



<b>Report to:</b>	Development Committee
<b>Subject:</b>	Post Events details for St Patricks Day 2013
<b>Date:</b>	21 May 2013
<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>The purpose of this report is to:</p> <ul style="list-style-type: none"> <li>- Provide feedback to Councillors on the 2013 St Patrick's Festival, as requested by the Development Committee in November 2012.</li> <li>- Seek guidance on events for 2014 and beyond subject to budgets</li> <li>- Obtain permission to go to tender for a carnival parade contractor for a five year period (subject to Council approval and contract)</li> <li>- Gain approval to operate an agreed event for over the nearest weekend to St Patrick's Day rather than on the actual 17<sup>th</sup> March with parade and concert on a Sunday</li> </ul>
1.2	<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 the Sunday 17<sup>th</sup> March 2013. This was followed by Members approving a pilot St Patrick's Festival for 2013 (Development Committee of November 2012), which included a direction from Members for feedback report to be taken to Council on this year's event.</p>
1.3	<p>Appendix 1 indicates the programme of activity created for the Council agreed festival. In addition to this Members agreed to host the annual Ullans Academy St Patrick's Day Breakfast at City Hall. The following are the key statistics generated by the event:</p> <ul style="list-style-type: none"> <li>- Total cost to Council was £180,000 (£140,000 for the parade and concert &amp; £40,000 for the festival/marketing)</li> <li>- It is estimated that 20,000 people attended the event (5,000 festival attendees and an audience of 15,000 for the parade and concert)</li> <li>- Estimated economic return of over £567,000</li> <li>- Return on Council's investment of £3.00 for every £1.00 invested</li> <li>- 9% of attendees where out-of-state, 27% outside Belfast and 63% from the Greater Belfast area</li> <li>- An average positive rating of 7.88 (rated out of 10) for the overall event</li> </ul>

	<ul style="list-style-type: none"> <li>- It is estimated that 51% of attending were from a Catholic background and 26% from the Protestant community</li> <li>- Promotion with Belfast Féile's Féile an Earraigh and linkage to the New York based Sober St Patrick's Day initiative</li> </ul>
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<b>2</b>	<b>Key Issues</b>
2.1	Members are being asked to give guidance to whether a similar family orientated festival and programme should be delivered in March 2014. The programme would be based on many of the activities highlighted in Appendix 1. However, if approved, Members are also being asked that any future parade, concert and festival are operated on the nearest weekend to St Patrick's Day rather than on the 17 <sup>th</sup> March. The format would see potential festival activities on the Friday and Saturday, with the carnival procession and concert on the Sunday. Such a move would have support from retailers and police in the city.
2.2	The rationale behind this suggestion, to Members, is based on the resources connected to events on the 17 <sup>th</sup> March especially in regard to the carnival element. In addition the moving of the event would assist in attracting visitors to the festival elements based in the City Hall and grounds given that St Patrick's Day is not a public holiday in the city.
2.3	The shift to a weekend would also assist, if approved by Council, the St Patrick's festival to stand out in marketing the event to both a national and domestic market – especially given that many locations promote their locations on the 17 <sup>th</sup> March.
2.4	The suggested programme would include promotion of Féile an Earraigh (Féile an Phobail's Spring festival), Ullan's Academy St Patrick's Day breakfast (subject approval from Strategic, Policy & Resources use of the City Hall) and links to the New York based Sober St Patrick's Day initiative. In addition the Council would include other initiatives such the BBC Radio Ulster St Patrick's Night concert at the Belfast Waterfront Hall (to be confirmed by the BBC).
2.5	If approved Officers would issue a tender for a carnival provider. This would be issued over a five year period, but would be renewed on an annual basis. Analysis for this supply area has indicated that there would be a greater level of interest in the tender if the move to a weekend event was agreed by Council.
2.6	It is estimated that the proposed programme could be delivered within the 2012/13 figure of £180,000. It should be noted that the current estimates for 2013/14 has £140,000 allocated. Therefore, any agreement to enhance the programme, for 2013/14, would require approval from the Council's Strategic, Policy and Resources Committee for the additional £40,000.

<b>3</b>	<b>Resource Implications</b>
3.1	<p>Financial</p> <p>It is estimated that the proposed programme could be delivered within the 2012/13 figure of £180,000. It should be noted that the current estimates for 2013/14 has £140,000 allocated. Therefore, any agreement to enhance the programme, for 2013/14, would require approval from the Council's Strategic, Policy and Resources Committee for the additional £40,000.</p>

