

# Document Pack

**Democratic Services Section  
Chief Executive's Department  
Belfast City Council  
City Hall  
Belfast  
BT1 5GS**



6 September 2013

## **MEETING OF PARKS AND LEISURE COMMITTEE**

Dear Alderman/Councillor,

The above-named Committee will meet in the Lavery Room (Room G05), City Hall on Thursday, 12th September, 2013 at 4.30 pm, for the transaction of the business noted below.

You are requested to attend.

Yours faithfully

PETER McNANEY

Chief Executive

### **AGENDA:**

- 1. Routine Matters**
  - (a) Apologies
  - (b) Minutes
  - (c) Declarations of Interest
- 2. Support for Sport Large Development Grants (Pages 3 - 10)**
- 3. Support for Sports Grants – proposed centralised approach (Pages 11 - 14)**
- 4. Leisure Transformation Programme – update report (Pages 15 - 18)**
- 5. Paisley Park (Pages 19 - 20)**

6. **Business in the Community - Request for Support for a Community Garden (Pages 21 - 26)**
7. **Ulster Bank Belfast Festival at Queens Event in Belmont and Falls Park (Pages 27 - 30)**
8. **Party in the Park - Botanic Gardens (Pages 31 - 34)**
9. **Proposed Mural Artwork at Ormeau Park (Pages 35 - 40)**
10. **Lease of Office Space at Belfast Castle (Pages 41 - 42)**
11. **Belfast Zoological Gardens: Adoption Package Review (Pages 43 - 48)**
12. **Belfast Zoo 80th Anniversary Celebrations (Pages 49 - 52)**
13. **European Association of Zoos and Aquaria: Annual Conference in Belfast - September 2016 (Pages 53 - 56)**



### Belfast City Council

<b>Report to:</b>	Parks and Leisure Committee
<b>Subject:</b>	<b>Support for Sport Large Development Grants</b>
<b>Date:</b>	12 September 2013
<b>Reporting Officer:</b>	Andrew Hassard, Director of Parks and Leisure
<b>Contact Officer:</b>	Claire Moraghan, Sports Development Officer

<b>1.0</b>	<b>Relevant Background Information</b>
1.1	Members will be aware that 12 Support for Sport large development grants of £5,000 are awarded annually.  The purpose of this report is to seek approval to award the grants as detailed in Appendix 1.

<b>2.0</b>	<b>Key Issues</b>
2.1	The Director and relevant officer met on Tuesday 13 August to discuss the large grant applications received in July.
2.2	The Large Development Grants (£5,000) recommended for funding are listed in Appendix 1.
2.3	The assessment of the large development grants is a comprehensive process set against a range of criteria which take into account; <ul style="list-style-type: none"> <li>• the club's development plan;</li> <li>• how the club's plan links to the Sports Governing Body's plan;</li> <li>• the sustainability of the initiative; and</li> <li>• how it contributes to improving the quality of life, promoting good relations and increasing opportunities for participation particularly among children and young people, women and girls, ethnic minorities', people with a disability or older people.</li> </ul>
2.4	32 clubs applied in the first stage of the application process with 18 returning the second stage application. Of the 18 clubs only 7 passed the minimum threshold for funding. The standard of application was disappointing this year with many clubs

	<p>falling down because of weak club development plans and missing supplementary information which was required to support their application.</p> <p>Support was provided to clubs by officers from the Leisure Development Unit. However given the standard of the applications this year more work with clubs is required to increase their capacity to make applications to this grant programme.</p> <p>If Members accept the recommendations as outlined there will be £25,000 not allocated from the grant programme. It is proposed that this should be allocated to the Support for Sport Small Development Grants Programme which is currently closed to applications because the 2013/14 budget has already been allocated.</p> <p>Detailed applications are held in the Parks and Leisure Department and can be viewed by Members on request.</p>
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<b>3.0</b>	<b>Resource Implications</b>				
3.1	<p><u>Financial</u> The table below indicates the amounts allocated from the 2013/2014 budget.</p>				
	<b>Area</b>	<b>Total available</b>	<b>Allocated to date</b>	<b>Proposed allocation for August</b>	<b>Remaining after allocation</b>
	Large Development	£60,000	£0	£35,000	£25,000

<b>4.0</b>	<b>Equality and Good Relations Implications</b>			
4.1	All applications have been assessed in line with the current Support for Sport scheme.			
4.2	Following the review of Support for Sport, the revised scheme has undergone equality screening in accordance with Council requirements. This process has 'screened out' the revised scheme, identifying only minor, positive equality impacts, and determining that there is no requirement to proceed to Equality Impact Assessment.			

<b>5.0</b>	<b>Recommendations</b>			
5.1	Members are asked to approve the Large Development Grant awards to the 7 sports clubs scoring above the 50% threshold.			
5.2	The remaining £25,000 be reallocated into the Small Development Grants Programme.			

<b>6.0</b>	<b>Decision Tracking</b>
	Sports Development Officer to arrange the award of all Support for Sport Small Grants by 31 October 2013.

<b>7.0</b>	<b>Key to Abbreviations</b>
	None

<b>8.0</b>	<b>Documents Attached</b>
	Appendix 1: Large Development Applications August 2013

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Ref Number	CLUB NAME	AREA	SCORE	RANK	RECOMMENDATION	AMOUNT	SYNOPSIS
DL/15-14	North Belfast Harriers	North	86%	1	Recommend	£5,000	"Jog Belfast" taking place in 4 locations across Belfast in partnership with Orangegrove AC, Shaftsbury Recreation & Beechmount AC. Promoting activity amongst sedentary people specifically females, over 50's and children. Programme will link to Parkrun.
DL/13-14	Cathal Brugha Swimming and Waterpolo Club	West	84%	2	Recommend	£5,000	High performance coaching programme targeting junior players and bringing in GB Waterpolo coach and NI Athletics coach. Also implementing an "Apprentice Coach Scheme" for parents and volunteers encouraging them to get involved with the club.
DL/07-14	Holy Trinity Amateur Boxing Club	West	73%	3	Recommend	£5,000	Introducing boxing and health and fitness initiatives to 300+ females in the local area. The project will provide classes to improve fitness, agility, strength, muscle definition as well as improving mental health and health awareness. Participants will be encouraged to take a journey into personal development to improve self esteem, confidence, discipline and social inclusion.
DL/11-14	St. Oliver Plunkett FC	West	64%	4	Recommend	£5,000	Coaching support programme. Specialised coaching for 46 coaching in the club and focusing on future "in-house" support for future coaches in an aim to reduce costs. Looking at diet and nutrition, speed and agility and age specific session planning.
DL/16-14	City of Belfast Amateur Swimming Club	Citywide	58%	5	Recommend	£5,000	"Swim Well: Live Well" Programme to encourage more children into swimming and provide opportunities for non-competitive older swimmers to stay fit and involved in the sport.
DL/05-14	Donegall Diamonds Waterpolo Club	North	54%	6	Recommend	£5,000	Strength and conditioning training for females competing at Division 1 level. Funding will introduce sports specific and individual training to improve strength, core stability and flexibility in order to be a strong contender in the All Ireland Women's Division 1 League.
DL/18-14	St John Bosco Amateur Boxing Club	West	50%	7	Recommend	£5,000	Coaching support, mentoring programme and community outreach. Offering the local community Zumba, Pilates and health and fitness classes. Developing coaches knowledge on disability awareness e.g. autism and sports science.

