



Belfast City Council

Report to:	Development Committee
Subject:	Retail Northern Ireland Conference 2011
Date:	14 September 2011
Reporting Officer:	John McGrillen, Director of Development, ext 3470
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1	Relevant Background Information
1.1	Belfast City Centre Management (BCCM) – on behalf of Belfast Chamber of Trade and Commerce (BCTC) – is organising a conference at the Stormont Hotel on Wednesday 5 October 2011 entitled 'Retail NI'.
1.2	This is the third time that this annual event has taken place. It will cover a range of topics including the future of High Street retailing, increasing sales through digital marketing and media and improving performance in the trading environment. Those in attendance include independent and multinational retailers, representatives from shopping centres, chamber of commerce representatives, elected representatives and statutory bodies working on planning, economic development and retailing issues. The event usually attracts in excess of 100 delegates.
1.3	Keynote speakers at the event will include Alex Gourlay, Chief Executive, Alliance Boots; Sammy Wilson MP MLA and Alex Attwood MP MLA. The Lord Mayor of Belfast has been asked to give the welcome address at the event.

2	Key issues
2.1	Belfast Chamber of Trade and Commerce have approached Council to ask for sponsorship towards the running costs associated with organising the conference. Current sponsors include Northern Ireland Retail Consortium (NIRC), Northern Ireland Independent Retail Trade Association (NIIRTA), Aspect Media, Boots and Springboard.
2.2	The sponsorship package consists of a number of options, ranging in cost from £1,000 to £5,000. It is proposed that Belfast City Council acts as the main conference sponsor at a cost of £5,000. In return for this contribution, the council would receive a number of benefits and promotional opportunities including:

	<ul style="list-style-type: none"> - Corporate branding on conference backdrop/audio visuals/delegate packs - Speaking slot at conference - Opportunity to include marketing material for distribution to all attendees - Corporate message and branding in delegate pack - Opportunity to display stands in dining room - 4 delegate passes to conference - Organisation profile on conference web page - Profile opportunities in City Business magazine (distribution of 10,000)
2.3	This would present an opportunity to draw attention to the work in which we are engaged, to support the independent retailers across the city as well as the engagement that we have undertaken with larger retailers to secure the long-term viability of the city as a retail destination and economic hub.

3	Resource Implications
3.1	Financial The main sponsor package at Retail NI is at a cost of £5,000.

4	Equality and Good Relations Considerations
4.1	No specific equality or good relations implications to this report.

5	Recommendations
5.1	Members are asked to: <ul style="list-style-type: none"> - Agree to Belfast City Council becoming the main sponsor for the Retail NI conference on 5 October 2011, at a cost of £5,000. - Agree to participation at the event by the Chair and Deputy Chair (or nominees) as well as up to two officer representatives.

6	Decision Tracking
No decision tracking attached to this report.	

7	Key to Abbreviations
BCCM - Belfast City Centre Management BCTC - Belfast Chamber of Trade and Commerce NIRC - Northern Ireland Retail Consortium NIIRTA - Northern Ireland Independent Retail Trade Association	