



## Belfast City Council

<b>Report to:</b>	Development Committee
<b>Subject:</b>	Giro d'Italia 2014 Update
<b>Date:</b>	18 March 2014
<b>Reporting Officer:</b>	John McGrillen, Director Of Development, ext 3470
<b>Contact Officer:</b>	Gerry Copeland, City Events Manager ext 3412

<b>1</b>	<b>Relevant Background Information</b>
1.1	The purpose of this report is to update Members on Belfast's plans for the 2014 Giro d'Italia.

<b>2</b>	<b>Key Issues</b>
2.1	In October 2012 Council agreed to host the start of the 2014 Giro d'Italia (8-11 May 2014). The total estimated cost of the event is £3.8 million with Belfast City Council (BCC) contributing £400,000 and value in kind input from the Department's City Events Unit. Members are reminded that this event is the world's second biggest international cycle race next to the Tour de France, with 200 of the world's best cyclists taking part in the race.
2.2	The following targets have been set by NITB (lead government agency for the Giro): <ul style="list-style-type: none"><li>- Achieve a global television audience of 775 million</li><li>- Generate £10 million of positive media coverage for the event</li><li>- Have 140,000 people attend the event</li><li>- Generate £2.5 million economic activity</li></ul>
2.3	The two race days for Belfast will be on Friday 9 May and Saturday 10 May. On both days the start will be at Titanic Belfast, while the finish will be at City Hall. The routes have been confirmed by the Giro and are contained in Appendix 1. As stated in a Committee update to Members (August 2013) the final selection of all the routes was made by RCS Media Group and their Irish based agents Shadetree Sports. The third day of the event (Sunday 11 May) will see the start move to Armagh, with the race finishing in Dublin.
2.4	The key roles of the Council are as follows: <ul style="list-style-type: none"><li>- Host the Giro headquarters and press centre. This will take place at the Belfast Waterfront and is part of the Council's financial £400,000 input to the event.</li><li>- Host the Giro Team Presentation (this will take place in the grounds of City Hall on the 8 May, between 6.30pm and 9pm) and be broadcast live to a global audience.</li><li>- Assist in the delivery of the finish area outside City Hall on Donegall Square North</li></ul>

	and input to the set-up for the start area at Titanic Quarter.
2.5	In addition to the race there will be a weeklong festival leading up to the 2014 Giro. This will be run in conjunction with NITB as the lead local partner. The Council will operate a 'Giro Festival Belfast – get on yer Bike!' from the 3 to 11 May. The key focus of the week, outside the actual race days, will be the creation of event hubs at Writers' Square and Cathedral Gardens. These will contain a variety of activities including cycling 'come try it' events; family entertainment; craft workshops and Italian themed food. The festival will also include Giro themed promotions from restaurants and retailers.
2.6	There will also be events created through a variety of bike networks across the city. These will be managed by the Council's Cycling Development Officer, Cycling Touring Club and Sustrans. These outreach initiatives will engage groups and schools across the city. The purpose of these projects will be to engage groups and individuals through cycling as a method to keep fit and as an alternative form of transport for commuting to school and work.
2.7	Given the nature of the event there will be notable traffic disruption across the city from the 8 - 10 May. Details are contained in Appendix 2.
2.8	Working with colleagues in BCC Corporate Communications; NITB; PSNI; Roads Service and Translink an extensive communication plan to explain how people can engage with the event has been created. In addition these structures will highlight the traffic impact of the Giro and the benefits of staging the event in the city.
2.9	The Council will also arrange information briefings on the event. Some of these have taken place and future ones are planned to be staged on Tuesday 18 March; Monday 7 April and Thursday 10 April at City Hall (6pm-7pm). These sessions will be further complemented with use of the Council's extensive networks and databases to inform people of the event and possible disruption. Internally a number of briefings for operational aspects of the Council have also been arranged. This will allow Departments within the Council to engage with their customers and amend/adjust services in any areas directly or indirectly affected by the Giro.
2.10	Members are requested to note that tickets will be issued to Councillors for the Team Presentation event on the 8 May. This will take place in the grounds of City Hall, between 6.30 and 9 pm.

<b>3</b>	<b>Resource Implications</b>
3.1	The overall cost of the 2014 Giro is £3.8 million, of which the Council is contributing £400,000. The vast majority of the costs are being met by NITB/DETI as the lead agency on this project.

<b>4</b>	<b>Equality and Good Relations Considerations</b>
4.1	There are no relevant equality and good relations implications. However, the project has the potential to bring together people from a wide range of backgrounds and therefore promote good relations in the city.

<b>5</b>	<b>Recommendations</b>
5.1	Members are requested to note the contents of the report.

<b>6</b>	<b>Decision Tracking</b>
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A post-event report will be brought to Council before the end of March 2015.

Timeline: March 2015

Reporting Officer: Gerry Copeland

<b>7</b>	<b>Abbreviations</b>
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NITB – Northern Ireland Tourist Board

PSNI – Police Service of Northern Ireland

DETI – Department of Enterprise, Trade and Investment

<b>8</b>	<b>Documents Attached</b>
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Appendix 1 – Giro Race Routes

Appendix 2 – Details of road closures