



<b>Report to:</b>	Development Committee
<b>Subject:</b>	City Events Update
<b>Date:</b>	21 <sup>st</sup> August 2012
<b>Reporting Officer:</b>	John McGrillen Director of Development ext 3470
<b>Contact Officers:</b>	Gerry Copeland, City Events Manager, ext 3412

<b>1</b>	<b>Relevant Background Information</b>
1.1	<p><u>Purpose of the Paper</u> The purpose of this report is to:</p> <ul style="list-style-type: none"><li>– Update Members on outputs from the MTV EMA event in 2011</li><li>– Update Members on outputs from the 2012 World Irish Dancing Championships, which took place in March/April</li><li>– Update Council on arrangements of the All-Ireland Irish Dancing Championships in 2013</li><li>– Update Members on initial outputs and future arrangements of the 2012/13 programme with special reference to plans around the 2012 Christmas Lights Switch-on</li><li>– Seek approval to engage with Belfast Festival at Queen's in order to develop a joint Halloween event for 2013</li><li>– Seek approval for the issuing of event tenders</li></ul>
1.2	<p><u>Background</u> Over that last decade and half Belfast City Council has developed an annual programme of events alongside one-off events. The programme spans the calendar year from the annual St Patrick's Day concert and parade in the spring, to the Christmas Lights Switch-on in the winter, and includes sporting events funded via the Council's 'Support for Sport' scheme.</p>

<b>2</b>	<b>Key Issues</b>
2.1	<p><u>Outputs from the 2011 MTV EMAs &amp; Belfast Music Week</u></p> <p>Appendix 1 is a copy of the post event MTV document which will be available on the Council's website. The key summary outputs from the event are as follows:</p> <ul style="list-style-type: none"> <li>- 1.2 billion – the number of people who watched the MTV EMAs across the globe</li> <li>- 669 million – the number of media news opportunities generated</li> <li>- £22 million – the total economic impact for Belfast</li> <li>- £10 million – the amount of additional tourism revenue for the city</li> <li>- 8,000 – the number of room nights booked in Belfast hotels</li> <li>- 2,399 – the number of media articles released</li> <li>- 100% - the percentage of people who would recommend attending Belfast Music Week events</li> </ul> <p>As Members can see the 2011 MTV EMAs, alongside Belfast Music Week, was truly a landmark event for Belfast - placing the city firmly on the world musical stage. The total public investment to stage the event was £840,000 (£420k from BCC and £420k from NITB). Given this figure the Council's return equates to a £25.00 return for every £1 of public monies invested. Members are also asked to note that BCC's City Events Unit is working with NITB to investigate future international events on the back of the success of the MTV project. Details of these activities will be taken to Council once an analysis of such projects has been made.</p>
2.2	<p><u>Irish Dancing Championships</u></p> <p>In 2010 the Council was successful in its bid to stage the 2012 World and 2013 All-Ireland Irish Dancing events. Details of the 2012 World Championships outputs are shown below:</p> <ul style="list-style-type: none"> <li>- Almost everyone (99%) of those who visited the Irish Dancing World Championships event would not have visited Belfast that day had the event not been staged.</li> <li>- Rating of the Irish Dancing World Championships event by those who attended: <ul style="list-style-type: none"> <li>- 81% of visitors rated the event positively and 63% rated it very positively</li> <li>- 74% stated that the event had met or exceeded their expectations</li> <li>- 86% would recommend attending the event to family and friends</li> <li>- 90% intend to revisit the event in the future</li> <li>- Belfast City Council estimated that 15,500 unique visitors attended the championships</li> </ul> </li> <li>- Visitors from Greater Belfast spent on average £17.05 during their visit. In the case of visitors from elsewhere in Northern Ireland average spend was higher at £46.11 per head. Out of state visitors' spend per head was higher again at £180.85.</li> <li>- Allowing for the direct and indirect expenditure generated as a result of this net additional expenditure the total estimated economic impact of the event is over £4,979,000 these being the monies brought to the City as a direct result of staging the Irish Dancing World Championships event.</li> </ul> <p>The total Council investment in the event was £225,000, which means the return for every £1 of Council resource was £22.00.</p>

