



Belfast City Council

Report to:	Development Committee
Subject:	2013 St Patrick's Day Update
Date:	20 TH November 2012
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officers:	Gerry Copeland, City Events Manager, ext 3412

1	Relevant Background Information
1.1	<p>In January 2012 Council agreed to the annual programme of civic events to be delivered during the 2012/13 financial year. This included the staging of the 2013 St Patrick's event on Sunday 17th March. In August 2012 Members also agreed that Officers would look into the feasibility of the Council incorporating and promoting a specifically alcohol-free event within its St. Patrick's Day celebrations. In addition at October's meeting Members asked that Officers look at additional ideas and concepts for the 2013 event and beyond.</p>
1.2	<p>Therefore, in this report Members are being asked to agree:</p> <ul style="list-style-type: none">- a revised outline programme for 2013, with this format used in subsequent years. The content would contain: film screenings; concerts; a parade; sports related activities; tours; talks; links to Belfast's churches and possible joint initiatives with the Public Records Office NI (PRONI).- linking and cross promotion with Belfast Féile's Féile an Earraigh (Spring festival 11th – 17th March 2013).- that a 'Sober St Patrick's Day' brand message is integrated into future Council initiatives connected to this event. Along with 'healthy living' elements via partners in Belfast City Council's (BCC) Environmental Health Department, Park and Leisure Department and Public Health Agency.- Linking Belfast's St Patrick's Day activities to Tourism Ireland's global campaign, 'The Gathering'.- Increasing the current draft budget for 2013 and for a further increase in future years.
1.3	<p>The Council has developed a St Patrick's Day event over the last seven years (up to 2012) and this event has, since its inception, two elements – a carnival style parade from City Hall to Custom House Square, followed by a live concert at Department of Social Development's (DSD) purpose built performance space. In 2012 it is estimated that 15,000 people attended the event with participants in both the parade and concert coming from various cultural groups across the city.</p>

1.4	<p>The proposed programme would see the event move from one day of activity to a possible three day festival.</p> <p>It should be noted that the elements of the proposed 2013 event will be primarily geared towards a family audience (with a range of events were no alcohol will be permitted) and would also contain significant elements to encourage out-of-state visitors to come to the city.</p>
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2	Key Issues	
2.1	<p><u>Parade Tender</u></p> <p>The City Events Unit has consulted with the Council's Procurement in regard to up-scaling the parade tender. Feedback suggests that the process would leave little time for the appointment and subsequent engagement of an appropriately qualified contractor – the initial tender could not go out until after Council meets at the start of December 2012 and the earliest possible appointment date would be towards the middle of February 2013. Thus, leaving possibly less than four weeks to develop themes and workshops for the event.</p> <p>Therefore, Officers are proposing that a quotation is used for 2013 and a tender is then issued for the period 2014 to 2017 (subject to review and renewal).</p>	
2.2	<p><u>Revised Events Programme</u></p> <p>On the direction of the Committee decision in October 2012, and in reference to 2.1 above, Officers have developed a larger event programme for 2013. It would be proposed that the festival would include:</p>	
2.3	<p><u>Event</u></p> <p>'Find your Belfast Roots' - week leading up to the 2013 St Patrick's Day</p>	<p><u>Details</u></p> <p>The Council would work with PRONI in promoting this element of the programme. The concept would allow citizens and visitors to explore their Belfast ancestry.</p>
2.4	<p>St Patrick Themed Tours of the City and St Patrick's historical tours of city's cemeteries</p>	<p>Council Officers would explore existing city and cemetery tours to adapt the tours during St Patrick's Festival.</p>
2.5	<p>Live at the Big Screen, Saturday 16th to Monday 17th March</p>	<p>This proposed element would run over three nights and involve the screening of classic family films with a Belfast, Ulster or Irish theme e.g. St Patrick – The Legend; Closing the Ring; etc.</p>
2.6	<p>St Patrick's Day Parade, Sunday 17th March</p>	<p>Events parade from City Hall to Custom House Square. The appointed contractor would manage content and liaise with community groups, from across the city, in regard to participation. Expected participant numbers circa 500.</p>

2.7	St Patrick's Day Concert, Sunday 17 th March	Three hour live music concert at Custom House Square. This will entail a broad range of entertainers and will culminate with a 'Pop' act.
2.8	St Patrick – Myth and Legend and The History of St Patrick's Day	<p>This would be a series of free to access talks, possibly at City Hall, that would explore the story of the Island's Patron Saint.</p> <p>Link in with Libraries NI and National Museum NI for talks; artefact exhibitions and storytelling sessions.</p> <p>An option to work with the Ulster Hall to develop heritage exhibition showcasing the history of day and past celebrations.</p>
2.9	"Patrick and the Bells" – musical showcase on 15 March 2013	Performance of the musical depicting St Patrick's life story. This event would be held in City Hall, would be free to access but would be pre-ticketed.
2.10	St Patrick's Day Ceili and Dance, Sunday 17 th March, Ulster Hall	<p>This concept would be delivered by the Ulster Hall and involve an afternoon and evening event. The event would be free to access, but would be pre-ticketed.</p> <p>Possible linkage with community centres to offer dancing classes a few weeks prior to the event.</p>
2.11	BBC Radio Ulster and the Ulster Orchestra's St Patrick's Day Concert, Belfast Waterfront, Sunday 17 th March	This event would see the Ulster Orchestra join up with an international artist in a celebration of music tied to the St Patrick's Day theme.
2.12	Big Screen St Patrick's Day (or weekend) Sports Coverage and Sports Activity Day at Ozone and/or Leisure Centres	Council Officers would explore the broadcasting rights issues in regard to the traditional soccer, rugby and Gaelic finals staged around this date.

