

Our Ref: FJC/MP

14 January 2010

Ms C O'Reilly
Event Manager
Wilmont House
Sir Thomas and Lady Dixon Park
Upper Malone
BELFAST
BT17 9LA

Dear Ms O'Reilly

Re Belfast City Marathon

I refer to the abovementioned event which has traditionally been held on the May Day Bank Holiday. Since the inception of the Belfast Marathon, the Bus Company, Metro, previously Citybus has been heavily involved in consultations and has been supportive of the event. As the numbers participating have increased and the route has been modified, the consequential effects on the level of traffic and the disruption/diversion of bus services has been of concern operationally to us and our customers. It has been necessary to increase the supervisory and stand by resources without which it would not be possible to maintain a creditable bus service network on the day in question. In reviewing the level of manpower employed and balancing this alongside the quality of service provided to our customers, it is quite apparent that it would be preferable for the event to take place on a Sunday as opposed to the current arrangement on the May Day Bank Holiday.

Assuming the component parts of the event are at similar times, the consequential effects to bus services on a Sunday would have dissipated before normal trading hours when bus patronage rises. This would be of significant benefit to customers and the viability of the service provision.

I would be grateful therefore if you could explore the option of moving the Belfast City Marathon in future years from its present date to an appropriate Sunday. Should you require any clarification on the points which I have made, please do not hesitate to contact me.

Yours sincerely



FRANK CLEGG
GENERAL MANAGER – BUS SERVICE



Making Northern Ireland Safer For Everyone Through Professional, Progressive Policing

Mr Danny O'Connor
Chairman
Belfast Marathon Committee
Wilmont House
Sir Thomas & Lady Dixon Park
Upper Malone Road
BELFAST
BT17 9LA

Please reply to:

Your Reference:

Our Reference:

Date:- 22 October 2009

Dear

A handwritten signature in blue ink that reads 'Danny'.

Thank you for your recent letter regarding the business case for next year's Belfast Marathon. I am pleased to learn that this will include a recommendation that the event be moved to a Sunday.

I look forward to our participation in the future discussions and planning around the event. Please feel free to contact my office at any time.

Yours sincerely

A handwritten signature in blue ink that reads 'Brian Maguire'.

BRIAN MAGUIRE
Chief Superintendent
District Commander

**District Commander's Office
'B' District, South and East Belfast**

Strandtown PSNI Station, 1-5 Dundela Avenue, Belfast BT4 3BQ

Telephone: 028 90 650222 Ext 68768 e-mail: brian.maguire@psni.pnn.police.uk

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Date: 12th March 2010

Our Ref: BCM

Your Ref:



The lead agency for developing
sport in Northern Ireland

Claire O'Reilly
Event Manager
Wilmont House
Sir Thomas and Lady Dixon Park
Upper Malone
Belfast
BT17 9LA

Dear Claire

Re: Support of proposal for Sunday Marathon race day

Sport Northern Ireland has been an integral part of sports development in Northern Ireland for the last 25 years. Sport Northern Ireland works with its partners in the public and private sector to:

- Increase and sustain committed participation in sport, especially amongst young people;
- Raise the standard of sporting excellence;
- Promote the good reputation and efficient administration of sport in Northern Ireland:

Sport Northern Ireland would like to offer its full support to the proposal that the Belfast City Marathon is moved from the Monday to the Sunday of the May Day Bank Holiday weekend, as this would greatly enhance the event. Sport NI has been working closely with the board of BCM in developing an international marketing initiative which aims to increase the profile of the event and increase levels of participation. Sport NI believes that this move would help bring in more international athletes to the event as many countries do not recognise this bank holiday or indeed understand the term Bank Holiday. This change of day may also benefit Belfast tourism financially as many people may come to the city and stay for the long weekend.

As the lead agency for the development of sport in Northern Ireland, Sport Northern Ireland feel that this proposal to move the Belfast City Marathon from Monday to Sunday will benefit the city greatly and help the organisers continue to improve this event each year, allowing it to continue to grow in size and stature.

Yours sincerely

A handwritten signature in blue ink that reads "Eamonn McCartan".