Ref Number	CLUB NAME	AREA	SCORE	RANK	RECOMMENDATION	AMOUNT	SYNOPSIS
DL/01-14	Orangegrove Athletics	East	N/A		Do not recommend	N/A	Did not return full application
DL/02-14	Crusaders Youth	North	42%		Do not recommend	N/A	Did not meet threshold following assessment
DL/03-14	Cairn Lodge Amateur Boxing Club	North	N/A		Do not recommend	N/A	Application missing information.
DL/04-14	Belfast Star Basketball Club	North	40%		Do not recommend	N/A	Did not meet threshold following assessment
DL/06/14	Crumlin Star FC	North	N/A		Do not recommend	N/A	Did not return full application
DL/08-14	Windsor Lawn Tennis Club	South	N/A		Do not recommend	N/A	Application received late.
DL/09-14	Suffolk Swifts Youth Academy	South	N/A		Do not recommend	N/A	Did not return full application
DL/10-14	Sydenham United FC	East	N/A		Do not recommend	N/A	Application missing information.
DL/12-14	Instonians Rugby Football Club	South	N/A		Do not recommend	N/A	Did not meet threshold following assessment
DL/14-14	Northern Ireland Youth Climbing Team	South/ East	N/A		Do not recommend	N/A	Did not return full application
DL/17-14	Shamrock Football Club	North	N/A		Do not recommend	N/A	Missing information. Venue outside City boundary.
DL/19-14	St. Agnes Amateur Boxing Club	West	39%		Do not recommend	N/A	Did not meet threshold following assessment



Ref Number	CLUB NAME	AREA	SCORE	RANK	RECOMMENDATION	AMOUNT	SYNOPSIS
DL/20-14	Immaculata Football Club	West	42%		Do not recommend	N/A	Did not meet threshold following assessment
DL/21-14	Friends of Grosvenor Fencing Club	East	N/A		Do not recommend	N/A	Application is exactly the same as last year. Project must be a new initiative.
DL/22-14	Falls Bowling Club	West	N/A		Do not recommend	N/A	Club development plan out of date and sections missing.
DL/23-14	Andersonstown Tigers Basketball Club	West	N/A		Do not recommend	N/A	Did not return full application
DL/24-14	Belfast Boat Club	South	N/A		Do not recommend	N/A	Did not proceed to 2nd stage.
DL/25-14	Grosvenor Youth	West	N/A		Do not recommend	N/A	Did not proceed to 2nd stage.
DL/26-14	Sparta FC	Citywide	N/A		Do not recommend	N/A	Did not proceed to 2nd stage.
DL/27-14	Queens University Ruby Football Club	South	N/A		Do not recommend	N/A	Did not proceed to 2nd stage.
DL/28-14	Ligoniel Working Men's FC	North	N/A		Do not recommend	N/A	Did not proceed to 2nd stage.
DL/29-14	Ligoniel Amateur Boxing Club	North	N/A		Do not recommend	N/A	Did not proceed to 2nd stage.
DL/30-14	Grove United FC	North	N/A		Do not recommend	N/A	Did not proceed to 2nd stage.
DL/31-14	Shankill Judo Club	North	N/A		Do not recommend	N/A	Did not proceed to 2nd stage.
Total Recommended						£35,000	

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**Belfast City Council**

<b>Report to:</b>	Parks and Leisure Committee
<b>Subject:</b>	<b>Support for Sports Grants – proposed centralised approach</b>
<b>Date:</b>	12 September 2013
<b>Reporting Officer:</b>	Andrew Hassard, Director of Parks & Leisure
<b>Contact Officer:</b>	Caroline Wilson, Neighbourhood and Development Manager Cormac McCann, Leisure Development Manager

<b>1.</b>	<b>Relevant Background Information</b>
1.1	At the Committee's meeting on 13 June 2013 members expressed concern that the high volume of applications so early in the financial year meant that all of the Small Support for Sport grants had been allocated within 4 months. It was agreed that a report on possible phasing of the grants would be presented to Members in the Autumn.
1.2	In August 2013, Committee agreed a series of mitigating actions in relation to the use of third parties to complete funding applications. This in line with the Good Relations policy of making a declaration that the application was completed by the club members and a series of checks are to be carried out by the Sports Development Officers.
1.3	Previously, in November 2012 the corporate Central Grants Unit (CGU) took over the administration of four grants within the Tourism, Culture and Arts Multi-Annual Funding and the Small Grants Tranche as part of a pilot scheme. The Support for Sport Grants did not enter into the centralised approach in the pilot phase.

<b>2.</b>	<b>Key Issues</b>
2.1	Members have raised concerns about the need to increase the developmental support available to assist sports clubs to develop their capacity and capability to submit successful applications. Sports Development Officers spend a significant amount of time supporting the administration of the Support for Sport grant scheme, particularly in relation to verification checks pre- and post-award. There is some evidence that clubs are using paid consultancy expertise to support their grant applications. Other clubs are submitting applications which do not meet the minimum standards for applicants.

2.2	Members have also expressed concern that all of the Small Development Grants funding was allocated within four months of opening. This means that many clubs who have not confirmed their programmes in the second half of the year are unable to receive support.
2.3	<p>A review of the pilot phase of the corporate Central Grants Unit (CGU) has taken place. The review notes:</p> <ul style="list-style-type: none"> <li>– The centralised system improved the experience for customers/grant recipients, by reducing the need to produce organisational documentation (constitutions, accounts, etc.) multiple times;</li> <li>– The ‘routine’ funding process tasks conducted by the CGU allow functional area staff more time to focus on development work / relationship building with organisations. This is generally considered to be a better use of functional area staff’s expertise and time and to maximise the expertise of both parties</li> <li>– Supports segregation of duties, as applications are considered by different people at different stages under the CGU-led approach, for example, eligibility checks conducted by CGU, assessment by functional area experts, review by independent assessment panels. This provides a better defence against allegations of bias in the award of funding i.e. award of funding is not just one person’s decision.</li> <li>– There are efficiencies in a corporate approach to advertising, funding administration and enables better information to be obtained of the amount of funding being awarded to individual organisations and to particular geographic areas. Improved funding data also enables the Council to better detect cases of duplicate or overlap funding</li> </ul>
2.4	It is therefore proposed that the administration for the Support for Sport grants (small and large development grants) transfer to the CGU. This would enable Sports Development Officers to support clubs to plan effectively and develop stronger applications. Support for Sport (small grants) would be open 2 times a year, and a report would be brought to P&L Committee for information. The larger development grants would be brought to P&L Committee for their approval.
2.5	Discussions are ongoing related to bringing the Support for Sport events fund under the management of Parks and Leisure, currently managed by the Development Department. Based on the nature and scale of many events, the Leisure Development Unit is better placed to offer the type of support needed by event organisers. It is likely that a change in focus with the funding would lead to better strategic outcomes linked to improving community health and wellbeing through sport. A further report on this matter will be brought to Committee in due course.

<b>3.</b>	<b>Resource Implications</b>
3.1	<b>Human:</b> None

	<p><b>Financial:</b> The existing Support for Sport budget allocation of £240,000 will remain unchanged and continue to be managed by leisure Development</p> <p><b>Asset:</b> None</p>
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<b>4.</b>	<b>Equality Implications</b>
4.1	There are no equality or good relations implications at this stage. Equality and good relations implications will continue to be monitored in a centralised approach and regular updates will be sent to the Equality and Diversity Officer.

<b>5.</b>	<b>Recommendations</b>
5.1	Committee is asked to authorise the transfer of the administrative responsibility to the Central Grants Unit for the Support for Sport grants scheme to commence in the new financial year.

<b>6.</b>	<b>Decision Tracking</b>
	None

<b>7.</b>	<b>Key to Abbreviations</b>
	None

<b>8.</b>	<b>Documents Attached</b>
	None

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### Belfast City Council

<b>Report to:</b>	Parks and Leisure Committee
<b>Subject:</b>	<b>Leisure Transformation Programme – update report</b>
<b>Date:</b>	12 September 2013
<b>Reporting Officer:</b>	Andrew Hassard, Director of Parks & Leisure
<b>Contact Officer:</b>	Caroline Wilson, Neighbourhood and Development Manager

