



## Belfast City Council

<b>Report to:</b>	Development Committee
<b>Subject:</b>	Annual Events Programme for 2010/11
<b>Date:</b>	9 March 2011
<b>Reporting Officer:</b>	John McGrillen Director of Development ext 3470
<b>Contact Officer:</b>	Tim Husbands, Head of City Events & Venues, ext 1400

<b>1</b>	<b>Relevant Background Information</b>
1.1	Over that last fifteen years Belfast City Council has developed an annual programme of events. The programme spans the calendar year from the annual St Patrick's Day concert and parade in the spring to the Christmas Lights concert in winter and includes major sporting events. The events in 2010 attracted over 250,000 people generating just under £6.5 million additional economic activity for Belfast. The annual budget to provide for and deliver these events is just below £1.39 million for the 2010/11 year (in 2011/12 this figure was £1.5 million). In 2010/11 the return on the Council's investment was just under £6.00 for every £1.00 The events have also attracted on average 7% of out-of-state visitors to the city, adding to the economic benefit of, and the vibrancy and cultural activity of Belfast. The programme also acted as an attraction to local citizens and rate payers, providing large-scale free public events to Belfast, with extensive positive media coverage, while receiving a public approval rating of nearly 90% for the entire year's programme of activities.
1.2	These figures do not include St Patrick's 2011, Christmas and MTV events from 2010 and are projected estimates based on previous event statistics

<b>2</b>	<b>Key Issues</b>
2.1	<u>Breakdown of Events Budget</u> Details of the events programme, which is primarily based around key public and celebratory holidays and incorporates major sporting events including the Belfast Marathon, is indicated in the table below. This table shows a breakdown of all Council expenditure related to each event and its associated funding streams, including provision for the Support for Sport programme and a level of contingency.

2.2	Members are asked to note that the Events budget, as part of the Development Department revenue estimates, was approved by Council's Strategic Policy and Resources Committee and approved by Council in February 2011.		
	Event & Date(s)	Additional Details	Cost
Titanic 100 Festival 31 March – 31 May	This event would involve a series of exhibitions in City Hall and its grounds, with free entry to talks, tours and theatrical performances. The event will mark key Belfast anniversaries connected to the Titanic story including: the opening of the Thompson Dry Dock; Harland & Wolff's 150 <sup>th</sup> anniversary; the 101 <sup>st</sup> anniversary of the laying of Titanic's keel and the centenary of the launch of the ship on the 31 May 1911. The planned programme would have input from other Titanic locations in: Cobh, Co Cork, Cherbourg, Southampton and Liverpool.	£150,000	
Deep River Rock Belfast City Marathon 2 May	This would be the 30 <sup>th</sup> year of Ireland's biggest mass participation event, which attracts nearly 18,000 competitors. At the time of writing this report some 1,000 marathon entries have been received, an increase year on year on the same period.	£40,000	
Belfast Titanic Maritime Festival, 24 – 26 June	Over the last five years BCC has developed a free to access maritime event that celebrates Belfast's historical connections to the sea. The three day event brings together the modern and historical aspects of sailing – from high tech vessels to heritage class sailing vessels of the 19 <sup>th</sup> century. Up to 20 vessels including modern tall ships and operational naval craft will be moored on the quayside close to Belfast's city centre. Land based activities will include continental market, live music, a family fun zone and a range of maritime exhibits and stalls.	£230,000	
Lord Mayor's Belfast City Carnival 18 June	This event introduces the new Lord Mayor to the citizens of Belfast	£28,478	
Royal Opera House Live Site Broadcast, City Hall, June/July TBC	This event would be a repeat of previous live links to the Royal Opera House in London. The event would be financed by the Department of Culture, Arts & Leisure as part of their funding to the BBC Live Site Screen. The event would also be subject to approval by the SP&R Committee.	No input from BCC	

