



Belfast City Council

Report to:	Development Committee
Subject:	Tourism Unit Update
Date:	11 February 2009
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Relevant background information

Members will be aware that the Tourism Unit brings regular update reports to Members. The purpose of this report is to advise members with respect to:

1. Conference Subvention
Frank Pantridge's Legacy Symposium
2. ATCM Awards
BCC shortlisted in two categories

Key Issues

1. Conference Subvention
Members will be aware that Belfast City Council has a Conference Subvention policy which is utilised to secure and support national and international conferences to Belfast and to build the City's profile as a conference destination. A request has been received from the organisers of the Frank Pantridge's Legacy Symposium due to be held from 10 – 12 June. The proposal has been assessed against the funding criteria and it meets the category for financial support.

It is anticipated that the economic impact from this conference will be £90,000 and will create 600 bed nights for BVCB members.

Financial Implications

£1,000 from within existing budget.

Recommendation

It is recommended that, given that the economic impact of the conference will be substantial and will assist in enhancing the image of Belfast as a conference and leisure destination, funding of £1,000 is allocated to the Frank Pantridge's Legacy Symposium.

2. ATCM Awards

The UK ATCM Awards seek to recognise best practice and Belfast City Council has been shortlisted for two projects in separate categories. Belfast's Cultural Tourism Visitor Management Plan has been shortlisted in the Centre Move category and the Evening Economy Project has been shortlisted in the Centre Experience category. This is the first time that Belfast City Council's tourism projects have been shortlisted in these UK-wide awards and it is an excellent opportunity to profile and showcase the work that has been undertaken in the two areas. The Awards are being presented on 26 March 2009 at the Park Plaza Riverbank Hotel in London. It is recommended that the Chair, Deputy Chair and one relevant Project Officer should attend the Event.

Recommendation

It is recommended that the Chair, Deputy Chair and one relevant Project Officer attend the ATCM Awards on 26 March 2009 at an cost of approximately £1,140 to include accommodation, subsistence and economy flights.

Resource Implications

Approximately £1,140 to be met from existing budgets

Key to abbreviations

ATCM – Association of Town Centre Management
BVCB – Belfast Visitor and Convention Bureau