



## Belfast City Council

<b>Report to:</b>	Development Committee
<b>Subject:</b>	Support for Sport – Event Funding
<b>Date:</b>	12 August 2009
<b>Reporting Officer:</b>	Marie-Thérèse McGivern, Director of Development ext. 3470
<b>Contact Officer:</b>	Tim Husbands, Head of City Events and Venues ext. 1400

### Relevant Background Information

The Support for Sport Scheme has funded clubs and organisations for the past six years. The scheme has four main elements, Development Grants, Large Development Grants and Hospitality funding (all of which are allocated by the Sports Development Unit through the Parks and Leisure Committee) and Events Funding which is allocated by the Events Unit through the Development Committee.

The annual Support for Sport Scheme (Events Funding) totals £85,000 and is allocated in annual tranches to events being organised in Belfast.

### Key Issues

#### Support for Sport Scheme

A number of Events Funding applications have now been received. These applications refer to events taking place during the period September 2009 – March 2010. The applications have been assessed by officers using the assessment criteria agreed by the Development Committee in March 2008 (see Appendix 2). A list of the applications together with summary information and officer recommendations for funding is attached as Appendix 1.

### Resource Implications

#### Financial

The total Support for Sport Scheme (Events Funding) for 2009/2010 is £85,000 and is

allocated in annual tranches.

In Jan 2009, the Development Committee agreed funding of £43,350 for events in 2009/2010 (first tranche) and in May 2009, they agreed funding of £19,880 for additional events in 2009/2010 (second tranche). This left a balance of £21,770 available for the year 2009/2010.

The officer recommendations for Events Funding for events in 2009/2010 (third tranche) totals £4699.25, leaving a balance of £15,705.

### **Recommendations**

Members are asked to agree the officer recommendations for Events Funding and approve the payments totalling £4699.25 as detailed.

### **Decision Tracking**

Following ratification that the agreed payments be made:  
Time line: October 2009                      Reporting Officer: Tim Husbands

### **Documents Attached**

Appendix 1    Table of Events Funding applications with officer recommendations  
Appendix 2    Agreed Assessment Criteria

## Appendix 1

Aug-09

ORGANISER / EVENT	EVENT DATE	SUMMARY	TOTAL COST	AMOUNT REQUESTED	RECOMMENDATION	REASON	09/10 Funding
Belfast 2009 - International Wheelchair Tennis Tournament	18-20 September 2009	The 12th annual tournament held at the indoor tennis arena, involving teams from England, Scotland, Wales and Ireland.	£12,375	£4,538	<b>Offer support in terms of underwriting the event to the sum of £3630.00(80% of amount requested)</b>	Score 62.5	£3,630.00
Cross Community Fun Run	20/09/2009	A 5K community fun run with a route designed to cover both the Shankill and Falls area. This initiative is in its first year with its main aim to bring together both sides of the West Belfast community, those of all abilities and race. The Springfield Charitable Association and the Greater Shankill Community Partnership are working together to enable this unique event to take place.	£4,940.00	£1,527.50	<b>Offer support in terms of underwriting the event to the sum of £1069.25(70% of amount requested)</b>	Score 55	£1,069.25

Appendix 2

**Event  
Amount requested**

<b>Media Coverage (Weighting 25%)</b>	<b>Score</b>	<b>Description</b>
Live international TV coverage	100	Inc live broadcasting on Sky Sports, Eurosport, international Television channels.
International TV highlights	80	Highlights on the above channels.
Dedicated TV Coverage	70	Half an hour/1 Hour special on local TV
Local TV dedicated show	60	Short Clip on BBC/UTV news. Season Ticket/UTV Life
National Press	50	National Newspaper Coverage
Local Radio	40	BBC Ulster, Cool Fm, Citybeat
Local Press	30	Local News papers and magazines

**Value**

<b>Joint Marketing (Weighting 20%)</b>	<b>Score</b>	<b>Description</b>
Level 7	100	Title Sponsor (Belfast in title) and BCC recognised + LEVEL 6
Level 6	80	Logos on clothing (volunteers/athletes + event material e.g.Race Nos) + LEVEL 5
Level 5	60	Use of players prior, during and post event + LEVEL 4
Level 4	50	Prominent Branding at Venue beyond other sponsors + LEVEL 3
Level 3	40	Branding at venue equal to other sponsors, free advert + LEVEL 2
Level 2	30	Logos on Letterheads, Programmes, Posters + LEVEL 1
Level 1	20	Basic PR - Photoshoot stating BCC support

**Value**

<b>Number of Spectators (Weighting 15%)</b>	<b>Score</b>	<b>Description</b>
10,000+	100	This is the total number of Spectators over the duration of the event!
7500+	90	
5,000+	80	
2500+	70	
1,000+	60	

750+	50	
500+	40	
250+	30	
100+	20	

**Value**

<b>Economic Benefits (Weighting 10%)</b>	<b>Score</b>	<b>Description</b>
£500,000.00	100	This is only calculated on the <b>event spend (suppliers, services, equipment, venue etc) in Belfast</b>
£200,000.00	80	
£100,000.00	60	
£50,000.00	50	
£25,000.00	40	
£10,000.00	30	
£5,000.00	20	

**Value**

<b>Total Bednights (Weighting 10%)</b>	<b>Score</b>	<b>Description</b>
2,000	100	The Number of Spectators and Participants who are staying in a Belfast Hotels.
1,000	80	
500	60	
250	40	
100	20	

**Value**

<b>Event Development (20% includes below)</b>	<b>Score</b>	<b>Description</b>
<b>Event History (5%)</b>	<b>Score</b>	<b>Description</b>
1st Year of Event	100	
2nd Year of Event	80	
3rd Year Of Event	60	
4th Year of Event	40	
Event 5 years or over	20	

<b>Event Sustainability (5%)</b>	<b>Score</b>	<b>Description</b>
41%-50% of event budget from private sector	100	
31%-40% of event budget from private sector	80	
21%-30% of event budget from private sector	60	
11%-20% of event budget from private sector	40	
5%-10% of event budget from private sector	20	
<b>Sports Development (10%)</b>	<b>Score</b>	<b>Description</b>
The sport is one which has a club structure	20	Must be within City Of Belfast
Event organised by a Sports National Gov Body	20	As recognised by Sport NI/BCC or club affiliated to a National Governing Body
The NGB/Club has an active development plan	20	Benefits of event for identified within the plan (a copy of the plan should be provided
There is an opportunity for the young people	10	From Belfast to participate in development activities as part of the event
The sport has a clear competition pathway	10	Opportunities to compete at local, provincial, national and international levels
The event will leave a legacy	10	Providing opportunities for the citizens of Belfast to participate in the sport in the future
Inclusive pricing structure	10	To encourage people to attend
<b>Sports Development Score</b>		<b>Out of 100</b>
<b>Development Value</b>		

**Overall Score**

% of requested amount available

Recommended amount of support

(80-100 = 100%, 70-79 = 90%, 60- 69 = 80%, 50- 59 = 70%, 40-49 = 60%, no grants awarded for events scoring less than 40)