



Report to:	Development Committee
Subject:	Belfast Darts Tournament
Date:	21 May 2013
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Gerry Copeland, City Events Manager, ext 3412

1	Relevant Background Information
1.1	The purpose of this report is to seek guidance from Members in regard to a request to part fund a professional darts tournament. Members are asked to note there are no finances available for such a project and any approval would require a request to the Council's Strategic, Policy and Resources Committee for the additional resources.
1.2	Over the last year a local darts consultant, backed by the British Darts Organisation (BDO), have been liaising with Belfast City Council (BCC) Officers in regard to staging a professional darts tournament in the city. The total cost of the event would be £135,600 plus venue costs and the organisers are seeking £75,000 contribution from the Committee.

2	Key Issues
2.1	The organisers have intimated that the proposed event would be backed by BDO and have input from ESPN or Eurosport. The competition would consist of sixteen of the best players in the world along with two local wildcard entries. It would be played over four nights with the possible use of a BCC venue.
2.2	The local consultant has provided details of other possible press links through national printed media and online promotional marketing.
2.3	To date neither the BDO nor the local darts consultant have indicated the economic worth of the event or any indication of the return on investment for the city.
2.4	However, they have provided a media analysis of similar tournaments. These indicate that the World Darts Championship attracted 12.5 million television viewers, with the event going out to over 99 countries via Eurosport and Eurosport Asia. The BDO and its consultant indicate that darts is "a sport in the ascendancy and now is the perfect opportunity to advertise and publicise as it is watched by millions in the UK and even more around the world".

3	Resource Implications
3.1	<p>Financial</p> <p>It is estimated that this championship would cost circa £134,000 plus venue fees. This would consist of:</p> <p>*BCC Venue: £20,000 to £90,000 Hospitality : £10,000 TV Production Costs: £90,000 Officials: £2,000 Dart Boards : Supplied by Winmau Scoring Screen : supplied by British Darts Organisation Prize Money : £32,000 Trophies : £200 Ticketing & advert: £1,000 Insurance :£400 Total = £135,600 plus venue costs</p> <p>*Dependent on set-up/hire times and whether the Belfast Waterfront or Ulster Hall was utilised</p>
3.2	<p>The maximum possible cost of the event would be approximately £225,000. With the Council input amounting to £75,000. The amount is not in the current City Events Unit finances and any approval would require additional resources via the Council's Strategic, Policy and Resources Committee.</p>
3.3	<p>Personnel</p> <p>None at the moment, but any approval of the event would require a level of oversight by the Council if approved.</p>

4	Equality and Good Relations Considerations
4.1	<p>As with all major civic events, public events like this have the potential to bring together people from a wide range of backgrounds and therefore promote good relations in the city.</p> <p>Therefore, there are no relevant equality and good relations implications.</p>

5	Recommendations
5.1	<p>Given the information presented by the local darts consultant and British Darts Organisation, and the fact there is no finance in the Development Committee's budget, it that the event is not funded by the Council.</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</p>	
<p>Reporting Officer: Gerry Copeland</p>	