<b>1.</b>	<b>Relevant Background Information</b>
1.1	<p>Under the Investment Programme Implementation Plan, agreed by Strategic Policy and Resources Committee in June 2012, Deloitte MCS Limited was appointed to undertake a project to enable the re-development of the leisure estate. In March, Deloitte presented their recommendations to Committee which included 3 ‘business model’ options going forward:</p> <ol style="list-style-type: none"> <li>1. Non-profit distributing organisation e.g. social enterprise as a new organisation</li> <li>2. Transformed in-house council-run services, supported by external expertise</li> <li>3. Private sector partnership</li> </ol>
1.2	<p>In this context, SP&amp;R agreed the urgent need for fundamental change, with a focus on delivering better health outcomes and improved value for money. Committee also agreed the indicative phasing of capital transformation:</p> <ul style="list-style-type: none"> <li>– <b>Phase 1:</b> Investment Programme (Windsor/Olympia; Andersonstown; Girdwood)</li> <li>– <b>Phase 2:</b> Reform of Local Government (e.g. Avoniel; Castlereagh; Lagmore/Poleglass/Colin)</li> <li>– <b>Phase 3:</b> One Public Estate (e.g. Ballysillan; Ozone; Shankill; Loughside; Whiterock).</li> </ul>
1.3	<p>At its meeting in June, SP&amp;R set a £105m capital expenditure affordability limit for the leisure transformation programme. The committee also agreed a capital financing strategy which includes allocating £3.23m of the £6m Belfast Investment Fund annual rates contribution to finance the £38m Olympia and Andersonstown schemes and £2m efficiency savings from the leisure service budgets, deliverable by 1 April 2016.</p>
<b>2.</b>	<b>Key Issues</b>
2.1	<p>The transformation programme consists of a number of key work-streams:</p> <ul style="list-style-type: none"> <li>– <b>Better Services:</b> delivery of increased health outcomes through improved</li> </ul>

	<p>programming, marketing, etc.</p> <ul style="list-style-type: none"> <li>– <b>Better Business:</b> transformed business operating model to deliver improved value for money and a sustainable service</li> <li>– <b>Better Assets:</b> capital programme of modern, fit-for-purpose facilities across the city.</li> </ul> <p>2.2 Over the coming months there are 4 stages:</p> <ol style="list-style-type: none"> <li><b>1. Information gathering</b> – ongoing This information-gathering phase will include study visits to good practice sites and research on all 3 Deloitte recommended options (as described above).</li> <li><b>2. Developing the business case</b> – up to November 2013 A detailed analysis of the pros and cons, benefits and costs of each option will be presented to SP&amp;R Committee in late 2013. This will outline the potential to deliver against the efficiencies target as set by SP&amp;R and enable them to make a decision on the preferred business model option.</li> <li><b>3. Developing the transformation plan</b> – up to March 2014 Consequent to SP&amp;R Committee’s decision in late 2013, an intensive period to develop a transformation plan will follow. This will include business strategy; governance; finances; and performance targets.</li> <li><b>4. Implementation</b> – up to March 2015 The implementation phase will include a concentrated focus on the human resources aspect of the transformation, including staff learning and development, as well as reform of working practices.</li> </ol> <p>2.3 In order to deliver this, SP&amp;R has allocated an amount from reserves to resource the implementation of the programme over the next 18 months. In order to give Members full information and assurance on the upcoming decisions, the resources required include:</p> <ul style="list-style-type: none"> <li>– Expert advice on options available for business operating models and specialist leisure advice on marketing, programming and product development</li> <li>– Additional project sponsors to develop Phase 2 and 3 capital projects</li> <li>– Human resources advice and support on working arrangements, trade union consultation and negotiations, job evaluations, learning and development</li> <li>– Communications and engagement in relation to capital programme delivery and staff engagement</li> <li>– Legal advice on business model options, resource implications, contracts and procurement</li> <li>– Independent cost control analysis to provide assurance to Members on affordability and deliverability.</li> </ul> <p>2.4 As part of the information gathering phase, a number of study visits have now been completed including to: Greenwich Leisure Limited; Glasgow Life; Greenvale</p>
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	Leisure Centre Magherafelt; and Bangor Aurora Aquatic and Leisure Complex. Further visits are planned, including a visit to include trade union representatives and staff. Feedback from these visits will be incorporated into business case appraisal to go to SP&R Committee in November 2013.
2.5	As part of the 'Better Assets' work-stream, design and scoping work is ongoing in relation to the facilities at Windsor and Andersonstown. Detailed designs on the Olympia/Windsor facility have been presented to the South Belfast Area Working Group and will be shared at a public consultation meeting on Monday 23 September. Officers are working closely with the Irish Football Association, Linfield Football Club and the Department for Culture, Arts and Leisure to ensure that all partners maximise the investment opportunity and that SP&R Committee will be in a position to make a final decision to invest in October 2013. At the same time, preliminary scoping has been initiated for Phase II projects in outer East Belfast and outer West Belfast. In early 2014, further engagement will take place with the Area Working Groups in relation to phases 2 and 3 of the capital programme and overall local area hierarchy.

<b>3.</b>	<b>Resource Implications</b>
	None in relation to this update report

<b>4.</b>	<b>Equality Implications</b>
	Provision has been made within resources to screen the Leisure Transformation Programme at relevant intervals in line with the Council's equality obligations.

<b>5.</b>	<b>Recommendations</b>
	To note progress in this update report

<b>6.</b>	<b>Decision Tracking</b>
	An update report will be brought to Committee in November 2013.

<b>7.</b>	<b>Key to Abbreviations</b>
	None

<b>8.</b>	<b>Documents Attached</b>
	None

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**Belfast City Council**

<b>Report to:</b>	Parks and Leisure Committee.
<b>Subject:</b>	<b>Paisley Park</b>
<b>Date:</b>	12 September 2013
<b>Reporting Officer:</b>	Rose Crozier, Assistant Director of Parks and Leisure
<b>Contact Officer:</b>	Stephen Walker, Departmental Portfolio Programme Manager

<b>1</b>	<b>Relevant Background Information</b>
	<p>The purpose of this report is to inform the Committee of a proposal emerging from discussions between officials from the Department for Social Development and Council Officers regarding the facility at Paisley Park; and to seek Committee authority in relation to progressing the discussions.</p> <p>Paisley Park is located on the North Circular Road and is owned by the Department for Social Department. The site contains a number of sporting facilities:</p> <ul style="list-style-type: none"> <li>• A soccer pitch which is a home ground for Albert Foundry and which also contains a small spectator stand;</li> <li>• A bowling green and associated pavilion;</li> <li>• An artificial turf pitch (Astro turf) and associated prefabricated changing pavilion;</li> <li>• A small galvanised building which is used by a local boxing club.</li> </ul> <p>There have been discussions spanning a number of years regarding the future management of the site and its facilities. Reaching a shared and agreed position has been a challenge for the Department but it would appear that a consensus has now been reached. The Department has sought the Council's view on undertaking the maintenance of the site on behalf of the Department. The Department has asked if the council would be prepared to enter into a service level agreement to undertake this work.</p>

<b>2</b>	<b>Key Issues</b>
	<ol style="list-style-type: none"> <li>1. The facilities within the site offers a diverse range of opportunities to take part in physical activity;</li> <li>2. The site is well established however it is in need of investment to upgrade the existing facilities and ensure that they remain fit for purpose;</li> <li>3. The site will remain under the ownership of the Department and will be</li> </ol>

	<p>managed through a Joint Committee comprising representatives from the sporting organisations / groups involved with the site as well as the Department and the Council;</p> <p>4. The Council has been asked to provide a maintenance schedule and associated costing to maintain the green areas within the site, this excludes the buildings and the artificial pitch; the proposal is that the Department will enter into a service level agreement wherein it would effectively employ the council to undertake the agreed and specified works;</p> <p>5. In the context of the wider discussions regarding the transfer of assets under Local Government Reform it is likely that Paisley Park will form part of that discussion and the likelihood is that the asset will transfer to the council under Local Government Reform; this therefore provides an opportunity for the Council to become familiar with the asset and build relationships with the various stakeholders.</p>
<b>3</b>	<b>Resource Implications</b>
	<p><u>Financial</u></p> <p>The cost will be met by the Department for Social Department and there will be no additional cost to the Council at this time.</p> <p><u>Human Resources</u></p> <p>This will increase the workload of staff in the area but it is anticipated that the work can be carried out within existing resources. The cost of any additional resources would have to be met by the Department.</p>
<b>4</b>	<b>Equality and Good Relations Considerations</b>
4.1	There are no equality implications
<b>5</b>	<b>Recommendations</b>
5.1	<p>The Committee is asked to consider the report and to authorise officers to:</p> <ul style="list-style-type: none"> <li>• Continue to meet with Officials from the Departmental for Social Development;</li> <li>• Prepare and cost a maintenance schedule in relation to the grounds of the site;</li> <li>• Enter into an appropriate service level agreement with the Department on condition that there is no financial cost to the Council.</li> </ul>
<b>6</b>	<b>Decision Tracking</b>
	An update report will be brought to Committee in January 2014.
<b>7</b>	<b>Key to Abbreviations</b>
	None
<b>8</b>	<b>Documents Attached</b>
	None



