



Belfast City Council

Report to:	Development Committee
Subject:	Support for Sport – Event Funding
Date:	11 November 2009
Reporting Officer:	Shirley McCay/Tim Husbands, Interim Co-Directors of Development
Contact Officer:	Gerry Copeland, City Events Manager, ext 3412

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, 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 Support for Sport Scheme (Events Funding) totals £85,000 and is allocated to sports 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 December 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.

In January 2009 the Development Committee agreed funding of £43,350 for events in 2009/2010 (first instalment) and, in May 2009, agreed funding of £19,880 for additional

events in 2009/2010 (second instalment). In August 2009 the third instalment allocated £4,699.25 leaving a balance of £17,070.65.

The officer recommendations for Events Funding for events in 2009/2010 totals £13,477.

Recommendations

Members are asked to agree the officer recommendations for Events Funding and approve the payments totalling £13,477 as detailed.

Decision Tracking

Officers will monitor funding and evaluate outcomes post-project delivery. These outcomes will be presented to Members as part of the City Events Unit key performance indicators.

Time frame: Post April 2010

Reporting Officer: Tim Husbands

Documents Attached

Appendix 1 – Table of Events Funding applications with officer recommendations

Appendix 2 – Agreed Assessment Criteria

Appendix 1

Nov-09							
ORGANISER/EVENT	REF	EVENT DATE	SUMMARY	TOTAL COST	AMOUNT REQUESTED	RECOMMENDATION	REASON
PeacePlayers International - Northern Ireland		12 December 2009	Cross Community Basketball Competition to be held at the Ozone. Event to involve 150 players aged 10-14 years from twinned primary schools and community centres within Belfast.	£4,500	£1,000	Offer support of £972	Score 48
Ulster Karate Council		13 March 2010	Titanic International Open Karate Cup will be held at Queen's PEC and anticipates 200 participants from the Province, Republic of Ireland, Great Britain, Europe and Eastern Europe. The event will be a practice run for the Children's World Championships held in Venice in October 2010 and will form part of the bid for the World Championships to be held in Belfast in 2012.	£10,330		Offer support of £2,505	Score 55.5
Athletics Northern Ireland		6-7 February 2010	This will be the 6th year this event has been held at the Odyssey. It has grown in size over the years, attracting a number of high profile athletes including Olympic and World Champions. In addition, the event includes Youth Championships and Primary School Competitions.	£75,000	£10,000	Offer support of £10,000	Score 72

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Appendix 2

Event

Amount requested

Media Coverage (Weighting 25%)	Score	Description
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 Newspapers and magazines

Value

Joint Marketing (Weighting 20%)	Score	Description
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

Number of Spectators (Weighting 15%)	Score	Description
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

Economic Benefits (Weighting 10%)	Score	Description
£500,000.00	100	This is only calculated on the event spend (suppliers, services, equipment, venue etc) in Belfast
£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

Total Bednights (Weighting 10%)	Score	Description
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

Event Development (20% includes below)	Score	Description
Event History (5%)	Score	Description
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	
Event Sustainability (5%)	Score	Description
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	
Sports Development (10%)	Score	Description
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
Sports Development Score		Out of 100
Development Value		

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)