



Belfast City Council

Report to:	Development Committee
Subject:	Belfast City Carnival 2010
Date:	12 May 2010
Reporting Officer:	John McGrillen, Director of Development, ext 3470
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Relevant Background Information

On 7 February 2007, the Development Committee agreed to the amalgamation of the Lord Mayor's Show and the Belfast Carnival. This merger resulted in an annual saving of £28,000 for the Council.

On 19 February 2010, the Committee agreed the Annual Programme of Events, which included the Lord Mayor's Belfast City Carnival. The event is to be held on 19 June and will introduce the new Lord Mayor to the citizens of Belfast.

The Carnival Consortium, which is made up of representatives from community, arts and other festival organisations, has oversight of the Carnival. The Beat Initiative is the lead partner and has operational responsibility.

The Beat Initiative was established in 1993 and produced the first City Carnival in 1995. The core ethos of Beat is to encourage people to engage in carnival arts, developing good relations and enhancing community wellbeing.

Responsibility for the organisation of this event within the Council is with the Events Unit.

Key Issues

Since 2007, the Council has provided £70,000 funding per year to the Beat Initiative towards the delivery of the Lord Mayor's Belfast City Carnival.

The Carnival route will be agreed with the Council. Under normal circumstances, it will take place in the City Hall and St Anne's Cathedral, terminating at Custom House Square.

The Carnival gives due prominence to the Lord Mayor of Belfast as part of the Carnival itself and in all media and related activity. The Events Unit will be responsible for a guest stand outside the City Hall and for an appropriate vehicle for the Lord Mayor to travel in. The branding of the event will include the strap line, 'welcoming the Lord Mayor'.

Beat will ensure that the Carnival adheres to the Good Relations Strategy and, through the Carnival Consortium and the Council's Community Services Unit, will engage community participation and representation from across the city, including extensive involvement from Council-supported community groups.

The Beat Initiative will be responsible for the management of the event, including, but not limited to stewarding and marshalling; insurance; public notification to the PSNI, Parades Commission and residents of the route; and liaison with DOE, Roads Service and Belfast City Centre Management.

The Carnival involves approximately 1,000 participants and an audience of c.30,000. The overall cost to Beat of delivering the Carnival is £115,800. It is estimated that the Carnival generates additional revenue to the value of £280,000 for the city, which is a return on investment of 1:4.

Resource Implications

Financial

Funding for the Lord Mayor's Belfast City Carnival has been agreed in the 2010–11 budget for the Tourism, Culture and Arts Unit.

Human Resources

This will be covered within the work programme of the Lord Mayor's Unit; Community Services Unit; the Events Unit; and the Tourism, Culture and Arts Unit.

Recommendations

It is recommended that the Committee notes the contents of this report and agrees to fund Beat Initiative £70,000 towards the delivery of the Lord Mayor's Belfast City Carnival.

Decision Tracking

None Required.