



## Belfast City Council

<b>Report to:</b>	Parks and Leisure Committee
<b>Subject:</b>	Go Belfast Awards 2010
<b>Date:</b>	11 November 2010
<b>Reporting Officer:</b>	Andrew Hassard, Director of Parks and Leisure
<b>Contact Officer:</b>	Mark Challis, Zoo Manager

### Purpose

The purpose of this report is to provide Members with information regarding Belfast Zoo's short listing as a finalist in the category Visitor Attraction of the Year for the 2010 Go Belfast Awards.

### Relevant Background Information

In 2007, the Zoo won the Go Belfast Visitor Attraction of the Year Award.

2009 represented a memorable year for the Zoo. Not only was it the Zoo's 75<sup>th</sup> Anniversary, as well as some key animal breeding successes and new arrivals, we also opened the new visitor centre and entrance, undertook some major marketing campaigns (including the elephant angel search), and we recorded our highest ever visitor numbers, of over 304,000.

Already in 2010, we have recorded our best ever visitor numbers in a single month (over 70,000 in August), and visitor numbers to date are performing well, suggesting that over 300,000 for the calendar year will be achieved again.

### Current context

The Zoo has been selected as a finalist in the category Visitor Attraction of the Year at the Go Belfast Awards.

A gala awards dinner will be held in the Europa Hotel on Friday 26 November 2010.

It is proposed to reserve a number of seats for Zoo and Parks staff, and Members, at the event. Each shortlisted finalist is given one complimentary place at the event. The Ulster Hall and Continental Market have also been shortlisted, and it is intended that the attendance of relevant officers and members representing these facilities will be considered by the Development Committee at its meeting at 10<sup>th</sup> November 2010.

**Key Issues**

Members are asked to note the following key points:

- The Zoo has been selected as a finalist for the 2010 Go Belfast awards;
- The awards gala dinner takes place in the Europa Hotel on Friday 26 November 2010.
- Permission is sought to reserve places at the dinner for the Parks and Leisure Committee Chairman and Deputy Chairman, and two officers.

**Resource Implications**Financial

Each ticket costs £125 +VAT per person, 1 ticket has been issued free of charge so the total cost would be £375 + VAT. These costs can be accommodated within the zoo's revenue budget.

Human Resources

There are no human resources implications apparent at this time.

Asset and Other Implications

While media relations surrounding the awards will be managed by Go Belfast, there is clearly considerable marketing benefits to the Zoo in being a finalist.

**Recommendations**

The Committee is asked to:

- i) note the contents of this report; and
- ii) approve that the Chairman and Deputy Chairman or their nominees and two officers attend the awards dinner.

**Decision Tracking**

None required.

**Key to Abbreviations**

None.

**Documents Attached**

None.