2008 - 2013</p>	<p>Rural: Residents Statutory Agencies Service providers Private Sector</p>	<p>Castlereagh Borough Council</p> <p>Lisburn City Council</p> <p>Belfast City Council</p>	<p>Please refer to Lisburn, Castlereagh and Belfast City Council Rural Development Strategy 2008 - 2013</p>

Action Plan, Priority 4: Collaborative working, partnership and attracting inward investment

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Stakeholder engagement	Obtain greater efficiency and attract inward investment through collaborative working and partnership.	2009 / 10 & 2010 / 11	Local Economic Development Stakeholders: COMET COMET Interreg NI LED Forum Lisburn City Council Lagan Canal Restoration Trust Castlereagh Local Enterprise Agencies Lagan Valley Regional Park Invest NI Hanwood Trust NI Housing Executive DSD DCAL DETI East Belfast Partnership Tullycarnet Neighbourhood Renewal	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ Local economic development priorities achieved at best value ○ Increased efficiency ○ Effective project delivery

Business Familiarisation Visits	Generate a greater understanding of key issues affecting local businesses by visiting their premises and viewing their processes.	2009 / 10 & 2010 / 11	Private Sector	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ Local Economic Development priorities meeting real need ○ Officers and Members informed of key issues to influence Central Government policy. ○ 3 businesses visited each year by the Economic Sub Committee
Explore best practice Public Private Partnerships	Review best practice capital build projects created through Public Private Partnerships.	2009 / 10 & 2010 / 11	Public Sector Private Sector	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ Attendance at specific, relevant conferences where tangible opportunities exist ○ 1 best practice visit ○ 1 entrepreneur hospitality event held per year attracting 3 businesses to discuss pre-determined, mutually beneficial projects

Action Plan, Priority 5: Tourism Development

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Product development and promotion	<p>Commission tourism related photography for use by Council.</p> <p>Promotion of culture and heritage.</p> <p>Encourage and promote rural tourism.</p> <p>Market the Borough through specific marketing, promotion and familiarisation trips.</p>	<p>2009 / 10</p> <p>&</p> <p>2010 / 11</p>	<ul style="list-style-type: none"> ○ Tourist attractions ○ Private sector ○ Lagan Canal Restoration Trust ○ Lagan Valley Regional Park 	<p>Castlereagh Borough Council Economic Development Services</p>	<ul style="list-style-type: none"> ○ Creation of a promotional picture library
Christmas at the Lock Keeper's Cottage Event	<p>Creation and delivery of a festive event located at the Lock Keeper's Cottage</p>	<p>Dec 2009</p> <p>Dec 2010</p>	<ul style="list-style-type: none"> ○ Residents ○ Visitors ○ Retail Partners 	<p>Castlereagh Borough Council Economic Development Services in partnership with Lagan Valley Regional Park and the Lock Keeper's Inn</p>	<ul style="list-style-type: none"> ○ Increase number of visitors to the Borough ○ Increase number of shoppers to the Borough and promote shopping venues ○ Raise profile of local tourism product ○ Promote culture and heritage

Increased accommodation provision	Promote the continued development of the accommodation sector by providing indirect assistance towards the realisation of private hotel, self-catering and B&B development.	2009 / 10 & 2010 / 11	<ul style="list-style-type: none"> ○Developers with propopsals within the Borough of Castlereagh 	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○Job creation ○Development of the NI Tourism Industry ○Increased conference and recreational facilities for local residents and businesses
Piggy Back Marketing	Lobby partners for greater recognition of Castlereagh's tourism product towards increased publicity.	2009 / 10 & 2010 / 11	<ul style="list-style-type: none"> ○Northern Ireland Tourist Board ○Tourism providers throughout Northern Ireland 	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○Literature available throughout NI tourist information points ○Castlereagh's visitor services promoted in regional literature
Visitor servicing	Develop infrastructure to ensure that visitors are informed and directed to and around attractions and facilities within the Borough.	2009 / 10 & 2010 / 11	<ul style="list-style-type: none"> ○Visitors ○Residents 	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○Creation of a tourism map / leaflet. ○Improved brown signage within the Borough. ○Enhance interpretation across tourism facilities. ○Creation of a tourist information point.

