



## Belfast City Council

**Report to:** Parks and Leisure Committee

**Subject:** Hospitality for Events in 2011

**Date:** 14 October 2010

**Reporting Officer:** Andrew Hassard, Director of Parks and Leisure

**Contact Officer:** Alice Blennerhassett, Marketing Officer

### Purpose of Report

The purpose of this report is to seek approval from the Parks and Leisure Committee for the provision of light refreshments and hospitality in support of a number of Parks based Council events in 2011/2012.

### Relevant Background Information

The Committee will be aware that the Parks and Cemeteries Services Section is responsible for organising a number of annual events and award ceremonies during the course of the year. Traditionally the Council has provided hospitality at these events in the form of light refreshments or lunch. The annual events at which we have provided hospitality are:

- The Spring Fair;
- Belfast Parks' Primary Schools' Athletics event;
- Belfast Parks Photographic Competition;
- Rose Week; and
- The City of Belfast Autumn Flower Show.

Specifically, the hospitality is as follows:

- Refreshments for the members of the flower show committees, Spring Fair and the City of Belfast autumn flower show who meet with officers several times in the year to discuss and plan for these events;
- Morning coffee and lunch for members of flower show committees, judges and invited guests during the Spring Fair, Rose Week and the City of Belfast autumn flower show. Many judges are local but several travel from the Republic of Ireland, England and Scotland. For Rose Week there is an international panel of judges invited to judge the International Rose Trials;
- Refreshments for the pupils and teachers of the winning primary schools taking part in the Belfast Parks Primary Schools' Athletics event;

- Refreshments for the winners of the various categories in the Belfast Parks photographic competition and the sponsor of the competition;
- Refreshments for the various photo calls and/or press launches held in connection with the annual programme of events for the Parks and Cemeteries Services Section.

### **Key Issues**

The key issue for the Committee is whether it wishes to continue to provide light refreshments and hospitality in respect of the above mentioned events. As Members will be aware there is a significant amount of voluntary involvement with these events and without that support and goodwill the continued success of such events could be undermined.

### **Resource Implications**

#### Financial

The cost of providing this hospitality is estimated to be in the order of £6,500 and is included in the draft estimates for 2011/12

#### Human Resources

There are no additional human resource implications.

#### Asset and Other Implications

The provision of high profile events and activities helps to promote appreciation of the social value of parks, both locally and internationally.

### **Recommendations**

The Committee is asked to agree to the provision of the hospitality for events in 2011 as outlined above.

### **Decision Tracking**

All actions to be completed by the Marketing Officer by March 2012.

### **Key to Abbreviations**

None.

### **Documents Attached**

None.