2.12	(Continued from previous page)	If permissions and scheduling can be facilitated it would be suggested that an event, with input from partners, would also promote a 'healthy lifestyle' message alongside the screening of the games. Youth Blitz offer coaching and games competitions– GAA, Rugby, Soccer on Saturday 16 th March.
2.13	St Patrick's Weekend Market and Food Fair at St Georges Market	The festival programme would promote the St Patrick's Day theme Sunday Market plus all day entertainment with dancers and musicians. Develop food fair with traders with master classes and tasting – cook perfect stew, colcannan, boxty.
2.14	St Patrick's Day services, Sunday 17 th March	The festival programme would highlight the various religious services across the city
2.15	Schools Competition	Council Officers would explore option of links with local schools to run St Patrick themed colour competitions etc, showcase best 50 entries in City Hall during St Patricks Festival and prize for winner during parade and concert.
2.16	Street Dressing and City Hall Lighting	It is proposed, if budgets permit, that elements of the city centre branding would carry the 'brand' created for the St Patrick's Day festival. (This would be accompanied by the request to utilise the new colour lighting system and turn the City Hall green on the weekend of St Patrick's Day.)
2.17	Belfast Féile's Féile an Earraigh (Spring festival 11 th – 17 th March 2013)	Council Officers would propose to cross promote and highlight this significant festival in the city's calendar as it would coincide with the proposed festival dates.

2.18	<p>The Gathering</p> <p>As per agreement from October's Committee, Belfast's St Patrick's Day activities have been registered as part of the 2013 Tourism Ireland initiative.</p>
2.19	<p><u>Meeting with Sober St Patrick's Day Initiative</u></p> <p>On the 4th October the Council's City Events Manager met with the organiser, and instigator, of the New York City's Sober St Patrick's Day initiative, Mr Bill Reilly. Mr Reilly highlighted the raison d'être of the event. He also indicated how the event was delivered in 2012 and plans for the 2013 project. Part of these plans is to link to other key global St Patrick's Day events, Dublin, London, Belfast, etc. next year.</p> <p>The Council's City Events Manager highlighted that the city already had a 'sober' St Patrick's Day event and the fact that all future plans, subject to Council yearly approvals, would operate in a similar manner. However, it was agreed that the 'brand message' of Sober St Patrick's Day could be integrated if agreed by full Council. It is also recommended that as part of St Patrick's Day event that pressure groups and organisations involved in addiction and recovery initiatives are requested to take part in the St Patrick's Day parade.</p>

3	Resource Implications
3.1	<p><u>Financial</u></p> <p>It is estimated that the additional initiatives could be delivered, inclusive of street dressing, at an additional £70,000 on top of the current £140,000 which covers the annual St Patrick's parade (£30,000) and concert (£110,000). Total cost of the 2013 would be £210,000. However, to upscale the parade element in future years it would be recommended that a delivery of £250,000 is earmarked.</p> <p>Members are asked to note that the additional finances for 2013 are not within the current Department budgets. Therefore, it will require a realignment of current 2012/13 monies to accommodate.</p> <p>In addition, any future increase 2013/14 and onwards, will need to be built into future budget planning and will require: an increase in future Department budgets and/or a curtailing of current work undertaken by the Council.</p>
3.2	<p><u>Human Resources</u></p> <p>There would be no additional staff resources connected to this initiative.</p>
3.3	<p><u>Asset and Other Implications</u></p> <p>There would be no implications in this area.</p>
3.4	<p><u>Marketing</u></p> <p>The above initiatives would be included in the marketing campaign and a publication produced to promote all St Patrick's Day celebrations in the city. The programme would reference all St Patrick's Day initiatives accessible to the general public.</p>

4	Equality and Good Relations Considerations
4.1	<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</p>

	good relations in the city.
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5	Recommendations
5.1	<p>Members are asked to approve the following recommendations:</p> <ol style="list-style-type: none"> 1. The issuing of a tender for the St Patrick's Day carnival parade from 2014 to 2017. 2. the revised outline programme for 2013, with this format used in subsequent years. The content would contain: film screenings; concerts; a parade; sports related activities; tours; talks; food fair and market; links to Belfast's churches and possible joint initiatives with the Public Records Office, National Museums NI and Libraries NI. 3. linking and cross promotion of Belfast Féile's - Féile an Earraigh (Spring festival). 4. that a 'Sober St Patrick's Day' brand message is integrated into future Council initiatives connected to this event. Along with 'healthy living' elements via partners in BCC's Environmental Health Department, Park and Leisure Department and Public Health Agency 5. Linking Belfast's St Patrick's Day activities to Tourism Ireland's global campaign, 'The Gathering'. 6. Increasing the current draft budget for 2013 to £210,000 and for future years to £250,000. <p>Members are reminded that any increases in finances will require an adjustment in Departmental activities or an increase in the Development Committee's yearly budget.</p>

6	Decision Tracking
<p>If approved, officers will monitor and evaluate the outcomes of the project 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 2014 Reporting Officer: Gerry Copeland</p>	