



Belfast City Council

Report to:	Development Committee
Subject:	Annual Events Programme for 2009
Date:	12 November 2008
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Relevant Background Information

Over the last decade and a half Belfast City Council has developed an annual programme of events. These events span the calendar year from a St Patrick's Day concert and parade in Spring to a New Year's Eve concert at the end of December and includes major sporting events (see Appendix 1). The events attract over a quarter of a million people, generating up to £6 million additional economic activity for Belfast.

The proposed annual budget for these events for 2009/10 would be £1,842,050. In 2007/8 the return on the Council's investment was just under £3 of every £1 of the city's finances. The events have also attracted on average of 15% of out-of-state visitors adding to the vibrancy and cultural activity of Belfast. The programme also operates as an attraction to local citizens and rate payers providing large-scale free public events to the province's capital with extensive positive media coverage, while receiving an approval rating of 89% for the entire year's programme of activities.

Key Issues

Breakdown of Events

Appendix 1 indicates the overall general events programme which is primarily based around key public and celebratory holidays and major sporting events including the Belfast Marathon. Within Appendix 1 there is a detailed breakdown of all Council expenditure on events, including funding via the Support for Sport scheme.

Events Strategy

Members are aware that a new integrated events strategy is currently being developed. This will assist Council in considering the overall programme content, its objectives and future direction. Approval is requested for the 2009/10 year in advance, given the 9-12 months lead in time required for successful event planning and management.

Resource Implications

Financial

Appendix 1 indicates the annual civic and sports programme with each individual events budget. The total overall budget for this programme is £1,842,050. This is the annual budget for events run by the Council, it is not new money and is beneath the 3% inflationary guidelines set by the Council. In addition all funding exists within the Department's annual finances.

Human Resources

There are currently no additional staff requirements.

Recommendations

Members are requested to approve the following.

- The annual civic and sports events programme and its associated funding

Members should note the financial amounts connected to this programme would be subject to overall Departmental budgets being approved.

Documents Attached

Appendix 1 – Annual Civic and Sports Events programme including budgets

Appendix 1

Major Events and Bidding 2009/2010

Event	£
St Patrick's Day	120,000
Titanic	152,500
Lord Mayors Parade	15,500
Maritime	250,000
Opera in the Gardens	88,600
Proms in Park	80,500
Garden Gourmet	75,000
Halloween	150,200
Christmas	170,000
New Years Eve	250,000
Major Sports Events and Bidding	110,000
Marathon	30,000
Fencing	45,000
Indoor Athletics	20,000
Horse Show	20,000
Nomadic	100,000
Economic Surveys	35,000
Support for Sport - Events Funding	87,500
Sail Training	42,250
	<u>1,842,050</u>

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