

Laganside Community Strategy 2003-2006

As of 3rd June 2003

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LAGANSIDE CORPORATION

1.1 Objective

Laganside Development (NI) Order 1989

“The Object of the Corporation shall be to secure the regeneration of the designated area.

The Object is to be achieved in particular by the following means: -

- a) By bringing land and buildings into effective use;
- b) By encouraging public and private investment and the development of existing and new industry and commerce;
- c) By creating an attractive environment; and
- d) By ensuring that housing, social, recreational and cultural facilities are available to encourage people to live and work in the area.”

1.2 Vision

- A series of distinct urban quarters along an attractive and vibrant waterfront, integrated into and linking together the city centre, adjoining communities and the emerging Titanic Quarter.
- A focus of activity making a significant contribution to the social life and economy of the city and region.
- An environment in which local communities can have an improved quality of life and individuals fulfil their potential within a context of equality, inclusion, acceptance of cultural diversity and partnership.
- An initiative bringing international recognition and respect for best practice in urban regeneration.

1.3 Mission Statement

“Contributing to the revitalization of Belfast and Northern Ireland by transforming Laganside to be attractive, accessible and sustainable, recognized as a place of opportunity for all.”

1.4 Aims

The aims are to: -

- Secure the regeneration of the Laganside area, maximizing leverage of inward investment.
- Commit to the principles of equality, human rights and the targeting of social need.
- Provide significant long-term economic, social and recreational benefits for the citizens of Northern Ireland.
- Contribute to the continuing enhancement of Belfast’s international reputation through partnership with key stakeholders

1.5 Guiding Principles & Values

The Northern Ireland Executive Building on Progress sets out a wide-ranging vision of Northern Ireland’s future and highlights the role that Non-Departmental Public Bodies must play in realising that vision. The Corporation is committed to the delivery of beneficial and sustainable regeneration and our Corporate Plan reflects the actions and targets set out in the Building on Progress 03-06.

The aims and objectives of Laganside’s Corporate Plan reflect Government’s commitment to the principles of equality inclusion, partnership and mutual respect as set out by Section 75 of the Northern Ireland Act 1998 and Governments commitment to New TSN.

Laganside’s, mission statement “Contributing to the revitalization of Belfast and Northern Ireland by transforming Laganside to be attractive, accessible and sustainable, recognized as a place of opportunity for all,” emphasises that its work has to contribute to wider economic and social development in Belfast and, more generally, in Northern Ireland as a whole. In this way, Laganside complements and enriches city and regional development approaches and the development of the Laganside area is a contribution to wider development strategies. In this context the plan identifies with the Department of Social Development’s key objectives in relation to tackling poverty and social disadvantage.

The Corporate Plan 2003-2006 rolls forward the Corporation’s proposals. It aims as far as resources permit: -

- To advance the completion of the original Laganside Plan
- To address the regeneration of Cathedral Quarter
- To facilitate the regeneration of the eastern bank of the river
- To develop stronger links with the rest of the city
- To facilitate the development of the ‘Quays’.

The successful completion of the regeneration of the original Laganside area is dependent on complex factors involving market condition, landowners' objectives and level of resourcing. The Plan proposed recognises the present resource position. Much still remains to be done to complete the task of regenerating the Laganside area, but this needs resources.

The Board has, in preparing this Plan, identified projects, which are necessary to complete the regeneration task.

The Corporation is guided by a determination to: -

- Accelerate and enrich the regeneration of the Laganside area and promote and encourage direct investment.
- Operate within the provision of equality of opportunity' as enacted within the Northern Ireland Act 1998 and Government's commitment to new TSN.
- Enter into partnership with other bodies concerned with the regeneration of the area.
- Select those projects, which will produce optimum value for money.
- Give higher priority to those projects, which will produce additional employment with minimum displacement or relocation of existing jobs.
- Keep the public (and in particular local communities) informed of our plans and progress and maximise the opportunities for the public to contribute to and participate in the regeneration process.
- Operate with integrity, equity and professional competence and comply with standards of public accountability.

1.6 Impact to date:

The following outputs have now been achieved as of March 2003:

Total Investment.....	£762 M
Investment.....	£639 M
Laganside Investment.....	£123 M
Jobs.....	11,240
Office Space.....	170,640m ²
Housing units.....	609
Leisure/Retail.....	51,090m ²
Public Realm.....	15.54ha
Walkways.....	4,613m

2.1 CORPORATE PLAN PRIORITIES AND PROGRAMMES 2003-2006

Development Priorities 2003 – 2006

STRATEGIC OBJECTIVE	ACTION
<p>DEV 1. A series of distinct urban quarters along an attractive and vibrant waterfront integrating and linking together the City Centre, adjoining communities and the emerging Titanic Quarter</p>	<p>To establish 'The Quays' as a vibrant waterfront.</p> <p>To facilitate completion of existing key sites.</p> <p>Promote regeneration on eastern bank.</p> <p>Promote further regeneration opportunities.</p> <p>Implement public realm enhancement of key routes.</p>
<p>DEV 2. Create a dynamic, distinctive mixed use, historical and cultural quarter at Cathedral Quarter</p>	<p>Achieve private sector investment on key development sites.</p> <p>Work with partners to establish major arts facility.</p> <p>Provide affordable accommodation for arts activity.</p> <p>Enhance character and streetscape to encourage private investment.</p> <p>Establish long-term management vehicle for area.</p>
<p>DEV 3. A focus of activity, making a significant contribution to the social life and economy of city and region.</p>	<p>Create memorable places through protecting heritage, public art, promoting good design and encouraging activity.</p>
<p>DEV 4. An internationally recognised initiative setting best practice in urban regeneration.</p>	<p>Participate in local, European and international regeneration networks.</p>

2.2 Marketing Priorities 2003 - 2006

<u>STRATEGIC OBJECTIVE</u>	ACTION
MKT 1 To attract inward investment	In partnership, contribute to presentations, visits, exhibitions, PR, advertising, corporate hospitality.
MKT 2 To encourage public participation.	Implement events strategy with sponsorship support, partnership promotion.
MKT 3 To create and maintain high levels of awareness locally and build better national/international awareness.	<p>Public relations activity. Press conference briefings. Presentations/tours. Corporate hospitality. Lookout Visitors Centre.</p> <p>Support PR in creating awareness of brand and activities through site branding, media.</p> <p>Provide high quality and appropriate information through published reports, briefs, educational material, internet site, promotional goods, branding, corporate image.</p>
MKT 4. To better understand market and local needs.	<p>Determine market needs and opportunities and monitor performance and research.</p> <p>Reach local, national investment potential.</p>