### Belfast City Council

<b>Report to:</b>	Parks and Leisure
<b>Subject:</b>	<b>Business in the Community, Request for Support for a Community Garden</b>
<b>Date:</b>	12 September 2013
<b>Reporting Officer:</b>	Andrew Hassard, Director of Parks and Leisure
<b>Contact Officer:</b>	Lynne McCreery, Community Parks Outreach Manager

<b>1.</b>	<b>Relevant Background Information</b>
1.1	The Council received a request in July 2013 from Business in the Community (BITC) for support with the development of a new community garden on the Albertbridge Road, as part of a cross-community growing project adjacent to a key interface area.
1.2	BITC is a not for profit membership body working with private and public sector organisations to address local community and wider sustainability issues in Northern Ireland. Belfast City Council has engaged in a range of activities with BITC over several years and is currently a BITC member organisation.
1.3	In 2012, BITC applied to Biffa Award, the Landfill Communities Fund distributor, for funding to support a new community garden project. BITC has been offered a £44,000 grant, (to which BITC has already made a 10% match funding contribution) by Biffa Award, subject to securing full planning permission by 30 September 2013. To date, a landscape architect has been engaged, outline design proposals for a garden with costings have been prepared (drawing provided at Appendix 1), and a Phase 1 Contaminated Land Survey completed. It is expected that full planning permission will be in place within the requisite timescale.
1.4	In summary, the project will do the following: <ul style="list-style-type: none"> <li>• Convert part of a car park adjacent to BITC's offices, located on Albertbridge Road between Cluan Place and Paulett Avenue, to a community garden. The site is owned by BT (BITC's landlords) who have already formally given permission for the project. The community garden will exist on approximately half of the 800m<sup>2</sup> site, whilst the remainder of the site will retain a number of parking spaces;</li> <li>• Engage the local community in planning, development, maintenance</li> </ul>

	<p>and ongoing use of the garden – as a resource for programmed cross-community horticultural activities, as a means of improving local health and well-being, and as a shared space for relaxation and play, and interaction between local residents;</p> <ul style="list-style-type: none"> <li>• Provide an opportunity to enhance biodiversity in the area, integrating native species of trees, grass and shrubs, and using bird and bat boxes to encourage wildlife to the garden; and</li> <li>• Contribute to regeneration efforts in an area of low social and economic wealth, acting as a regeneration catalyst for the Albertbridge Road in line with current work on the Newtownards Road and the Connswater Community Greenway.</li> </ul>
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<b>2.</b>	<b>Key Issues</b>
2.1	<p>The aims of the project are in line with Growing Communities Strategy 2012 - 2022. In particular the project closely aligns with the following strategic objectives:</p> <ul style="list-style-type: none"> <li>• To support healthier lifestyles by providing growing opportunities to people of all ages;</li> <li>• To support and develop communities by building and encouraging ownership of and pride in the city's growing spaces;</li> <li>• To work to support environmental sustainability by ensuring that growing spaces and activities contribute positively to the local environment and support the attainment of sustainable development targets set for local government; and</li> <li>• To engage the wider community through inclusiveness in the development of shared growing spaces.</li> </ul>
2.2	<p>Throughout the process so far, BITC has engaged with, and secured the support of, the local community and stakeholders, including the following processes:</p> <ul style="list-style-type: none"> <li>• Face to face consultation - with a range of stakeholders including representatives from the following: Belfast City Council Parks and Leisure Department, Department for Social Development, Connswater Community Greenway, East Belfast Partnership, East Belfast Community Development Agency, East Belfast Mission; Community Change, East Belfast Sure Start Centre, PSNI and local political representatives.</li> <li>• A questionnaire survey - of local businesses, organisations and community groups (20 out of 30 questionnaires issued were completed) with the following results: <ul style="list-style-type: none"> <li>• 100% of the organisations and individuals said that they would support the project;</li> <li>• No one indicated that they would not be interested in using the park;</li> <li>• 40% said they would use it monthly;</li> <li>• 40% said they would use it weekly;</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• 20% said they would use it daily; and</li> <li>• 95% said they would like to be updated on the project.</li> </ul>
2.4	<p>It is recognised that taking on responsibility for the ongoing maintenance of a new asset by the Council is likely to be unsustainable. Based on the outline design discussed with BITC, it is suggested that a sustainable option would be for the Council to assist for an initial period by developing the necessary local knowledge and skills to allow ongoing maintenance of the garden by its users. It is proposed that, through the Council's current contract with The Conservation Volunteers for community growing facilitation, in kind support is provided for a period of one year, to a maximum value of £3000, working alongside BITC and one or more nominated garden users through a programme of facilitated horticultural and community engagement activities.</p>
2.5	<p>It is proposed that the development of the garden will be led initially by a BITC project team working in conjunction with a Community Garden Action Group (CGAG) who will move forward with the garden's maintenance and ongoing management. It is proposed that the CGAG will comprise representatives from the local community stakeholder groups as well as individual residents of Cluan Place and the local environs.</p>
2.6	<p>BITC will conduct ongoing monitoring and evaluation of the project in order to ensure that any support provided contributes to the aims of the Growing Communities Strategy, appropriate evaluation measures will be agreed with BITC.</p>
2.7	<p>It is expected that the project will begin garden construction on October of this year aiming to be completed by March 2014, during which time a programme of community engagement and activity planning will be undertaken.</p>

<b>3.</b>	<b>Resource Implications</b>
3.1	<p><u>Financial</u> In-kind support would be provided to the value of £3000 maximum. This is in keeping with the level of support which may be allocated by officers to individual groups through the Growing Communities Strategy.</p> <p>It is expected that financial support to the value of £3600 would be allocated from an allowance made in existing revenue budgets. This is to meet the additional unforeseen cost for planning fees, professional design fees and survey fees.</p>
3.3	<p><u>Human Resources</u> No requirement for officer time additional to that already allocated to</p>

	managing the contract with The Conservation Volunteers is expected. BITC project team working in partnership with a CGAG will manage the community engagement and ongoing monitoring and evaluation of the project.
3.3	<p><b><u>Asset and Other Implications</u></b></p> <p>The Council's involvement with the community garden would be for a limited period in a facilitation role, in line with the aims of the Growing Communities Strategy; the physical asset would remain under external ownership, management and public liability insurance; however it would contribute to the resources available to the residents of Belfast in line with the Council's wider aims and objectives.</p>

<b>4.</b>	<b>Equality and good relations implications</b>
4.1	There are no implications at this stage. However, equality and good relations factors will be taken into account in any activities delivered at the community garden or through the project.
4.2	The proposed project has been planned with cross community consultation and involvement and will meet the relevant requirements placed upon it by the Government's Landfill Community Fund scheme.

