

Appendix A

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| Event | UK National Pipe Band Championships 2016 to 2018 |
| Event Details | It is anticipated that the Royal Scottish Pipe Band Association will invite BCC to bid for either for the UK National championships. Typically over 110 to 120 bands attend this event (this translates into 3,000 plus competitors), traveling from all over UK and Ireland, with an audience in excess of 10,000. The bid process normally involves the perspective host city pitching for the event to be staged for three years: in the case 2016, 2017 & 2018. |
| Partners and BCC Role | BCC would be one of the lead event delivery organisations along with the Royal Scottish Pipe Band Association. Additional support would be sought from DCAL on this project, the Royal Scottish Pipe Band Association NI and the Ulster-Scots Agency. Although previous requests from funding from these organisations has not been successful. |
| Economic opportunity | Based on the 2014 National event, which took place in Belfast, it is estimated that National UK competition is worth £300,000 to the city's economy |
| Legacy Impact | The event gives the opportunity to change tourism perceptions via the attendees. It will also impact in potential employability skills via volunteering. |
| Publicity/promotional opportunities & | Traditionally this event is broadcast by the BBC and generates media coverage that is valued in excess of £2.5 million. The BBC programme is also streamed globally as a recorded output. |
| Community Input and Capacity Building | Piping in Northern Ireland and Ireland has a strong community base. The staging of the Championships would see a significant level of interest generated within these networks to not only take part, but on the development of piping in the city, province and island. |
| Organisational Capacity to deliver | All the key partners would have the experience, knowledge and capacity to deliver this event. |
| Participation – Community/volunteering input | There would be a high level of community and volunteering interest given the strong support for Piping in NI and Rol. |
| BCC Contribution | £540,000 over three years plus in kind advice and guidance from various BCC Departments |
| Total Event Costs | £ 540,000 |

| | Details |
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| Event | Triathlon - National, European and World Series, 2017 to 2019 |
| Event Details | <p>This would be a series of three events connected together in order to host the ultimate competition in the global calendar of triathlons – the World Series.</p> <p>The events are owned by the International Triathlon Union (ITU) and one event cannot be held without staging first the other. This series of three major international championships also comes with a massive level of participants from 200 elite European and World athletes and up to 10,000 international, national and domestic sports men and women across a variety of amateur abilities. Previous host cities for these events have included: Hamburg; London; Auckland; San Diego and Madrid.</p> |
| Partners and BCC Role | The event would be lead by ITU and Triathlon Ireland (TI). Triathlon Ireland are the internationally recognised umbrella governing body for the sport on the island of Ireland and would be central to both the bid and delivery of these sports events. In order to obtain top athletes commitment the ITU allocate over \$1.1 million of prize money and have a full professional team that works with the local organisers in the delivery of events. |
| Economic opportunity | In 2012 the Auckland World Series event created an extra £8 million for the local economy and attracted over 10,000 international visitors to the city, which in turn produced over 55,000 bed nights for the local hotel and hospitality industry. On average an international visitor stayed 5.9 days in the city. The total economic return for Auckland's investment was in excess of 300%. The 2014 London World Series event is estimated to have created £5 million of additional economic activity for the city, while bringing 40,000 spectators and 5,000 amateur athletes from across 29 nations. |
| Legacy Impact | Because these events, unlike many other elite sports competitions, actively encourage non-elite athletes this series engages with local participants. This in turn means a legacy of sport for the local triathlon clubs and their members. In addition it is apparent, though difficult to quantify, that there is a significant volunteering element to staging the projects. Additional recent reports by UK Sport indicate that over 70% attendees at the London event were actively encouraged to take up physical activity or sport after seeing the event. |
| Publicity/promotional opportunities & | In 2012 the Auckland World Series event attracted a global audience of 25 million viewers and estimated 16 hours of world-wide television coverage via news and sports channels. In addition there was over £7.5 million worth of printed press coverage. The London 2014 World series brought some 100 international journalists. Other stages of the European series and World triathlons have also received global television coverage that have promoted the host cities – see Edmonton 2014 link - http://www.youtube.com/watch?v=OpiDGvgQ7bs#t=71 |
| Community Input and Capacity Building | Due to the nature of the events and the requirement for volunteers it is clear that local people can engage and participate in these events. There is a significant level of volunteer input alongside a notable level of pre-competition activity that will bring communities and people together. |
| Organisational Capacity to deliver | There is a wealth of experience within ITU and TI to deliver these events. However, like other events of this scale there will be a notable requirement from local organising partners to assist in the delivery of these events. Therefore, input from NITB, VB, DRD Roads, PSNI, etc would be required. |
| Participation – Community/volunteering input | As stated under Legacy Impact, these events actively encourage community input, non-elite athlete participation and volunteering. |
| BCC Contribution | £800,000 over three years |
| Total Event Costs | £ 2.6 million |