2.3 As part of the Council decision process, to bid for the Irish Dancing championship, the city agreed to stage the All-Ireland Irish Dancing Championships in 2013 (23 October to 1 November). This event, despite its title, is almost on a par with the World Championships, with an expected 10,000 plus attendees – many from out-of-state. However, work on the extension of the Belfast Waterfront may have started and this will entail the removal of the Studio. This second auditorium would be essential to the dancing competitors. Therefore, Council Officers have looked at alternative venues: St George’s Market; Ulster Hall; Whitla Hall; Presbyterian Assembly Rooms, the Hilton Hotel (officers preferred option) and other venues.

All of these spaces have the capacity to fill the ‘second competition’ venue gap. However, Members are asked to note that the Irish Dancing Commission will have the final decision on this matter. In addition these venues will entail additional costs for the Council, which is estimated to be in the region of additional £25,000 on top of the planned £200,000 agreed by Council.

Members are therefore asked to agree to this additional cost if the Irish Dancing Commission agrees to one of the alternative venues. It should be noted that the Commission may not wish to use any of these venues and may chose to move the event to another city.

2.4 Outputs & Update on the Council’s 2012/13 Events Programme To Date  
 Table 1 below indicates some of the initial outputs from events staged, to date, as part of the Council’s 2012/13 programme. Further analysis of these events is currently underway and this information will be reported back to Members in due course.

Table 1

<u>Event &amp; Date(s)</u>	<u>Additional Details</u>
City Hall Live Site Screen	To date sixteen events have been staged at the City Hall’s Live site in the current financial year. This equates to an audience of 28,730 at all the events staged. In addition a series of events will be delivered around coverage of the London 2012 Paralympic Games.
Titanic Centenary programme	Initial estimates show that over 100,000 people attended the Council lead celebrations. Further analysis is still being undertaken and details will be presented to Members.
Olympic Torch Relay	An estimated 10,000 people came to final event in the regional element of the Olympic Torch relay at City hall. It is also estimated that ten of thousands came out to welcome the Olympic Torch to Belfast as it traversed the city.
Land of Giants 30 June	Despite the very inclement weather nearly 18,000 came to this amazing outdoor event, which was part of the London 2012 Cultural Olympiad programme.
European Pipe Band Ch/ship, 28 July	Nearly 10,000 attended this event, which took place on Saturday 28 July. A full economic survey of the event was undertaken and this will be provided to Members at a later date.