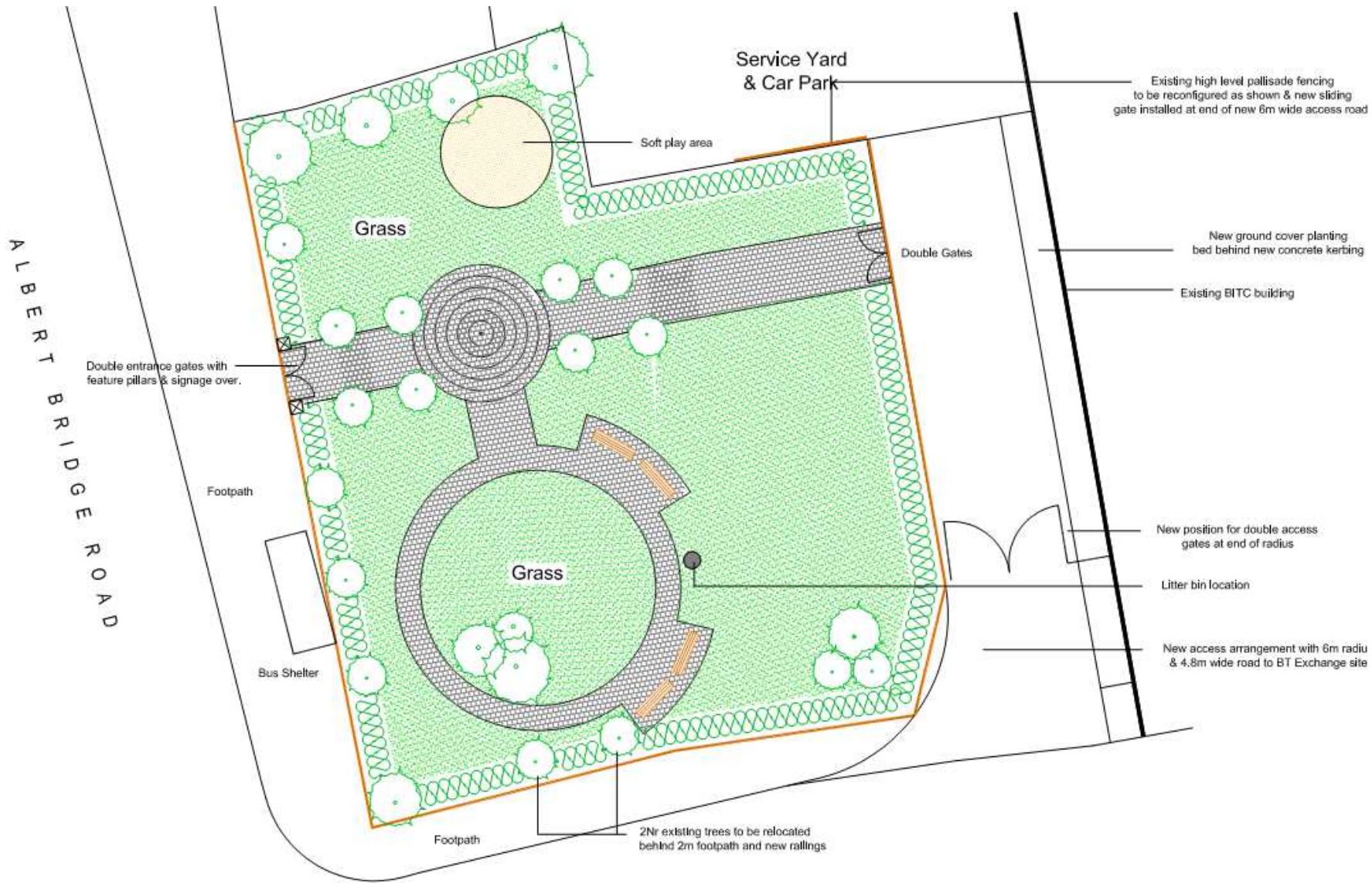
<b>5.</b>	<b>Recommendations</b>
5.1	<p>Members are asked to -</p> <ol style="list-style-type: none"> <li>1. approve BITC's request for Council support for the community garden project, and</li> <li>2. approve that officers provide BITC with in kind support to a maximum value of £3,000 and financial support to a maximum value of £3,600, subject to BITC through monitoring and evaluation satisfying criteria to adhere to the Council's Growing Communities Strategy,</li> <li>3. A legal agreement is drawn up to support the arrangements.</li> </ol>

<b>6.</b>	<b>Decision Tracking</b>
6.1	All actions will be completed by Lynne McCreery, Community Parks Outreach Manager.

<b>7.</b>	<b>Key to Abbreviations</b>
7.1	Business in the Community – BITC
7.2	Community Garden Action Group - CGAG

<b>8.</b>	<b>Documents Attached</b>
8.1	Appendix 1 – Drawing of outline design proposal





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### Belfast City Council

<b>Report to:</b>	Parks and Leisure
<b>Subject:</b>	<b>Ulster Bank Belfast Festival at Queens Event in Belmont and Falls Park</b>
<b>Date:</b>	12 September 2013
<b>Reporting Officer:</b>	Andrew Hassard, Director of Parks and Leisure
<b>Contact Officer:</b>	Lynne McCreery, Community Parks Outreach Manager

<b>1.</b>	<b>Relevant Background Information</b>
1.1	The purpose of this report is to seek Committee approval for free use of Belmont Park and Falls Park to host a contemporary circus event in Belmont and Falls Park in October 2013.
1.2	The Ulster Bank Belfast Festival at Queens is an international arts festival held annually throughout Belfast. This year the festival will take place from Thursday 17 October to Sunday 27 October. This will be the 51st year of the festival with theatre, dance, music, talks and family events taking place in venues including the Waterfront Hall, Ulster Hall, Lyric Theatre, The Mac, Elmwood Hall and Churches throughout the city.
1.3	For the 2013 programme, the Festival has developed partnerships with Féile an Phobail in West Belfast and East Belfast Arts Festival in the East of the City. In an attempt to encourage greater participation from communities in the East and West of the City the festival plans to host two consecutive weekends of family friendly circus/theatre events. The award winning theatrical/comedy shows consist of 2 performers doing acrobats, theatre, comedy sketches, juggling etc. The events will take place in a round circus tent to be erected in each park the day before the shows will take place.
1.4	Tumble Circus are a Belfast based circus group who provide a unique experience of innovative and contemporary circus, specialising in theatre and comedy. The show is family friendly and includes trapeze, acrobats, juggling and comedy. Tumble Circus have toured extensively throughout Ireland, Europe and Australia and won Best Circus Show at Adelaide and Perth Fringe Festivals.

<b>2.</b>	<b>Key Issues</b>
2.1	This event is in line with Parks and Leisure departmental objectives in terms of animating the city's parks and increasing community activities and access to the parks. The event organisers in partnership with council officers will liaise with both "Friends of" groups to effectively promote both events.
2.2	The festival is supported by public sector funders including Belfast City Council, Arts Council of Northern Ireland, Northern Ireland Tourist Board and the Department of Culture Arts and Leisure.
2.3	Each show will last 55 minutes with the below proposed show times; <ul style="list-style-type: none"> <li>• Belmont Park, East Belfast Saturday 19th October      7pm Sunday 20th October      3pm and 7pm</li> <li>• Falls Park, West Belfast Saturday 26th October      7pm Sunday 27th October      3pm and 7pm</li> </ul>
2.4	250 tickets will be available for each show. Entry for the event is proposed to be set at £4 for children, £8 for adults and £18 for a family ticket (2 adults 2 children).
2.5	The event organisers will complete an appropriate event management plan in order to make the event as safe and successful as possible:- <ul style="list-style-type: none"> <li>• Employ a security firm to provide security cover during the events.</li> <li>• Employ a waste management to ensure the grounds are kept clean.</li> <li>• Ensure that any background music will not cause a nuisance or be inconvenient to any residents living in either area.</li> </ul>
2.6	The event organisers will require to be on site on Friday 18 <sup>th</sup> October and Monday 21 <sup>st</sup> October for set up and derig.
2.7	Council officers are ensuring that both sites have the appropriate entertainments licences in place to host both events. Falls Park has adequate entertainments licences in place and the department has recently applied for Belmont Park.
2.8	It is anticipated that damage to the grass areas may occur during the events from the marquees and footfall but will be dependent on weather conditions. Council officers will work with the event organisers to ensure minimal damage occurs. It is not anticipated that a bond be required to guarantee reinstatement at the organisers expense.

<b>3.</b>	<b>Resource Implications</b>
	<u>Financial</u> In-kind support will be provided to the value of £250 for the Belmont Park

	<p>Entertainments Licence.</p> <p><u>Human Resources</u> No requirement for officer time additional to that already allocated to managing events is expected.</p> <p><u>Asset and Other Implications</u> As outlined above in section 2.8.</p>
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<b>4.</b>	<b>Equality and good relations implications</b>
	There are no known equality or good relations implications in relation to this request.

<b>5.</b>	<b>Recommendations</b>
	<p>It is recommended that Committee grant approval for the free use of Belmont Park and Falls Park for the Ulster Bank Belfast Festival at Queens events on condition that:</p> <ol style="list-style-type: none"> <li>1. The event organisers ensure that all health and safety requirements are met to the Council's satisfaction including an event management plan and associated risk assessments.</li> <li>2. Resolve all operational issues to the Council's satisfaction.</li> <li>3. Complete an appropriate legal agreement and meet all statutory requirements including entertainment licensing.</li> </ol>

<b>6.</b>	<b>Decision Tracking</b>
	All actions will be completed by Lynne McCreery, Community Parks Outreach Manager.