| | Details |
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| Event | WOMAD – World Music and Dance Festival 2017 |
| Event Details | WOMAD (World of Music Arts & Dance) Festival Belfast. Belfast has been given an opportunity to stage one of the most celebrated events in the world music. The event is a three day celebration bringing the best of global arts to a festival village created in one of the city's green spaces (site TBC). WOMAD is a prestigious international festival spanning over 25 countries since 1983 and co-founded by Peter Gabriel and attended by over 1 million people. |
| Partners and BCC Role | Beyond Skin are the local partner and promoter for WOMAD in Northern Ireland. WOMADNI Ltd will be set up to specifically manage the festival along with the WOMAD UK management team who have considerable experience in event management. It is envisaged that Belfast City Council will play a crucial role in this global event bringing event management and other expertise to the delivery partnership. With the help of Belfast City Council logistical support and investment WOMAD would highlight the city's work on developing shared and diverse values. Other partners will include trusts and foundations, businesses, local service providers, volunteers, artists, arts agencies and Government departments. |
| Economic opportunity | Belfast has the potential to attract up to 40,000 people to share in the WOMAD experience. The estimated income for the city would be in excess of £15 million. |
| Legacy Impact | WOMAD's objective to encourage people to reach their full potential as global citizens. The WOMAD Vision aims to build confidence and aspiration while addressing stereotypes and fears and this is integral to the WOMAD ethos. The 2017 WOMAD Belfast Festival will build upon a range of 300 events which have taken place across all NI's local authorities in the last two years. It is hoped that the 2017 event will leave a foundation of mutual understanding by using music, arts and dance to inspire, build confidence, educate, encourage entrepreneurship and create a more peaceful and shared society. |
| Publicity/promotional opportunities | & Annually WOMAD event will attract multi-million pounds of publicity through its global brand and if staged in Belfast the outcomes would be no different. |
| Community Input and Capacity Building | The festival will continue the ground work already achieved through the WOMAD in Northern Ireland Outreach programme, providing access for people to engage in world arts. Various initiatives in training opportunities, global education and direct engagement in the performance programme will be available to schools, youth & community groups. Following on from the outcomes of previous small WOMAD showcase events, that have already taken place in NI, the festival will demonstrate the following local legacies <ul style="list-style-type: none"> • Increased confidence & aspiration • Rise in entrepreneurship • Increased creative industries and artistic collaborations • Reduction in hate crime (diversity & global education element of the festival) • Highlight environmental issues • Better understanding of local identity and world culture. |
| Organisational Capacity to deliver | Beyond Skin has over 10 years experience in project management and events development and delivery. Beyond Skin is recognised as being innovative, ethical, and ground-breaking in this area of work. As the lead delivery organisation Beyond Skin has a diverse team of professionals who have delivered hundreds of projects to thousands of people and are part of the WOMAD global family. |
| Participation – Community/volunteering input | WOMAD is unlike any other festival format. It is considered as the people's festival. Community engagement & family friendly ethos are key to the festival. An education programme surrounds each festival and Beyond Skin has already started this process through the outreach programme as detailed above. The event will also work closely with volunteer agencies and community input. |
| BCC Contribution | £100,000 |
| Total Event Costs | £1.3 million |

| | Details |
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| Event | World Irish Dancing Championships 2018 (tbc and subject to bidding) |
| Event Details | BCC has previously hosted the 2000, 2004, 2006 and 2008 World Irish Dancing Championships as well as the 2005 and 2012 All Ireland Irish Dancing Championships (it will also host the All Ireland event again in November 2016). These events have attracted over 10,000 competitors from across the globe and generated, on average, in excess of £5 million for the local economy. With the new extension of the Belfast Waterfront the city will be in a better position to secure the World Championship for 2018 and yet again provide a welcome boost for the businesses in the city. |
| Partners and BCC Role | Bidding for the event would be via BCC, while the delivery of the event would be a combination of BCC staff within the City Events Unit and Waterfront and the Irish Dancing Commission, owners of the competition. |
| Economic opportunity | Estimated economic return £5 million. |
| Legacy Impact | The significance of staging this event would be specific to the local Irish dancing fraternity. It would encourage greater participation in Irish dancing in the city due to the profile of hosting the world competition. |
| Publicity/promotional & opportunities | The main publicity generated would be domestic and nationally across the island of Ireland and across the global Irish dancing network. |
| Community Input and Capacity Building | As stated under Legacy Impact, the staging of this event would be specific to the local Irish dancing fraternity, in that it would encourage greater participation in Irish dancing in the city due to the profile of hosting the world competition. |
| Organisational Capacity to deliver | BCC and the Irish Dancing Commission have notable experience over the last decade and a half due to staging previous World and All Ireland championships. |
| Participation – Community/volunteering input | This limited to the Irish dancing community, were the Irish Dancing Commission would seek volunteers to deliver the event. |
| BCC Contribution | £220,000 |
| Total Event Costs | £400,000 |