Action Plan, Priority 6: Physical Regeneration

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Village improvement	<p>Facilitate the creation of village improvement plans for Castlereagh's villages that lie outside the Belfast Metropolitan Area.</p> <p>The project will focus on physical regeneration towards economic growth.</p>	<p>2009 / 10</p> <p>&</p> <p>2010 / 11</p>	<ul style="list-style-type: none"> ○ Rural villages 	<p>Castlereagh Borough Council in partnership with a constituted organisation representing the local community in which the project is planned.</p>	<ul style="list-style-type: none"> ○ A minimum of 1 village improvement plan completed in 2011 ○ Funding bids submitted for a minimum of 1 village improvement plan
Titanic Quarter	<p>Liaise with the Titanic Quarter Development to ensure that spin-off development and regeneration extends into the East Belfast travel to work area</p>	<p>2009 / 10</p> <p>&</p> <p>2010 / 11</p>	<ul style="list-style-type: none"> ○ NITB ○ Belfast City Council ○ DEL ○ East Belfast Partnership 	<p>Castlereagh Borough Council and East Belfast travel to work partners</p>	<ul style="list-style-type: none"> ○ Job creation ○ Physical regeneration ○ Skills development ○ Business creation and growth

Action Plan, Priority 7: Promoting Entrepreneurship

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Do it for the love of it!	<p>Motivational seminars to encourage young people to consider developing their skills and hobbies into a business. Seminars will be delivered by young entrepreneurs.</p> <p>Where specific interests are identified the entrepreneurs will mentor the student towards developing their ideas. Mentoring will be facilitated by the Council.</p>	2009 / 10 & 2010 / 11	○ Students aged 16	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ 1 seminar held per year ○ A minimum of 10 students in attendance identified by their schools ○ 3 students receiving mentoring support
How do you run a business like this?	<p>A series of business visits aimed at students considering a career in specific industries Visits will include:</p> <p>Manufacturing Public sector Community Development Retail IT Agriculture</p>	2009 / 10 & 2010 / 11	○ Students aged 16	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ 1 visit per year ○ 10 students attending the visit to obtain an insight to the industry

Action Plan, Priority 8: Lobbying for continued infrastructure and transport improvements

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Rapid Transport System	Helping with and lobbying for the realisation of the e-Way Rapid Transport System	2009 / 10 & 2010 / 11 Long Term	DRD Local Community	DRD	Completion of the rapid transport system with the spin-off outputs: <ul style="list-style-type: none"> ○ Job Creation ○ Physical regeneration of Belfast's peripheral areas ○ Community Development
Workspace revival	Encourage businesses to locate and use existing, unoccupied or derelict premises by appealing for property owners to consider incentives for new tenants (such as a rent free term).	2009 / 10 & 2010 / 11 Long Term	<ul style="list-style-type: none"> ○ Private property owners ○ Estate Agents ○ Castlereagh Local Enterprise Agency ○ Hanwood Trust Company Ltd. ○ Ballyoran Centre, Ballybeen 	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ Business creation ○ Utilising existing premises ○ Physical regeneration
Diversified Development	Lobbying for diversification and development of derelict sites within the Borough.	2009 / 10 & 2010 / 11 Long Term	<ul style="list-style-type: none"> ○ Development Sites 	Castlereagh Borough Council Economic Development Services	<ul style="list-style-type: none"> ○ Development opportunities exploited

Action Plan, Priority 9: Assisting the Social Economy and Community Planning

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
The Hanwood Project	<p>Facilitate the completion of a capital build programme towards a sustainable business and community development project to the benefit of the local area.</p> <p>The work phases are:</p> <ol style="list-style-type: none"> 1. Community Resource Centre 2. 25 Business units 3. Football pitch & community gym 4. Convenience store, 4 retail units and a petrol filling station 	<p>2009 / 10 & 2010 / 11</p> <p>Long Term</p>	<ul style="list-style-type: none"> ○ The Hanwood Trust Company Limited ○ Local residents ○ Community Groups ○ Private Sector ○ Training providers ○ East Belfast Partnership 	<p>The Hanwood Trust Company Ltd. Facilitated by Castlereagh Borough Council</p>	<ul style="list-style-type: none"> ○ Reduction in anti-social behaviour ○ 25 new businesses created ○ 5 existing businesses expanding to new premises ○ Community & physical regeneration ○ Training & Skills development ○ Reduction in rate of long-term unemployed ○ Promotion of health and fitness
Neighbourhood Renewal	<p>Participate in the Tullycarnet Neighbourhood Renewal Partnership to implement projects of an economic and physical renewal nature.</p>	<p>2009 / 10 & 2010 / 11</p>	<ul style="list-style-type: none"> ○ East Belfast Partnership ○ DSD ○ Tullycarnet representatives 	<p>East Belfast Partnership</p>	<ul style="list-style-type: none"> ○ Neighbourhood Renewal Action Plan achieved <p>(separate strategy document)</p>

