



Belfast City Council

Report to:	Development Committee
Subject:	Indie Game Developers' Event 2012
Date:	Tuesday 26 June 2012
Reporting Officer:	John McGrillen, Director of Development
Contact Officer:	Shirley Mc Cay, Head of Economic Initiatives ext 3463

1	Relevant Background Information
1.1	Members will be aware that Belfast City Council has been playing a key role in the development of the creative industries since 2004, (with a key focus on film, television, digital media, music and design) and the sector has been identified as a priority area of work for the Council's Economic Development team.
1.2	Belfast City Council has delivered over 35 industry specific projects covering areas such as games development, intellectual property, trade missions and meet the buyer events, targeting specifically the film, television, digital media, music and design sectors and developed numerous partnerships to help drive the creative agenda for Belfast forward and to ensure a collaborative and joined up approach to the development and support of this sector.
1.3	<p>Council's activity to date has been focused on the following three broad areas:</p> <ul style="list-style-type: none"> - <u>Business development and growth - 'Creative Economy'</u> Covering issues such as increased start-up and growth initiatives for target companies. - <u>Capability development – 'Creative Talent'</u> Covering issues such as supply and demand, training services and facilities, increased liaison between university and industry, mentoring approaches, retraining and attracting indigenous talent. - <u>Infrastructure development – 'Creative Space'</u> Covering issues such as incubation and all aspects of physical and cyber networking and clustering.
1.4	The aim of Council in relation to the creative sector is to provide a supportive business environment to allow the industry to develop, to establish new collaborative networks, provide business mentoring, support innovative product development and the design and implementation of appropriate infrastructure to assist in sector growth and overall economic development within the City.

2	Key Issues
2.1	Belfast City Council has played a key role in the strategic development of the Creative Sector through a range of initiatives and actions reinforcing Belfast City Council's role in the Creative Industries and as a result have been approached by Invest Northern Ireland to help support hosting a worldwide game development event in Belfast in September 2012.
2.2	The Indie Game Developers event 2012 is a three phase competition, that will showcase some of the most innovative and interesting new game ideas from unknown talent around the world. The three day event will consist of a launch event and keynote speech followed by business panels and additional keynotes, ending in final judging and a live internet stream of the finals competition. It is envisaged the event will attract over 250 delegates from around the world and provide up to 50 local companies the opportunity to network and pitch to key figures in the judging panel and from the international delegation.
2.3	The total cost of the event is \$726,000 and both Belfast City Council and Invest Northern Ireland have been asked to support the event up to a maximum of £50,000.
2.4	Members should be aware that we are in the discussion stage at present with the organisers of the event, which is due to take place at the end of September, and it has not yet been agreed to host the event in Belfast this year. Financial approval will help us take these discussions further and to a successful conclusion.

3	Resource Implications
3.1	<u>Financial</u> Request for £25,000 to the development and hosting of the Indie Game Developers' Event 2012, subject to £25,000 being secured from Invest Northern Ireland.
3.2	<u>Human Resources</u> To be delivered by Creative Industries Officer

4	Equality and Good Relations Considerations
4.1	No specific equality and good relations considerations.

5	Recommendations
5.1	To approve the report and allocate £25,000 to the Indie Game Developers event 2012.

6	Documents Attached
Appendix 1 - Indie Game Developers event 2012 – draft proposal	