Eamonn McCartan
Chief Executive Officer
Sport Northern Ireland

Sport Northern Ireland is the trading name of the Sports Council for Northern Ireland
House of Sport, 2a Upper Malone Road, Belfast BT9 5LA. Telephone (028) 9038 1222
Facsimile (028) 9068 2757 Minicom (028) 9068 2593 Website www.sportni.net

Chair: Mr Dominic Walsh BSc MBA CEng

Vice Chair: Mr Alan L Money Penny Cert Law (QUB) Dip Law (QUB)

Chief Executive: Professor Eamonn G McCartan MBA DMS B Ed DASE MCIM MCPID

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INVESTOR IN PEOPLE

*Emailed 18th January
2010*

Mr Danny O'Connor
Chairman
Belfast Marathon Company
Wilmont House
Sir Thomas & Lady Dixon Park
Upper Malone Road
Belfast.
BT17 9LA

17 January 2010

Dear Mr O'Connor,

Belfast Chamber of Trade & Commerce, at a meeting of its Executive Council in 2009, unanimously resolved that it wishes to see the day of the annual Belfast Marathon moved from Monday to Sunday. The Chamber's reasons include:

1. While retailers normally enjoy an increase in trade on bank holiday's, on Marathon day trade in the city centre is only half of that experienced on an average Monday.
2. The Chamber believe that a Sunday Marathon would encourage more weekend visitors to participate in or support the event and visit Belfast.
3. The vast majority of Marathons internationally are held on a Sunday, moving the Belfast event to a Sunday may encourage greater participation by international athletes.
4. A Sunday event would benefit from less congested roads and would have a smaller impact on those travelling by road.

Both Belfast Marathon Company and Belfast Chamber of Trade & Commerce are committed to bringing more people into Belfast. To that end, we would be keen to explore opportunities to work together to promote our respective and shared goals.

The Chamber would be grateful if the Belfast Marathon could be moved to a Sunday with effect from 2011.

Thank you.

Yours sincerely,

Neil Gordon
Belfast Chamber of Trade and Commerce

Appendix 4 – Comments and Letters from Current Gold Sponsors

Premier Inn – Cathy Waddell (General Manager)

As general manager of the Premier Inn, Waring Street, I would like to show my support for changing the Belfast City Marathon day from Monday to Sunday.

It seems a bit crazy that the management team is working really hard to make the marathon an international event, but we continue to make it difficult for runners to fit Belfast into their schedule.

May Day is a UK holiday, but this does not facilitate the many runners who travel from the South and also now from further afield in Europe.

Also, from a City economy point of view, we are missing out on vital local and tourist revenue on Bank Holiday Monday. For example, what local person would even try to come into the City to shop on the Monday when they know their access will be restricted? Also, if the event was on a Sunday, many more runners would stay after the race - eating and drinking in our bars & restaurants and then on the Monday they would either shop or do some sightseeing, therefore benefitting the retailers and our tourist attractions.

What we have found is that runners are arriving on the Saturday / Sunday and leaving on the Monday after the race - this greatly impacts on their experience of the event and of the City - they have to check out of their rooms before the race and then hope that their chosen hotel will provide shower facilities after the race. (Premier Inn is very aware of this aspect of the guest experience and ensures that we do everything to make the day easy for runners, but there is no guarantee that all of the other hotels in the City are also doing this).

To move the day of the race would also make Belfast a viable event for those European runners / southern runners who cannot get time off work - they can fly in Friday / Saturday, race Sunday then fly back and be back at their desk on Monday morning.

For the Belfast City Marathon to grow, we need to move race day and allow the event to be 'must do' on the race calendar.

Myself and all the team at Premier Inn Belfast would wholeheartedly support this change

Daily Mirror – Joanne Friel (Marketing and Promotions Manager)

On behalf of the Daily Mirror, official media partner of the Belfast City Marathon, I would like express our support of moving the Belfast City Marathon to a Sunday.

The benefits of a Sunday event would be considerable both in attracting more participants and more supporters etc to the City. As a result, the benefit to local business and Tourism

cannot be underestimated.