<b>7.</b>	<b>Key to Abbreviations</b>
	None

<b>8.</b>	<b>Documents Attached</b>
	None

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### Belfast City Council

<b>Report to:</b>	Parks and Leisure Committee
<b>Subject:</b>	<b>Proposed Mural Artwork - Ormeau Park</b>
<b>Date:</b>	12 September 2013
<b>Reporting Officer:</b>	Andrew Hassard, Director of Parks and Leisure
<b>Contact Officer:</b>	Stanton Martin, Community Parks Manager

<b>1.</b>	<b>Relevant Background Information</b>
1.1	The council have been approached by the Northern Ireland Housing Executive's Community Cohesion Unit with a proposal to fund a new mural to replace the old existing Latin American mural located in Ormeau Park. The aim of the new mural is to celebrate the complex mix of cultures and ethnicity present in the Ormeau area.
1.2	The existing mural in Ormeau Park was commissioned in 2009 by Northern Ireland's Latin American Association in partnership with the Housing Executive's Community Cohesion Unit and cross community peace building organization, Intercomm. This 'Shared City' project was partly funded by the council's Good Relations Unit. This mural celebrated cultural diversity in our City and was painted by two Chilean artists with help from the local community.
1.3	The existing mural had an expected limited lifespan due to the materials used and the effects of outside elements over the years; subsequently it has deteriorated and is in need of replacement.
1.4	A nominated artist has been working in consultation with all groups in the Ormeau area regarding content and style of the proposed new mural. (see appendix for proposed artwork).
1.5	The new mural features imagery relating to European cultures; Chinese culture: i.e. the dragon, the teapot and the birds; Indian culture: i.e. some of the flower and leaves are traditional Indian woodcut; African culture: i.e. the African masks on the tree, and patterns around the eyes (these relate to African animals like the Zebra).

1.6	<p>There are also elements of both Nationalist and Unionist community i.e. the An Droichead crest and tin whistle player and the local Orange Hall and flute band player, together with local imagery i.e. the river, Ormeau Bridge, local football club, cycle path, runners.</p> <p>In its complexity the bright colours and the style used are inspired by European paintings. There is almost an abstract element in the way the sections intersect and create space for the community aspirations.</p> <p>There would be a good mix of volunteers helping with the painting; representing a range of people from different communities in the local area.</p>
2.	<b>Key Issues</b>
2.1	Although the Existing mural will be removed a record of the Latin American mural in a smaller format will be displayed.
2.2	The new mural is designed to be inclusive of all groups living in the Ormeau area.
2.3	It is accepted that all murals have a limited life span in line with materials used and from a maintenance perspective, has no cost impact on the Council.
3.	<b>Resource Implications</b>
3.1	<p><u>Financial</u></p> <p>There would be no financial implications for the council.</p> <p><u>Human Resources</u></p>
3.2	There would be no Human Resource implications.
4.	<b>Equality Implications</b>
4.1	Local community representatives as well as the assigned artist have worked together closely and carried out consultation with the local communities to ensure the mural is representative of all in the Ormeau area.
5.	<b>Recommendations</b>
5.1	It is recommended that the Committee agree to the request to replace the mural in Ormeau Park as outlined.

<b>6.</b>	<b>Decision Tracking</b>
6.1	Stanton Martin, Community Park Manager to oversee development.
<b>7.</b>	<b>Key to Abbreviations</b>
7.1	none
<b>8.</b>	<b>Documents Attached</b>
8.1	Appendix - proposed Artwork

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### Belfast City Council

<b>Report to:</b>	Parks and Leisure Committee
<b>Subject:</b>	<b>Lease of Office Space at Belfast Castle</b>
<b>Date:</b>	12 September 2013
<b>Reporting Officer:</b>	Andrew Hassard, Director of Parks and Leisure
<b>Contact Officer:</b>	Brendan Toland, Estates Manager

<b>1.</b>	<b>Relevant Background Information</b>
1.1	Members will be aware that, at the 13 June 2013 meeting of Parks and Leisure Committee, a report was considered in relation to the leasing of commercial office accommodation on the second floor of Belfast Castle.
1.2	An update on the outcome of the feasibility work into costs for the change of use from the current visitor facility was provided and members agreed to lease out the space, subject to the relevant statutory approvals being obtained.
1.3	It was noted that a further report would be brought to the committee in the event of agreement on lease terms with a third party.

<b>2.</b>	<b>Key Issues</b>
2.1	Facilities Management have now completed the work at the Castle and this area is now ready for occupation.
2.2	Negotiations have taken place with Arc 21 and the Estates Management Unit in Property and Projects Department about the possibility of Arc 21 renting out the office space as a whole. Arc 21 currently rent office space at Duncrue Industrial Estate from a private landlord and their lease is coming to an end.
2.3	On advice from officers within Legal Services and Estates Management Unit, the following lease terms are proposed: <ul style="list-style-type: none"> <li>• The proposed term of rental is for 5 years with an options by either party to terminate at the end of year 3 and the end of year 4</li> </ul>

	<p>subject to a suitable notice period</p> <ul style="list-style-type: none"> <li>• The rent is proposed at £17,000 reviewable after 5 years to then market value</li> <li>• Rates are payable by the tenant and a rating assessment will be carried out by Land and Property Services (LPS)</li> <li>• The maintenance of the building will continue to be the responsibility of the Council. The tenant will indemnify the council in respect of any damage caused by the tenant or their invitees etc</li> <li>• The letting will remain subject to Council obtaining all the necessary Planning and other statutory consents</li> <li>• The tenant will pay a proportionate amount of any shared services, including heating, cleaning and electricity.</li> </ul>
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<b>3.</b>	<b>Resource Implications</b>
3.1	The overall cost of the refurbishment work at Belfast Castle was £65,000. This has been funded from non-recurring capital funds.
3.2	The rent for the office accommodation is proposed at £17,000 pa excluding rates and service charges.

<b>4.</b>	<b>Equality Implications</b>
4.1	No specific equality or good relations implications.

<b>5.</b>	<b>Recommendations</b>
5.1	Members are asked to agree to the lease terms for the office accommodation at Belfast Castle, as set out above and to proceed with the letting subject to the approval of the Strategic Policy and Resources Committee in accordance with Standing Orders and to an appropriate legal agreement to be drawn up by Legal Services.

<b>6.</b>	<b>Decision Tracking</b>
6.1	Appropriate Legal agreement to be signed. Tenancy to be managed, monitored and reviewed by the Estates Manager in conjunction with Estates Management Unit.

<b>7.</b>	<b>Key to Abbreviations</b>
	LPS – Land and Property Services

<b>8.</b>	<b>Documents Attached</b>
	None





### Belfast City Council

<b>Report to:</b>	Parks and Leisure Committee
<b>Subject:</b>	<b>Belfast Zoological Gardens Adoption Package Review</b>
<b>Date:</b>	12 September 2013
<b>Reporting Officer:</b>	Rose Crozier, Assistant Director of Parks and Leisure
<b>Contact Officer:</b>	Mark Challis, Zoo Manager

<b>1.</b>	<b>Relevant Background Information</b>
	<p>Belfast Zoo currently offers an animal adoption package to interested parties for the purpose of promoting awareness of animal conservation issues and to develop the public's involvement in the Zoo. A priority highlighted in the recent structural review of the Zoo outlined the need for the facility to be more commercially focused. One area under commercial review is the animal adoption package on offer and this report highlights research findings and recommendations for future growth in the scheme.</p> <p>All the animals in the Zoo are available for adoption and The Zoo currently offers 3 levels of adoptions Bronze £50, Silver £150 and Gold £300 and all provide:</p> <ul style="list-style-type: none"> <li>• personalised certificate</li> <li>• copy of the Zoo's magazine, Zoo Crack</li> <li>• car sticker</li> <li>• fact sheet about the animal of your choice</li> <li>• Belfast Zoo pen</li> <li>• free subscription to our e-newsletter</li> <li>• an invitation to an exclusive sponsors' evening.</li> </ul> <p>The Silver package includes additional items:</p> <ul style="list-style-type: none"> <li>• four free individual tickets to the zoo</li> <li>• Zoo keyring</li> <li>• photo of your chosen animal</li> <li>• guided tour of the Zoo (during July or August only for a maximum of eight people)</li> </ul>