	European Scottish Pipe Band Championship, 30 July	Committee approved the bidding for this event in 2009 and Belfast was successful in securing this prestigious event for a three year period (2010-2012). This one day event is anticipated to attract in the region of 12,000 spectators. However, the Championships will also be complemented with a music festival, financial provision for which is included in the above costs and run in conjunction with the Royal Scottish Pipe Band Association.	£135,000
	British Transplant Games, 4 to 7 August	This event was approved by Council back in November 2008 and will attract in excess of 1,000 transplant athletes from across these islands.	£70,000
	MTV EMA and Music Week, Date TBC	This would see the staging of Europe's biggest music award night in Belfast. It would also involve a week of music related events to showcase Belfast	£120,000
	Belfast Autumn Fair, 17 & 18 September operated with BCC Parks & Leisure	This proposed event would be run in cooperation with BCC Parks & Leisure incorporating their traditional Autumn Flower Show. This event normally attracts an audience of 12,000 people.	£30,000
	Halloween Monster Mash, Sunday 30 October	Annually this event has attracted an audience in excess of 25,000 and in the last few years has been staged in Belfast Harbour and outside the Odyssey complex.	£132,000
	Christmas Switch-on and programme, from Saturday 19 November	<p>Anecdotally seen as the official start of the City's festive season this programme would be launched with the annual switch-on concert, on a similar basis to the event in 2010, which was successfully orientated towards the family audience.</p> <p>This programme includes costs for a schools carol service at the Belfast Waterfront (organised with the Belfast School of Music), live music in Belfast City centre and festive lighting at City Hall, taking into account the associated issues raised by Members at the Development Committee in January 2011. Entertainment for 2011 will be family focused and there will be a more participatory elements to the Councillors' post-switch on function.</p>	£138,000

	St Patrick's Day, 17 March 2012	This planned event encompasses a carnival parade and live concert to mark St Patrick's Day. Parade participants come from across the city with the event attracting out -of-city & out-of-state visitors.	£140,000
	Support for Sport funding	This is an annual programme of funding that sports clubs and sports event organisers can access. The programme is issued via a single tranche via public notices and is accessible via the Council's webpage.	£97,500
	Sail Training Funding	As in previous years it is proposed that this funding will be used in connection with Ocean Youth Trust to continue the work of enhancing young people's personal skills base via sailing activities. This process also allows BCC to continue its bidding process for bringing the Tall Ships back to Belfast (possible return date for this event would be 2015).	£20,000
	Event Economic Impact Surveys & Event Bidding	This proposed finance comprises the economic surveys undertaken for each event and additionally provides for an additional level contingency for the annual events programme	£40,000
	Cultural Olympiad & BBC Live Site Screen	Approved by Council back in April 2010, this project would see the operation of a 25 sq m LED screen in the grounds of City Hall. It is anticipated that this screen will be on line by the end of April/start of May 2011. BCC finance allocated is for maintenance, insurance and security costs. The Department of Culture, Arts & Leisure will allocate £30,000 for the programming of this space as part their commitment to the BBC Live Site Screen.	£20,000
			£1.39 million

2.3

Committee Approval Process

Members are requested to note that historically Council approval process for the programme of events is obtained in the Autumn. However, due to a delay in the Council confirming departmental budgetary levels, this report has been held until after last month's Council meeting regarding budgets.

<b>3.</b>	<b>Resource Implications</b>
3.1	<p><u>Financial</u> The table above indicates the annual civic and sports events programme with individual associated events budgets. The total overall budget for this programme is £1.39 million. This is the annual budget for events run by the Council and part of the overall Departmental revenue estimates.</p>
3.2	<p><u>Human Resources</u> There are currently no additional staff requirements.</p>

<b>4</b>	<b>Equality and Good Relations Considerations</b>
	There are no equality or good relations considerations attached to this report.

<b>5</b>	<b>Recommendations</b>
	<p>It is recommended that:</p> <ul style="list-style-type: none"> <li>- Members approve the annual civic and sports events programme as outlined in the report and it's associated funding.</li> </ul>

<b>6</b>	<b>Decision Tracking</b>
<p>Further to approval, officers will monitor funding and evaluate the outcomes of all events and provide 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.</p> <p>Timeline: March 2012 <span style="float: right;">Reporting Officer: Gerry Copeland</span></p>	