Action Plan, Priority 10: Skills Development

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs
Business needs analysis	Ensure that information and knowledge from Castlereagh Borough Council's Economic Development Library is communicated to DEL to advise their strategy so that back to work and skills programmes are meeting current business need.	2009 / 10 & 2010 / 11 Long Term	○ DEL and their programme delivery agents	○ DEL	The local economy supported by access to a supply of skilled workforce, providing a resilience to sector economic trends both now and in the future.

Future Strategic Development

The Review of Public Administration (RPA) in May 2011 is now imminent. At the time of printing this document the Boundaries Commission has identified that Castlereagh Borough Council and Lisburn City Council will merge. There are many projects such as the restoration of the Lagan Canal and the DARD NI Rural Development Programme 2008 – 2013 where Castlereagh and Lisburn Councils currently work in partnership. As progress towards RPA develops, the strategic priorities of both Councils will undoubtedly evolve together.

Each priority within the strategy will be monitored throughout its implementation to influence any future strategy. This strategy comes to a close in March 2011. Performance against the targets set out in this strategy will be evaluated to advise future strategic development.

Economic Development Factsheet

Demography

- On Census Day 29th April 2001:
 - the resident population of Castlereagh LGD was 66488
 - 21.7% of the population were under 16 years old and 21.2% were aged 60 and over
- The estimated population of Castlereagh LGD at 30 June 07 was 65562
- In 2021 the population of Castlereagh LGD is projected to be 59170 persons

Education and Training

- On Census Day 29th April 2001, in Castlereagh LGD looking at the population aged 16 – 74:
 - 22.2% had degree level or higher qualifications
 - 52.3% had no or low levels of qualifications
- For school leavers aged 16 and over in 2007, 64.2% achieved at least 5 or more GCSEs at grade C and above, 41.9% went on into Higher Education and 25.7% went into Further Education in Castlereagh LGD
- In Castlereagh LGD there were 2531 students enrolled at a Higher Education college in 2007.
- In Castlereagh LGD there were 5311 students enrolled at a Further Education College in 2007.

Employment, Economic Activity and Social Welfare

- On Census Day 29th April 2001, in Castlereagh LGD looking at the population aged 16 – 74:

- 66.9% were economically active, 33.1% were economically inactive; and
 - 2.5% were unemployed, of these 33.7% were long term unemployed.
- The census of employment is a statutory survey that is conducted every two years in Northern Ireland. It provides information on the nature and characteristics of non-agricultural businesses. In 2005 there were 25192 employee jobs in businesses located in Castlereagh.
- Of these:
- 9773 jobs were male full-time;
 - 7639 jobs were female full-time;
 - 1865 jobs were male part-time; and
 - 5915 jobs were female part-time.
- The Inter Departmental Business Register (IDBR) showed that there were 1140 VAT Registered Businesses in Castlereagh in 2007. Of these, 90 were within the Agricultural sector, 185 within the Construction sector and 255 within the Property and Business Services sector.
 - The Farm Census 2007 recorded 118 farms registered to addresses in Castlereagh and the total agricultural labour force was 246 persons.
 - In Castlereagh there were 129 people who completed Start a Business training provided by Invest NI in 2007. Of these, 75.2% were subsequently offered assistance by the Start a Business Programme. Invest NI also offered assistance of £0.46 million and investment of £1.92 million to companies in Castlereagh in 2007.

Deprivation – NIMDM 2005

- Castlereagh LGD has an Extent of 5%, this means that 5% of the Castlereagh population live in the most deprived Super Output Areas in Northern Ireland.