As well as the obvious traffic benefits, I think a Sunday event would also bring Belfast City Marathon in line with other world-wide Marathons who stage their event on a weekend.

New Balance – Samantha Davies (Technical Representative)

On behalf of New Balance, I would like to express our desire regarding the possible movement of race day from the Monday to Sunday for 2011. I think that this will fall in line with the majority of other races and also be a lot quieter on the roads than the Monday.

Aer Lingus – Corinna Turtle c/o Carlton Baxter

Moving the event to a Sunday can only be of benefit to the Belfast City Marathon and the wider Belfast economy. It would open the Marathon up to people living in countries for which May Day is not a Bank Holiday, ensuring increased numbers for the event itself and more inbound tourism to Northern Ireland.



Making Northern Ireland Safer For Everyone Through Professional, Progressive Policing

Mr Danny O'Connor
Chairman
Belfast Marathon Committee
Wilmont House
Sir Thomas & Lady Dixon Park
Upper Malone Road
BELFAST
BT17 9LA

Please reply to:

Your Reference: *BS09 1209 34*

Our Reference:

Date:- 11 June 2009

Dear

Firstly I would like to take this opportunity to congratulate the Belfast Marathon Committee on a very successful event in 2009, one that attracted record numbers of competitors to our City's streets.

I am writing to you however in advance of next year's Marathon to outline the policing difficulties presented by the event taking place on the traditional May Public Holiday, and to ask if the Committee would consider moving the event to a Sunday, thereby bringing it into line with most other such events in the UK.

These difficulties fall into two main areas, traffic management/public safety, and expense. I will deal with each of these in turn.

Traffic in Belfast is generally lighter on a Sunday morning than on a Bank Holiday Monday. The Bank Holiday is traditionally a busy day for families embarking on day trips and at present many are disadvantaged by the traffic disruption around the city caused by the marathon, often venting their frustration on Police performing traffic diversions. You will be aware of such issues as they are often highlighted in the press following the event.

If the event was moved to a Sunday, the impact of road closures and diversions on the general motoring public would be reduced, thereby making the event more acceptable to non-participants. Reduced traffic around the route on a Sunday would also provide a safer environment for competitors, spectators and organisers/stewards alike.

**District Commander's Office
'B' District, South and East Belfast**

Strandtown PSNI Station, 1-5 Dundela Avenue, Belfast BT4 3BQ

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I appreciate that a Sunday marathon would itself present some additional challenges, particularly with regard to potential disruption to persons attending places of worship. With proper planning, however, I believe such disruption could be minimised.

The second issue, and one which is particularly pertinent in the current climate, is that of expense. In these financially-constrained times it is becoming increasingly difficult to sustain the considerable expense of policing the Marathon on a Public Holiday, as it incurs more than twice the cost as a Sunday event. This directly impacts on my ability to direct resources towards crime reduction and making South and East Belfast safer.

As you may be aware, the PSNI has in recent years come into line with other UK Police Services and now seeks cost recovery for police services provided at certain events of a commercial nature. Whilst the Belfast Marathon would not fall into the same category as a profit-making event such as a pop concert, you will appreciate the onus on me to ensure the most economical use of police resources and, should the event continue to be held on a Public Holiday, I cannot rule out the possibility of police pursuing the cost recovery option in the future.

To give you an idea of the costs involved, the difference in policing the Marathon on a Public Holiday instead of a Sunday is approximately £12,000.00. This figure relates solely to 'B' District (South and East Belfast). I think it would be fair to estimate that the figure quoted could be at least doubled to take into account additional policing costs from 'A' District (North and West Belfast) and 'D' District (which includes Newtownabbey), which also have responsibility for policing the route.

In conclusion, I would ask that the committee take this issue under serious consideration. I hope you will appreciate my concerns around this matter and I would be happy to have meet personally with you and discuss further as required. I can assure you that police in 'B' District - South and East Belfast will continue to work closely with the Committee to ensure the success of future events and I look forward to hearing from you.

Yours sincerely



BRIAN MAGUIRE
Chief Superintendent
District Commander

District Commander's Office
'B' District, South and East Belfast

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