



Belfast City Council

Report to:	Development Committee
Subject:	Go Belfast Awards - 26 November 2010
Date:	10 November 2010
Reporting Officer:	John McGrillen, Director of Development, ext 3470
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Relevant Background Information

Members may be aware that the Go Belfast Awards is an annual ceremony in which “the best of Belfast” is celebrated in the fields of entertainment and lifestyle.

The awards are voted for by members of the public and are promoted through the “Go Belfast” publication. The closing date for voting in the 2010 awards was 1 October 2010 and 25,000 votes were received across a range of categories including visitor attraction of the year, hotel of the year and festival/event of the year.

The 2010 Awards will take place in the Europa Hotel on 26 November 2010.

Key Issues

The Continental Market has been shortlisted for the Visitor Attraction of the Year award. Other finalists in this category include An Cultúrlann, Belfast Zoo, Ulster Museum and Victoria Square. The Ulster Hall has also been nominated in the category of Live Music Venue of the Year.

One complimentary place at the event is offered to each shortlisted finalist. In recognition of the significant year-round PR offered by this opportunity, it is recommended that the Chair and the Deputy Chair of the Committee, along with two officers attend the event. Members of the Parks and Leisure Committee will consider appropriate representation at their November Committee.

A list of all categories and shortlisted finalists is attached as Appendix 1.

Resource Implications

Places at the event cost £125+VAT per person. Given that two places are offered on a complimentary basis, the total cost for the additional two places would be £250+VAT.

Recommendations

It is recommended that Members approve the attendance of the Chair and the Deputy Chair of Committee (or their nominees), along with two officers, at the Go Belfast Awards on 26 November at a cost of £250+VAT.

Documents Attached

Appendix 1 – List of categories and shortlisted finalists

<p>Hotel of the Year</p> <ul style="list-style-type: none"> • Europa Hotel • Fitzwilliam, Belfast • Malmaison • Ten Square • The Merchant Hotel 	<p>Visitor Attraction of the Year</p> <ul style="list-style-type: none"> • An Cultúrlann • Belfast Zoo • Continental Markets • Ulster Museum • Victoria Square
<p>Sports Star of the Year</p> <ul style="list-style-type: none"> • Graeme McDowell • Johnny Evans • Paddy Barnes • Rory McIlroy • Stephen Ferris 	<p>Nightclub of the Year</p> <ul style="list-style-type: none"> • 21 Social • Beach • M Club • Ollies • Kremlin
<p>Media Personality of the Year</p> <ul style="list-style-type: none"> • Eamonn Holmes • Christine Bleakley • Colin Murray • Pete Snodden • Stephen Nolan 	<p>Newcomer of the Year</p> <ul style="list-style-type: none"> • 21 Social • Café Smart • Frisky Bear • Horatio Todd's • Lily's Belfast
<p>Festival/Event of the Year</p> <ul style="list-style-type: none"> • Belsonic • Féile An Phobail • Open House Festival • Snow Patrol, Ward Park 	<p>Fashion Retailer of the Year</p> <ul style="list-style-type: none"> • Cruise • House of Fraser • Hugo Thomas • New Look • Urban Outfitters
<p>Pub of the Year</p> <ul style="list-style-type: none"> • 21 Social • Duke of York • Laverys • Muriel's • The Botanic Inn 	<p>Live Music Venue of the Year</p> <ul style="list-style-type: none"> • Black Box • Spring & Airbrake • Stiff Kitten • The Empire • Ulster Hall
<p>Restaurant of the Year</p> <ul style="list-style-type: none"> • Coco • Deane's • Nick's Warehouse • Mourne Seafood • Zen 	<p>Café of the Year</p> <ul style="list-style-type: none"> • Avoca • Café Smart • French Village • Sugar Cane • Swanton's