	<p>The Gold package includes all of the above and:</p> <ul style="list-style-type: none"> <li>• eight free individual tickets to the Zoo</li> <li>• the chance to meet the Zookeeper who manages your chosen animal and learn about how it is looked after</li> <li>• you may also gain access to areas which are normally restricted to the public.</li> </ul> <p>Adoption figures for the past three years show a significant decrease in purchases in the area:</p> <ul style="list-style-type: none"> <li>• 2010 – 121 adoptions</li> <li>• 2011 – 94 adoptions</li> <li>• 2012 – 70 adoptions</li> </ul> <p>Approximately 90% of these are the bronze package. Reasons for the falling adoption rates are unknown but it is assumed from the research that has been carried out that it is due to a combination of factors including the current economic climate (this is a luxury item), the expense involved and also perceived value for money of the adoption levels in connection with the benefits the Zoo offers.</p>
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<b>2.</b>	<b>Key Issues</b>
	<p>Recent research carried out across a number of Zoos in the UK and Ireland highlighted that the current adoption package at Belfast Zoo is expensive and benefits need revised in comparison (research and benchmarking data available within the department).</p> <p>After analysing the current package on offer by Belfast Zoo against packages on offer across other Zoos it is apparent that Belfast Zoo needs to improve its animal adoption offer in order to be competitive and increase adoption figures.</p> <p>Officers have investigated how and where this offer can be improved in conjunction with considering any resource implications. A new basic gift package designed as a gift for children is recommended at £25 including a bag of gifts and information related to the Zoo, free entrance and a personalised certificate of adoption.</p> <p>The existing Bronze, Silver and Gold packages have been updated and will include a name at the enclosure and an animal adoption gift bag as well as all the items originally included. The invite to the sponsor evening has been removed from the Bronze package however the price has been reduced to reflect this (appendix 1).</p> <p>Specific marketing initiatives will be delivered to promote the revised packages.</p>

<b>3.</b>	<b>Resource Implications</b>
	<p>The Zoo's income has been under pressure for the last few years and it is hoped that the review of the adoption packages and the promotion around</p>

	<p>these can help to stimulate their use. A new package aimed at children has been recommended and the price of the Bronze package has been reduced to reflect the benchmarking information. All these changes will be reflected in the fees and charges for the Zoo which will be brought to committee in the Autumn. The new prices will be effective from April 2014 however the use of previously agreed delegated authority from the Director may be required for any special promotions and in particular to launch the new basic package in time for the Christmas period. A review of membership packages is also underway and will be included in the fees and charges report referred to.</p>

<b>4.</b>	<b>Equality Implications</b>
	There are no equality implications identified at present.

<b>5.</b>	<b>Recommendations</b>
	It is recommended that the revised adoption packages be approved.

<b>6.</b>	<b>Decision Tracking</b>
	<p>All actions will be completed by April 2014. Adoption figures will be monitored monthly and performance targets reported to the director.</p>

<b>7.</b>	<b>Key to Abbreviations</b>
	None

<b>8.</b>	<b>Documents Attached</b>
	Appendix 1 Animal Adoption Packages recommendations August 2013

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## Appendix 1

**Basic Gift Package** - aimed at children for birthday/Christmas etc **Zoo Cubs?** (basic gift package idea for children) £25

Current Package	Proposed 14/15 Package
Not currently available	Animal Adoption Gift Bag
	Cuddly Toy (of your adopted animal if available)
	Badge
	Puzzle sheet
	1 free child (4-16) entrance ticket
	Personalised certificate
	Copy of the zoo's magazine, Zoo Crack
	Fact sheet about the animal of your choice
	Belfast Zoo pen / pencil / Rubber / note pad
	Free subscription to our e-newsletter

**Bronze** This package costs £50 and includes

This package costs **£40** and includes:

Current Package	Proposed 14/15 Package
	Animal Adoption Gift Bag
	Cuddly Toy (of your adopted animal if available)
	Badge
	Name at enclosure
	Puzzle sheet
Sponsors Evening	
1 free individual entrance ticket	1 free individual entrance ticket
Personalised certificate	Personalised certificate
Copy of the zoo's magazine, Zoo Crack	Copy of the zoo's magazine, Zoo Crack
Car sticker	Car sticker
Fact sheet about the animal of your choice	Fact sheet about the animal of your choice
Belfast Zoo pen	Belfast Zoo pen / pencil / Rubber / note pad
Free subscription to our e-newsletter	Free subscription to our e-newsletter

**Silver** - This package costs £150 and includes:

This package costs £150 and includes:

Current Package	Proposed 14/15 Package
	Animal Adoption Gift Bag
	Cuddly Toy (of your adopted animal if available)
	Badge
	Name at enclosure
	Puzzle sheet
four free individual tickets to the zoo	Four free individual tickets to the zoo
zoo keyring	Zoo keyring
photo of your chosen animal	Photo of your chosen animal
guided tour of the zoo (during July or August only for a maximum of eight people)	
personalised certificate	Personalised certificate

## Appendix 1

copy of the zoo's magazine, Zoo Crack	Copy of the zoo's magazine, Zoo Crack
car sticker	Car sticker
fact sheet about the animal of your choice	Fact sheet about the animal of your choice
Belfast Zoo pen	<b>Belfast Zoo pen / pencil / Rubber / note pad</b>
free subscription to our e-newsletter	Free subscription to our e-newsletter
an invitation to an exclusive sponsors' evening.	An invitation to an exclusive sponsors' evening.

**Gold**

This package costs £300 and includes:

This package costs £300 and includes:

Current Package	Proposed 14/15 Package
	<b>Animal Adoption Gift Bag</b>
	<b>Cuddly Toy (of your adopted animal if available)</b>
	<b>Badge</b>
	<b>Name at enclosure</b>
	<b>Puzzle sheet</b>
eight free individual tickets to the zoo	Eight free individual tickets to the zoo
the chance to meet the zookeeper who manages your chosen animal and learn about how it is looked after	The chance to meet the zookeeper who manages your chosen animal and learn about how it is looked after
you may also gain access to areas which are normally restricted to the public	You may also gain access to areas which are normally restricted to the public
zoo keyring	Zoo keyring
photo of your chosen animal	Photo of your chosen animal
guided tour of the zoo (during July or August only for a maximum of eight people)	Guided tour of the zoo (during July or August only for a maximum of eight people)
personalised certificate	Personalised certificate
copy of the zoo's magazine, Zoo Crack	Copy of the zoo's magazine, Zoo Crack
car sticker	Car sticker
fact sheet about the animal of your choice	Fact sheet about the animal of your choice
Belfast Zoo pen	<b>Belfast Zoo pen / pencil / Rubber / note pad</b>
free subscription to our e-newsletter	Free subscription to our e-newsletter
an invitation to an exclusive sponsors' evening.	An invitation to an exclusive sponsors' evening.



