



Belfast City Council

Report to:	Development Committee
Subject:	Proposed Children and Young People's Programme
Date:	14 May 2008
Reporting Officer:	Marie-Thérèse McGivern, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459 Gerry Copeland, Events Manager, ext 3412

Relevant Background Information

Over the last two decades Belfast City Council has developed an annual programme of summer events designed for children and young people. This programme has been delivered by a variety of Council sections including Parks, Community & Recreation, Community Development and Leisure.

The overall Children and Young People's programme has been delivered without centralised Council co-ordination, with each element of the programme operating independently and disparate from each other. This report requests approval from Members to create a co-ordinated and 'joined up' process and the creation of a single identity for children and young people's summer events.

Key Issues

The suggested synchronized programme would be rolled out in three distinct phases. These are as follows.

2008 Summer Programme

It is proposed that a single identity marketing material will be produced to highlight all the Council run and supported activities taking place from the 1 July to the 31 August 2008. This will include the creation of hardcopy marketing literature and a central website. This programme will list the Council delivered events and also promote Council funded activities delivered by external organisations. In addition the list will highlight activities undertaken by the major Council and non-Council cultural venues such as Belfast Waterfront Hall, Belfast Zoo, W5, Grand Opera House, Black Box and the Old Museum Arts Centre. It is also proposed to connect elements of the Council's play programme to W5. This would create a programme that would complement the Council's activities with a significant educational element offered by W5.

Post Summer 2008

At the end of the summer period a full audit of all the Council and Council connected activities will be undertaken. This audit will examine the type of activities delivered under the following categories: timing, dates, target age; theme/content; geographical location and resource/funding.

Summer 2009

The purpose of this audit would be to plan for the corresponding summer period in 2009 in a manner that has greater level of synergy and linkage between all events. It would also be the intention of the 2009 programme to 'fill gaps' that have been highlighted in the 2008 audit, thus provide a comprehensive programme of activities.

Resource Implications

Financial

The finances to develop this phased approach, including linkage between the Council's summer programme would be £26,000. This would include programming costs and promotional and marketing costs. These finances are already within the Council's budgets.

Recommendations

Members are asked to approve the proposal for a co-ordinated and 'joined up' process and the creation of a single identity for children and young people's summer events.