



Belfast City Council
Restricted Access
Not for Wider Circulation

Report to:	Development Committee
Subject:	Bidding for International Events
Date:	16 December 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Gerry Copeland, City Events Manager, ext 3412

1	Relevant Background Information
1.1	At October's Committee, Members requested a list of potential international events that the Council, along with regional organisations, could bid for over the next five or so years. Therefore, the purpose of this paper is to update Members on scoping work that the Council's City Events Unit, along with input from key partners, has undertaken on a range of sporting and cultural events (see Appendix A – please note the list does not include bids for the 2015 BBC Sports Personality of the Year event or the World Pipe Band Championships, both of which were agreed by Council in November).
1.2	Since 1999 Belfast City Council, working with a variety of regional Government Departments, has been successful in bidding, securing and delivering a range of international events for the city. These events include: the IAAF World Cross-Country Championships; the IABA World Amateur Boxing Championships; the UEFA Under 19 European Football Championship; the IRB Under 19 Rugby World Cup; Sail Training International's Tall Ships Races; Viacom's MTV EMAs; the World Police and Fire Federation's World Police and Fire Games; RCS Sports' Giro d'Italia and various national and international competitions connected to the World Irish Dancing Commission.
1.3	However, after the Tall Ships event next year, the city will have only one national event programmed – the All Ireland Irish Dancing Championships in November 2016. There are currently no other significant bids for major national and international projects approved by Council for the period 2016 to 2021. Nor has the Council the current financial resources to pursue such bids, which will require BCC to identify measures to set-aside specific resources (financial and staff) to deliver at least one international event per year, as per the Council's events and tourism strategies, alongside an extensive domestic programme of annual events funded and/or delivered by the Council.

2	Key Issues
	It is clear from a range of research that the impact of international and national events is a

positive one on the city's economic, cultural and social life. However, any future positive benefits, from staging these events must be balanced against the financial constraints that the Council faces.

Examples of the recent benefits from large international events are as follows:

- The Tall Ships 2009 event generated £16 million for the local economy.
- The Giro d'Italia created a skills programme for over 1,500 volunteers.
- And the MTV EMAs was viewed by an estimated 1.2 billion people across the globe, while generating 669 million media opportunities.

In bidding, securing and delivering major international events the Council was in the position to do so via its allocated reserve budget. However, the current fiscal situation means that such finance is no longer available. Therefore, if Members approved the list in Appendix A, or part thereof, resources would need to be made available that is not in the Council's current medium term fiscal plan.

Appendix A is not a definitive list as there are other national/international events that Council Officers are investigating. These events include national awards events similar to the BBC Sports Personality of the Year, international sports events such as amateur boxing championships, masters games and other annual peripatetic events. However, those events indicated in Appendix A link to key Government Departments/Agencies strategic objectives and thus would allow the Council to move forward knowing that possible support may be available. In addition the events listed are also based on the likelihood of a successful bid. However, like all bidding processes it will be the event owners who decide, regardless of how well a Belfast 'pitch' is presented and funded.

Funding from Government Departments/Agencies would normally be made with an 'in principle support' basis. Unfortunately this means that no letter of offer would be made until a full business case is submitted to the Government Departments/Agencies and this normally only happens on the back of a successful bid.

If Members agreed to bidding for the list of events in Appendix A and if the Council, with partners, were successful the draft programme of national and international events from 2016 to 2021 would be as follows:

<u>Year</u>	<u>Event</u>	<u>Cost to Council</u>	<u>Total Cost of the Event</u>
*2016	UK National Piping Championships	£180,000	£180,000 – totally funded by BCC
2017	National Triathlon Series event	£100,000	£200,000
2017	World Music and Dance (WOMAD) Festival	£100,000	£1,700,000
2017	UK National Piping Championships	£180,000	£180,000 – totally funded by BCC
2018	European Triathlon Series event	£200,000	£400,000
2018	World Irish Dancing	£220,000	£400,000
2018	UK National Piping Championships	£180,000	£180,000 – totally funded by BCC
2019	World Triathlon Grand Final	£500,000	£2,000,000
2020	All Ireland Fleadh Cheoil	£500,000	£1,500,000
2021	Commonwealth Youth Games	£500,000	£3,000,000
	Total Cost	£2,660,000.00	£9,740,000.00

	<p>*The 2016 All-Ireland Irish Dancing Championship has been agreed by Council at a cost £200,000</p> <p>Over the normal calendar year the Council will deliver, on average, twelve large-scale public events. Estimated cost for these would be circa £1.1 million. These events range from St Patrick's Day, the Lord Mayor's annual event through to the Christmas Lights Switch-on. Over the last two decades these annual events have been supplemented with national and international events as per Point 1.2.</p>
--	---

3	Resource Implications
3.1	If all the events in Appendix A were agreed, the total delivery cost would be in the region of £10 million. Of this the Council would be asked to contribute £2.66 million over a five year period, alongside a significant level of Officer input.
3.2	There is currently no budget available to finance the projected £2.66 million contribution. Members have already agreed to ring fence any available funding at the year end to cover the non-recurrent costs associated with local government reform. Therefore, Members would need to consider such funding as part of the rate setting process. The department estimates will be considered by the Shadow Strategic Policy and Resources Committee on 16 January 2015
3.3	If the entire programme in Appendix A was agreed there would also be staffing implications in regard to the volumes of work across the Council's Departments.

4	Equality and Good Relations Considerations
4.1	As with all major civic events, public events like those listed have the potential to bring together people from a wide range of backgrounds and therefore promote good relations in the city.

5	Recommendations
5.1	Members are requested to provide guidance on the outline draft events within Appendix A in regard to bidding for these events. As stated this is not a definitive list and other projects are being explored, but those presented are based on work to date alongside potential partner organisations.

6	Decision Tracking
<p>If approved, Officers will monitor and evaluate the outcomes of the projects and report back to Council as and when required</p> <p>Timeline: December 2014 Reporting Officer: Gerry Copeland</p>	

7	Documents Attached
<p>Appendix A – Bidding list of proposed national and international events</p>	