	<p>Paralympic Flame Festival 25 August June</p> <p>This event is part of the London 2012 Paralympic Games. A symbolic flame will be lit on the steps of Stormont and then traverse across Belfast, arriving into the grounds of City Hall in the early evening. Once in the grounds there be entertainment and sports espousing the Paralympic Games themes. As part of the event the Paralympic 'Agitos' (the symbol equivalent to the Olympic Rings) will be unveiled on the façade of City Hall and will stay in situ until the Paralympic Games close on the 9 September. Over 5,000 free tickets will be issued for the event via the Belfast Welcome Centre.</p> <p>Belfast Autumn Fair, Saturday 15 &amp; Sunday 16 September</p> <p>This event is run in cooperation with BCC Parks &amp; Leisure incorporating their traditional Autumn Flower Show. This event normally attracts an audience of 12,000 people.</p> <p>Halloween Metro Monster Mash, Sunday 28 October</p> <p>Annually this event has attracted an audience in excess of 25,000 and in the last few years has been staged in Titanic Quarter, outside the Odyssey complex. Since 2010, the event has taken place on a Sunday, allowing for an earlier start time and fuller programme to accommodate families. This has proved very successful in attracting substantial audience numbers. It has also allowed the event to be staged at this location as it tends not to clash with major concerts at the Odyssey Arena.</p> <p>Christmas Switch-on, Saturday 17 November and programme</p> <p>Details of family orientated artists for the event will be given to Members at Committee. However, Members are asked to note that due to crowd management difficulties in 2011 that there will be no guest viewing area for Councillors, and their guests, adjacent to the stage. This is part of the overall safety review the event, which will also be accessible via free tickets (site capacity of will be limited to 10,000). The positive effects of this site alternation, was evident at the recent Olympic Torch Run Celebration which did not include a guest viewing area. As stated the event would be family orientated and linked to retail activity during the day of the 17 November. The remainder of the 2012 Christmas programme includes a schools carol concert at the Belfast Waterfront (organised in conjunction with the Belfast School of Music) and live music at City Hall's continental market. Members are asked to note that Council officers have received a number of presentations connected to potential ice rinks that would operate during the Christmas period. These projects could potentially take place at Custom House Square and have no Council resource implications. However, the events could be cross-promoted in order to encourage increased footfall into Belfast during the Christmas retail period.</p>
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	<p>St Patrick's Day, Sunday 17 March 2013</p> <p>This planned event encompasses a carnival parade and live concert to mark the day. Parade participants come from across the city with the event attracting out-of-city &amp; out-of-state visitors.</p>
2.5	<p><u>Halloween 2013</u></p> <p>Over the last decade or more both BCC and Belfast Festival at Queen's have operated large-scale public events at the end of October, with both normally taking place within one week of each other. Members are being asked for their agreement that will permit Officers to explore how both these events could be brought together in a manner that fulfils both organisations requirements. Details of any draft proposal would be brought back to Council for its endorsement, but any delivery process will need to ensure that BCC will oversee the production and management of the event.</p>
2.6	<p><u>Event Tenders</u></p> <p>In October 2010 Members gave the Department permission to go to tender for an Event Production Tender. However, after a lengthy process the Council were unable to appoint a suitable contractor. Therefore, Members are being asked to grant permission for Officers to retender this work as two separate contracts (one for production personnel and the other for production infrastructure). This route has been agreed with colleagues in the Council's Procurement Unit, with input from Legal Services. The contract would be over a four period.</p>
2.7	<p><u>Event Tenders for Tall Ships 2015</u></p> <p>Members are requested to give permission for the issuing of three tenders connected to planned 2015 Tall Ships event. These tenders are:</p> <ul style="list-style-type: none"> <li>- Continental Market</li> <li>- Ships Hospitality</li> <li>- Fun Fairs</li> </ul> <p>There would be no Council financial implications connected to these tenders.</p>

<b>3</b>	<b>Resource Implications</b>
3.1	<p><u>Financial</u></p> <p>Financial implications are indicated under Section 5 of this report.</p>
3.2	<p><u>Human Resources</u></p> <p>None</p>
3.3	<p><u>Asset and Other Implications</u></p> <p>None</p>

<b>4</b>	<b>Equality and Good Relations Considerations</b>
	<p>As with all major civic events, public events like the above have the potential to bring together people from a wide range of backgrounds and therefore promote good relations in the city.</p>

<b>5</b>	<b>Recommendations</b>
	<p>Committee are requested to:</p> <ul style="list-style-type: none"> <li>- Note the outputs from the stated events and approve future arrangements for the 2012 Christmas Lights Switch-on</li> <li>- Approve up to an additional £50,000 of expenditure for the All-Ireland Irish Dancing event in 2013 for an alternative second venue. This would be subject to the Irish Dancing Commission agreeing to a second venue other than the Belfast Waterfront Studio</li> <li>- Seek approval to develop an Halloween event with Belfast Festival at Queen's for 2013</li> <li>- Seek approval for the issuing of event tenders and to give the Director of Development delegated authority to approve suitable qualified contractors.</li> </ul>

<b>6</b>	<b>Decision Tracking</b>
	<p>To update Members as part of City Events Unit end of year review.</p> <p>Time Line: April 2013 Reporting Officer: Gerry Copeland</p>

<b>7</b>	<b>Documents Attached</b>
	<p>MTV EMA Post event document</p>