- The Income Scale shows that there are 7606 people in Castlereagh LGD experiencing Income Deprivation, while the Employment Scale shows that a total of 4186 people in Castlereagh LGD experience employment deprivation.
- Within Castlereagh LGD the most deprived Super Output Area is Tullycarnet (ranked 145 in NI) and the least deprived Super Output Area is Hillfoot (ranked 889 in NI).

Housing

- On Census Day 29th April 2001 there were 26887 households in Castlereagh LGD.
- There are projected to be 27500 households in Castlereagh in the year 2021, with an average household size of 2.10 persons.
- In 2008 there were 28199 domestic properties in Castlereagh.
- In 2007 in Castlereagh LGD in the private sector housing market, there were a total of 25 new house sales.
- In 2007 there were 377 new dwelling starts in Castlereagh LGD, 58 of these were for Housing Associations, representing 15.4% of the total new build.

Castlereagh Borough Council's Economic Development Services recommend the following websites for further information:

www.castlereagh.gov.uk
www.niassembly.gov.uk
www.nibusinessinfo.co.uk
www.businesslink.gov.uk
www.nisra.gov.uk
www.ninis.nisra.gov.uk
www.detini.gov.uk

Useful Contact Information

Castlereagh Borough Council Economic Development Services - Bradford Court, Upper Galwally. Belfast BT8 6RB. 02890494500

Invest Northern Ireland Regional Office - Bedford Square, Bedford Street, Belfast BT2 7ES. 028 90239090

The Department of Enterprise, Trade and Investment – Netherleigh, Massey Avenue, Belfast BT4 2JP. 028 90529900

The Department for Culture, Arts and Leisure – Interpoint Centre, York Street, Belfast BT15 1AQ. 028 92258800

The Department of Agriculture and Rural Development – PO Box 2, Belfast, Co Antrim. 028 90524396

The Department for Employment and Learning – Adelaide House, 39-49 Adelaide Street, Belfast, BT2 8FD. 028 90257777

The Northern Ireland Chamber of Commerce – 22 Gt. Victoria Street, Belfast, BT2 7BJ. 028 90244113

The University of Ulster- Shore Road, Jordanstown, BT37 0QB. 0870 0400700

Queen's University – University Road, Belfast BT7 1NN, 028 90245133

Castlereagh, Lisburn and Belfast Rural
Development Programme 2008 – 2013 – Lisburn City Council, Lisburn, BT27 4RL 028 92509489

Castlereagh Local Enterprise Agency – Dundonald Enterprise Park, Carrowreagh Road, Dundonald BT16 1QT. 028 90557557

East Belfast Partnership – Avalon House, 278-280 Newtownards Road, Belfast BT4 1AQ. 028 90451900

Shell Livewire – Hawthorn House, Forth Banks, Newcastle-upon-tyne, Tyne & Wear NE1 3SG 0845 7573252

The Prince's Trust – 5 Jennymount Court, North Derby Street, Belfast BT15 3HN. 028 90745454

Energy Saving Trust – 1-11 May Street, Belfast BT1 4NA. 028 66340780

Citizen's Advice Bureau – 6 Callender Street, Belfast BT1 5BN. 028 90503000

Northern Ireland Tourist Board – St Anne's Court, 59 North Street, Belfast BT1 1NB. 028 90231221

Lagan Valley Regional Park – 3 Lock-keeper's Lane, Milltown Road BT8 7XT. 028 90491922

The Department for Social Development – Belfast Regeneration Office, 257-261 Woodstock Road, Belfast BT6 8PQ. 028 90456822

FEEDBACK FORM / INFORMATION REQUEST

Name: _____
Business Name: _____
Position / Title: _____
Business Address: _____
Postcode: _____
Tel: _____
Mob: _____
e-Mail: _____
Business website: _____

I am a *(please tick)*:

- Local business
- Visitor
- Researcher / student
- Local resident
- Training provider

Nature of Enquiry *(please tick)*:

- Expression of interest to participate on a business development programme
- Request further information concerning:
 - Funding / Grants
 - Business Support / Advice and Signposting
 - Local Tourist Information
 - Business environmental issues
 - Other Council Services
- Contact local Councillors regarding Economic Development Issues
- Suggest actions for Council led economic development
- Comment on the economic development strategy
- Make a complaint
- Other

COMMENTS / FURTHER INFORMATION:

Please add me to your database and contact me regarding local economic development issues and programmes

If you would prefer not to be contacted or added to the Council's database please tick this box: