



Belfast City Council

Report to:	Development Committee
Subject:	Pricing Policy for Ulster Hall 2009/10
Date:	15 October 2008
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Relevant Background Information

The purpose of this report is to seek the approval of Committee for a revision to the pricing policy for the Ulster Hall. The proposed pricing structure will be effective from the venue's reopening in March 2009 and relates to the period up to the end of March 2010. Prices relate to the hire of the main space, Group Space and meeting rooms at the Ulster Hall, and include, where appropriate, event service hire charges.

Key Issues

The £7.5m refurbishment of the Ulster Hall includes major rebuilding of the back of house areas, providing additional and improved multi-use rooms to be used as dressing rooms, meeting rooms or education space. These rooms provide an income generation opportunity on a stand alone basis as well as enhancing the overall provision to hirers of the main Ulster Hall space.

A preliminary pricing structure for the reopening of the Ulster Hall was presented to the Development Committee in February 2008. However in the course of business planning process for the reopening of the venue, which included an extensive benchmarking exercise and past client contact, it became clear that this structure may negatively affect the level of business the Hall might attract. It is in this context that a revised policy has therefore been drafted, and for which members' approval is sought. This policy takes account of inflation since the Ulster Hall was last open for business in 2006/7, the improved facilities both front and back of house and an analysis of the competitive marketplace both locally and throughout the UK.

The proposed new charges are attached at **Appendix 1**.

Recommendations

That Members note the content of this report and approve the revised proposed pricing policy and structure for the period 1 March 2009 – 31 March 2010.

Documents Attached

Appendix 1 – Ulster Hall Pricing