### Belfast City Council

<b>Report to:</b>	Parks and Leisure Committee
<b>Subject:</b>	<b>Belfast Zoo 80<sup>th</sup> Anniversary Celebrations</b>
<b>Date:</b>	12 September 2013
<b>Reporting Officer:</b>	Rose Crozier, Assistant Director of Parks and Leisure
<b>Contact Officer:</b>	Mark Challis, Zoo Manager

<b>1.</b>	<b>Relevant Background Information</b>
	<p>As Belfast Zoo was opened on 28 March 1934 by Sir Crawford McCullough, the then Lord Mayor of Belfast, 2014 thus represents the Zoo's 80<sup>th</sup> Anniversary.</p> <p>A range of activities are being planned to celebrate this significant milestone in the Zoo's history. These include:</p> <ul style="list-style-type: none"> <li>● Working to create an 80th anniversary sub-brand. This will include a modified logo, modified branded handouts, etc. The aim of this will be to make our celebrations an identifiable entity.</li> <li>● The Zoo's archives are limited, therefore research will be undertaken to successfully build the public relations campaign surrounding the 80th anniversary. It will be necessary to perform both primary and secondary research to successfully capture visitors' imaginations and encourage engagement and interaction with the campaign. Such research will include searches of relevant historical archives, and requests to visitors for historical photographs and anecdotes.</li> <li>● Work with NI television companies on the potential for a renewed 'fly-on-the-wall' documentary series or a one-off special programme about the history of the Zoo and our work in 2014.</li> <li>● Frequent release of information throughout the year. This will help to build momentum and 'buy-in' for the campaign. This will involve the initial launch, coverage of celebrations, visitor memories, etc.</li> </ul>

	<ul style="list-style-type: none"> <li>● In conjunction with Corporate Communications, in 2014, the Zoo's advertising campaign will be based on celebrating the Zoo's birthday and also on the changes which the Zoo has progressed through, including the brand new play park.</li>   <li>● Use of a range of e-marketing tools, including Belfast Zoo website, E-newsletter, social media, and onsite screens. The e-marketing will support the 80th anniversary campaign as part of an integrated communications strategy. Specifically the website will link into the public relations 'call to action' and engagement aims, through the following: a memories online form for visitors to submit their stories and photos, a memories page with visitors' stories, photos, videos, etc, history wallpapers and local celebrity's and VIP Zoo stories.</li>   <li>● A semi-permanent exhibition will be developed at a suitable location in the Zoo. This will be a year-long exhibition '80 years of Belfast Zoo' and will feature the Belfast corporation, opening of Bellevue Zoo in 1934, Bellevue Pleasure Gardens, the Zoo through each decade, the role of a modern Zoo, Floral Hall and famous animal characters.</li>   <li>● Branded flags at entrance and at the lake area.</li>   <li>● Items to compliment the 80th anniversary sub-brand will be on sale in the Zoovenir Shop, including old Zoo photos, and a new edition Zoo guide book.</li>   <li>● The 80th anniversary will be supported with an annual calendar of events which will focus on the Zoo's heritage/history and also celebrate the current success.</li> </ul>
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<b>2.</b>	<b>Key Issues</b>
	<p>2014 is the 80<sup>th</sup> anniversary of the opening of Belfast Zoo.</p> <p>A range of events and other marketing concepts are being planned as part of the year's celebrations.</p>

<b>3.</b>	<b>Resource Implications</b>
	<p><u>Financial</u></p> <p>All the activities being planned for the celebrations will be deliverable from annual Zoo revenue budgets.</p> <p><u>Human Resources</u></p> <p>There are no additional human resources needed at present, though the planning and delivery of the celebrations will increase the workload of staff</p>



	<p>in the Zoo.</p> <p><u>Other asset implications</u></p> <p>There are no other implications identified at present.</p>
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<b>4.</b>	<b>Equality Implications</b>
	<p>There are no equality implications identified at present.</p>

<b>5.</b>	<b>Recommendations</b>
	<p>The committee is asked to note the above report and approve in principle the range of activities currently being planned for the Zoo's 80<sup>th</sup> celebrations.</p>

<b>6.</b>	<b>Decision Tracking</b>
	<p>All actions will be completed during 2014.</p>

<b>7.</b>	<b>Key to Abbreviations</b>
	<p>None</p>

<b>8.</b>	<b>Documents Attached</b>
	<p>None</p>

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### Belfast City Council

<b>Report to:</b>	Parks and Leisure Committee
<b>Subject:</b>	<b>2016 EAZA Annual Conference and AGM</b>
<b>Date:</b>	12 September 2013
<b>Reporting Officer:</b>	Rose Crozier, Assistant Director of Parks and Leisure
<b>Contact Officer:</b>	Mark Challis, Zoo Manager

<b>1.</b>	<b>Relevant Background Information</b>
1.1	Belfast Zoo has been a member of EAZA since the early 1990s. As well as memberships of BIAZA and WAZA, membership of EAZA brings significant advantages to the Zoo. For example, through EAZA membership, a significant proportion of the endangered species held in the Zoo are on loan to Belfast Zoo from other EAZA Zoos, and are managed via EAZA managed cooperative conservation breeding programmes.
1.2	EAZA has an annual conference, usually in September, which is hosted by an EAZA member institution. It is not a public conference; rather it is primarily a working conference with a mix of parallel meetings and plenary sessions. The parallel meetings tend to focus on the work of a particular breeding programme, committee or working group, whereas the plenary sessions deal with more general themes related to the overall aims of the association. The conference itself runs from Wednesday to Saturday, although a small number of meetings also take place on Tuesday afternoon. The conference ends with a farewell dinner on Saturday night. Most of the 800 delegates attending the full event tend to arrive on Tuesday, in time to attend the ice-breaker taking place that evening.
1.3	The conference has previously been held in a number of major European cities, including Berlin, Budapest, Basle, Madrid, Barcelona and Montpellier.
1.4	Visit Belfast estimate that a conference of this size is worth £1.3 million to the economy.

1.5	Working closely with Visit Belfast, and colleagues in BCC, officers approached EAZA with a view to hosting the 2016 EAZA annual conference. Belfast Waterfront was proposed as the venue for the conference, and Titanic Belfast for the farewell dinner.
1.6	Staff from the EAZA office have visited the city twice, and met with BCC and Visit Belfast delegates on both occasions.
1.7	While there is still significant work to undertake to finalise the details, including accommodation, the conference programme and registration costs, via the EAZA Council, Belfast has been invited to host the 2016 EAZA Annual Conference.

<b>2.</b>	<b>Key Issues</b>
2.1	Belfast has been invited to host the 2016 EAZA Annual Conference and AGM.
2.2	The conference runs from a Tuesday evening to a Saturday night, and typically involves up to 800 delegates.
2.3	It is proposed that the conference will take place in the Belfast Waterfront and that Titanic Belfast will be the venue for the farewell dinner.
2.4	An evening event will be held in the zoo. Considerable use will be made of hotels and restaurants in Belfast during the conference, and it is estimated that the conference will generate £1.4M into the economy.

<b>3.</b>	<b>Resource Implications</b>
	<p><u>Financial</u></p> <p>It is intended that the majority of the conference costs will be covered by the delegate's conference registration costs.</p> <p>However, it is expected that some costs will remain the responsibility of the host:</p> <ul style="list-style-type: none"> <li>● the host is expected to organise and pay for the ice-breaker on Tuesday evening. All participants are invited to this event at which drinks and finger food should be provided;</li> <li>● the host should also organise and pay for the farewell dinner, taking place on Saturday evening;</li> <li>● an official visit to the host zoo or aquarium should be planned for Thursday afternoon/evening. Participants should be served food and drinks as part of this visit and some form of entertainment may also be considered, again at the expense of the host.</li> </ul>

	<p>It is anticipated that some costs for this can be covered via Visit Belfast's Conference Subvention Scheme, and income from corporate exhibitors attending the conference. A further plan will be put in place to develop a sponsor's package and actively seek sponsorship, which will further assist with covering those costs.</p> <p><u>Human Resources</u></p> <p>This will increase the workload of staff in the zoo, especially during the build up to the conference in 2016.</p> <p><u>Asset and Other Implications</u></p> <p>There are no other implications identified at present.</p>
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<b>4.</b>	<b>Equality Implications</b>
4.1	There are no Equality and Good Relations Considerations attached to this report.

<b>5.</b>	<b>Recommendations</b>
5.1	The Committee is asked to note the above report and agree in principle that Belfast hosts the 2016 EAZA Annual Conference and AGM, subject to a future report being presented to Committee on cost implications associated with hosting this event.

<b>6.</b>	<b>Decision Tracking</b>
6.1	An update report will be brought to Committee in Autumn 2015.

<b>7.</b>	<b>Key to Abbreviations</b>
	<p>EAZA: European Association of Zoos and Aquaria  AGM: Annual General Meeting  BIAZA: British and Irish Association of Zoos and Aquaria  WAZA: World Association of zoos and Aquaria  BCC: Belfast City Council</p>

<b>8.</b>	<b>Documents Attached</b>
	none

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