| | Details |
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| Event | All-Ireland Fleadh Cheoil 2020 |
| Event Details | The Fleadh Cheoil, meaning "Festival of music", is an Irish music competition run by Comhaltas Ceoltóirí Éireann (CCE) and was established in 1951 and operates officially over four days –unofficially the event positively impacts on the host location for the best part of a week. There are various stages to the competition from regional heats in Ireland, Britain, USA and Canada. At the event there are competitive elements with musicians divided into the following age categories. The Fleadh has often been described as the "Olympics of traditional music" – with people competing in fiddle, accordion, flute, whistle, concertina, uilleann pipes, harp, mouth organ, banjo, mandolin, piano, tin whistle, melodeon, bodhrán, pipes and drums. There is also a competition for miscellaneous (Rogha Ghléas) instruments, which can include cello, bouzouki, viola, saxophone, hammer dulcimer, banjo mandolin and more. From its beginning, the goal of the Fleadh Cheoil was to establish standards in Irish traditional music through competition. Although the fleadh has developed as a mainly competitive event it also includes many concerts, céilíthe , parades , and impromptu music sessions . In the last number of years the event has attracted in excess of 250,000 people with the 2013 Fleadh in Derry bringing in 430,000 people to the city. |
| Partners and BCC Role | The event would be officially delivered via the local Belfast Comhaltas who would make the bid to CCE. However, the size and scale of the event would require a significant level support to make it happen and BCC would need to play a central role in this process. Other organisations such VB, NITB, PSNI, and DRD Roads would be critical to its delivery. |
| Economic opportunity | Figures do vary, but it is estimated that the event is worth somewhere around £20 million for the host city. The Derry 2014 event generated £38 to £42 million, with the average overnight visitor spending £170 per day. |
| Legacy Impact | The significance of staging this event would be the capacity of the city to host an event of this scale over a four day period. In addition the event would also boost a range of organisation involved in Irish traditional music, volunteering and the overall cultural sector. |
| Publicity/promotional & opportunities | It is estimated that the overall publicity generated would be in excess of £5 million. This would be generated via a range of media including TV, national and international, radio, press and social media. |
| Community Input and Capacity Building | The event would also boost a range of organisations involved in Irish traditional music, volunteering and the overall cultural sector. |
| Organisational Capacity to deliver | Currently the Belfast Comhaltas would have limited capacity to deliver. However, the 2013 Derry Fleadh shows that working with existing cultural organisations, regional partners and CCE any event of this scale can be delivered. |
| Participation – Community/volunteering input | The significance of staging this event would be the capacity of the city to host an event of this scale over a four day period. In addition the event would also boost a range of organisation involved in Irish traditional cultural, volunteering and the overall cultural sector. |
| BCC Contribution | £500,000 plus in kind advice and guidance from various BCC Departments |
| Total Event Costs | £1.5 million |

| | Details |
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| Event | Commonwealth Youth Games 2021 |
| Event Details | The first Commonwealth Youth Games were held in Scotland in August 2000 where 733 Athletes from 14 countries competed over 3 days. A decision was taken by the Commonwealth Games Federation in 2005 to move the Youth Games outside of the Olympic Games year and in doing so awarded the Commonwealth Youth Games to the Isle of Man for 2014. In total there are around 1,000 competitors invited from 71 countries by the Commonwealth Games Association. In 2014 the Isle of Man Games had over 4,000 competitors along with coaches, judges and other officials attending. |
| Partners and BCC Role | Bidding for the event and delivery would be via the NI Commonwealth Games Council. BCC's potential role would be as a funder and adviser to the project delivery process. |
| Economic opportunity | Estimated economic return £3.5 million. |
| Legacy Impact | The significance of staging this event would be the capacity of the city to host a major sporting event of this nature. With 4,000 participants and officials the Games would showcase the city and its sporting facilities to global participants. The event would also require regional sporting bodies to be engaged in order that the Games can be delivered. This in turn would increase the capacity of these organisations to deliver on future national and international events. |
| Publicity/promotional & opportunities | The 2014 Isle of Man event attracted over 112 journalists working across a range of local, national and international broadcast, social and print media. |
| Community Input and Capacity Building | The event would require regional sporting bodies to be engaged in order that the Games can be delivered. This in turn would increase the capacity of these organisations to deliver on future national and international events. Additional a range of volunteering opportunities would exist which in turn would leave a legacy of customer care and customer servicing post the Games. |
| Organisational Capacity to deliver | The NI Commonwealth Games Council is a well structured and dedicated to the development of athletes and projects connected to the Commonwealth Games Federation. However, to deliver this project the Council would establish a special purpose delivery company which would have organisations such Sport NI, DCAL and BCC as part of its structures. |
| Participation – Community/volunteering input | As stated above the event would require regional sporting bodies to be engaged in order that the Games can be delivered. This in turn would increase the capacity of these organisations to deliver on future national and international events. Additionally a range of volunteering opportunities would in turn would leave a legacy of customer care and customer servicing post the Games. |
| BCC Contribution | £500,000 plus in kind advice and guidance from various BCC Departments |
| Total Event Costs | £3 million |