



Belfast City Council

Report to:	Development Committee
Subject:	Annual Titanic and Maritime Events for 2010
Date:	9 December 2009
Reporting Officer:	Tim Husbands, Acting Director of Development, ext 1400
Contact Officer:	Gerry Copeland, City Events Manager, ext 3412

Relevant Background Information

Over the last 15 years Belfast City Council has developed an annual programme of events. These events span the calendar year from St Patrick's Day Concert and Parade in the Spring to the Christmas Lights concert and include major sporting events. The events in 2009 attracted over 1 million people (1,346,227) generating up to £17,697,504 additional economic activity for Belfast. These figures do not include the Christmas Events Programme in 2009. In 2009/10 the return on the Council's investment was just under £6.80 for every £1 of the City's finances. The events programme has also attracted on average 7% 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 ratepayers providing large-scale free public events to the City with extensive positive media coverage, while receiving an approval rating of nearly 90% from the public for the entire year's programme of activities.

The purpose of this report is to request permission to stage two elements of the annual event programme – Titanic Made in Belfast (12 March to 11 April) and the Belfast Titanic Maritime Festival (4 to 6 June).

Key Issues

Event Statistics and Economic Returns

Titanic Made in Belfast Festival 2009 - In 2009 the Titanic Made in Belfast event attracted 32,500 people. Almost 2,000 people attended the variety of tours throughout the weekends in March and April and the Festival week. Feedback from this Festival has continued to indicate a huge interest in the Titanic topic and that people want to see more Titanic related events and information in the City. The total estimated economic impact of the event was almost £1.2million. This confirms the economic rationale for the event to be repeated and developed in the lead up to the centenary in 2012.

Belfast Titanic Maritime Festival 2010 - Members are asked to note that this event did not take place in 2009 due to the Tall Ships Festival. However, over the three years that the event has been held it has attracted audiences in excess of 50,000 people annually and generates £600,000 of additional economic activity, yearly, for the local economy.

On average 12,000 of all attendees come from outside Northern Ireland. The 2008 Festival, leading up to the 2009 Tall Ships event, provided a platform for Belfast to celebrate and promote its maritime heritage. The Festival is acknowledged as a vital tool in encouraging the Tall Ships event to return to Belfast in the near future (possibly 2015), while providing a marketing tool to attract visitors and entertain our City's citizens.

Resource Implications

Financial

Appendix 1 indicates a breakdown on the overall costs on both these events. The total cost of the Titanic Made in Belfast event being £100,000, and the Belfast Titanic Maritime Festival being £300,000. Members are asked to note that these costs are indicative and are subject to approval of the Department's final budgets for 2010/11. The total economic return on this investment is an approximate £1.8m, which equates to a £4.50 return for every £1.00 invested by the Council.

Recommendations

Members are requested to approve the hosting of the annual Titanic Made in Belfast Festival and the Belfast Titanic Maritime Festival in 2010.

Decision Tracking

Officers will monitor funding and evaluate outcomes of the events and bring post-project details as part of the Department's annual review. These outcomes will be presented to Members as part of the City Events Unit key performance indicators.

Timeline: By the end of the 2010/2011 financial year Reporting Officer : G Copeland

Documents Attached

Appendix 1 – Budgetary breakdown of both events
Appendix 2 – Marketing leaflets

Appendix 1

Titanic Made in Belfast Festival

Titanic 2010 Budget		
Description		Cost
Titanic - Designed and Built in Belfast Exhibition		£30,925.00
City Hall Festival		£24,200.00
Marketing		£27,431.00
Tours		£4,844.00
Other inc' insurance, hire of artefacts		£9,600.00
Contingency		£3,000.00
Total Expenditure		£100,00.00

Belfast Titanic Maritime Festival

Maritime Festival 2010		
Description		Cost
Ships		£130,500.00
Marquees, Production, PA, Staging, Lighting, Transport		£78,636.00
Entertainment		£40,814.00
Marketing		£40,354.00
Contingency		£9,696.00
Total Expenditure		£300,000.00

Appendix 2
Belfast Maritime Festival for 2008 and Titanic Made in Belfast Festival 2009
Marketing Material



BELFAST
MARITIME
FESTIVAL

Saturday 28 and Sunday 29 June 2008
Donegall Quay and Clarendon Dock



sailing ships • continental market • watersports
walkabout acts • boat tours • life boat demonstrations,
BBC RaW Circus • Citybeat Young Star Search • and much more....



Contact Belfast Welcome Centre
028 9024 6609

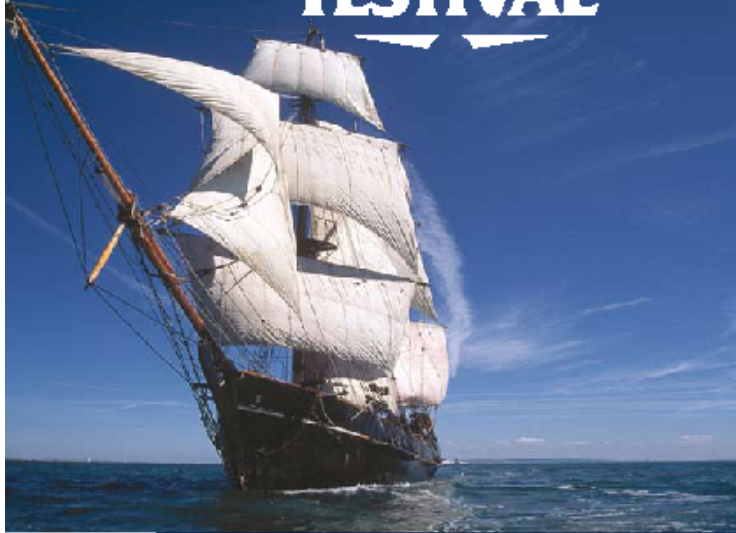


www.belfastcity.gov.uk/events

BCC 2472



BELFAST
MARITIME
FESTIVAL



Saturday 28 June-Sunday 29 June 2008
Donegall Quay, Queen's Quay and Clarendon Dock
Contact Belfast Welcome Centre on 028 9024 6609

www.belfastcity.gov.uk/events

TITANIC MADE IN BELFAST 2009



Titanic: Designed and Built in Belfast exhibition
W5, Odyssey, Belfast, 14 March-19 April

Titanic Made in Belfast Festival
Citywide tours and events, 11-19 April

Call the Belfast Welcome Centre on 9024 6609 for more information

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www.belfastcity.gov.uk/titanic

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