



## Belfast City Council

<b>Report to:</b>	Development Committee
<b>Subject:</b>	Annual Titanic and Maritime Events for 2011
<b>Date:</b>	13 October 2010
<b>Reporting Officer:</b>	Mr Tim Husbands, Head of City Events and Venues (ext 3459)
<b>Contact Officer:</b>	Mr 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 nearly 1.4 million people generating almost £18 million additional economic activity for Belfast. In 2009/10 the return on the Council's investment was just under £6.80 of every £1 of the city's finances. The events have 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 rate payers providing large-scale free public events to the city with extensive positive media coverage, while receiving an approval rating of nearly 90% 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 (31 March - 31 May 2011) and the Belfast Titanic Maritime Festival (24-26 June).

### Key Issues

#### Event Statistics and Economic Returns

##### Titanic Made in Belfast Festival 2010

In 2010 the Titanic Made in Belfast event attracted 49,513 people. 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 gross estimated economic impact of the event was £600,000 with 69% of all attendees coming from outside Belfast and Northern Ireland (just under 24% were out-of-state). This suggests and underpins the economic rationale for the event to be repeated in 2011 and developed in the

lead up to the centenary in 2012.

#### Belfast Titanic Maritime Festival 2010

Over the last four years this event, exclusive of Tall Ships 2009, has become an established event which has attracted audiences in excess of 50,000 (in 2010 the attendance figure was 65,000 people) and in 2010 generated just under £1.2 million of additional economic activity for the local economy.

47% of all attendees come from outside Belfast, with 24% from outside Northern Ireland. This annual event also provides a platform for Belfast to bid and host future Tall Ships festivals and to celebrate and promote the city's maritime heritage, alongside providing a marketing tool to attract visitors and entertain our city's citizens.

### **Resource Implications**

#### **Financial**

Appendix 1 indicates a breakdown on the overall expenditure on both these events. The total cost of the Titanic Made in Belfast event being £150,000, and the Belfast Titanic Maritime Festival being £250,000. The total economic return on this investment is an approximate £1.8m, which equates to a £3.75 return for every £1.00 invested by the Council.

### **Recommendations**

The Committee is requested to approve the hosting of the annual Titanic Made in Belfast festival and the Belfast Titanic Maritime Festival in 2011.

### **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.

Timeframe: March 2012

Reporting Officer: Tim Husbands

### **Documents Attached**

Appendix 1 – Budgetary breakdown of both events

## Appendix 1

### **Titanic Made in Belfast Festival**

Titanic 2011 Budget		
Description		Cost
Titanic - Belfast Exhibition		£40,000.00
Titanic related plays and performances		£40,000.00
City Hall Festival		£25,000.00
Marketing		£30,000.00
Tours		£5,000.00
Other inc' insurance, hire of artefacts		£7,000.00
Contingency		£3,000.00
<b>Total Expenditure</b>		<b>£150,00.00</b>

### **Belfast Titanic Maritime Festival**

Maritime Festival 2011		
Description		Cost
Ships		£100,000.00
Marquees, Production, PA, Staging, Lighting, Transport		£50,000.00
Onshore Entertainment		£30,000.00
Marketing		£30,000.00
Security and ancillary marine services		£30,000.00
Contingency		£10,000.00
<b>Total Expenditure</b>		<b>£250,000.00</b>