



Belfast City Council

Report to:	Development Committee
Subject:	Attendance at Go Belfast Awards & Cinemagic 20th Anniversary Celebrations and Awards Dinner
Date:	24 November 2010
Reporting Officer:	John McGrillen, Director of Development, Ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, Ext 3579

Relevant Background Information
<p><u>Go Belfast Awards</u></p> <p>Belfast City Council has been shortlisted in the Go Belfast Awards which is an event taking place on Friday 26 November 2010 in the Europa Hotel. The Continental Market, Ulster Hall and Belfast Zoo have all been shortlisted for awards with the final decisions announced at the event itself.</p> <p>Development Committee have already approved the attendance of the Chair and Deputy Chair or their nominees, along with two members of staff. In addition, Parks and Leisure Committee have approved the attendance of their Chair and Deputy or their nominees, along with two members of staff.</p> <p>Given the shortlisting of the Belfast Continental Market at the Awards, MPEL are also attending and are inviting representatives of Council to join them as their guests. Up to three places have been allocated for Belfast City Council. It is recommended that an additional two Councillors, along with one member of staff, accept their invitation.</p> <p><u>Cinemagic</u></p> <p>Belfast City Council have teamed up with Cinemagic, the international film and television festival for young people, for Reel Business 2010, a targeted meet-the-buyer project for Belfast based companies working in the Film and Television sector. The project will bring together a group of the leading companies involved in buying, commissioning and developing innovative creative content for the</p>

	<p>global film and television industry, to meet with key domestic local producers to participate in a series of one-on-one meetings and participatory workshops over two days.</p> <p>It is envisaged that this project will not only provide new contracts and business leads for the participating businesses with the aim to increase profitability and company growth but will provide creative companies with the opportunity to gain a unique insight into the world of film and television production, with a focus on children's television, animation, visual FX and music licensing and production.</p> <p>Key speakers will include, Brian Freisinger, Device FX, Maggie Rodford, Air-Edel, Phil McNally, Dreamworks, Gary Knell, Sesame Street and Greg Maguire, Technical Director on Avatar.</p> <p>As part of this initiative, Belfast City Council has been allocated four places for Cinemagic's 20th Anniversary Celebrations Dinner and Awards in City Hall at 9.00pm on the 26th November 2010.</p>
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	<p>Resource Implications</p> <p>Two tickets for the Go Belfast Awards have already been agreed through Development Committee at a cost of £250 + VAT. The requested approval for three additional places will be at no cost to Council.</p> <p>Attendance of four Councillors at the Cinemagic 20th Anniversary Celebrations Dinner and Awards would also be at no financial cost to the Council.</p>
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	<p>Equality Implications</p> <p>None</p>
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	<p>Recommendations</p> <p>In addition to the four places already agreed by Development Committee for Belfast City Council representation at the Go Belfast Awards on 26 November 2010, it is recommended that two additional Councillors and one member of staff attend also.</p> <p>It is also recommended that four Councillors and two members of staff are given approval to attend the Cinemagic 20th Anniversary Celebrations Dinner and Awards on 26 November 2010.</p>
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	<p>Decision Tracking</p>

	<p>Documents Attached</p>