



Belfast City Council

Report to: Strategic Policy and Resources Committee

Subject: London 2012 Olympics – Position of Live Sites Screen

Date: 23 April 2010

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Relevant Background Information

In October 2009 the Strategic Policy & Resources Committee agreed that a Live Sites Screen should be placed in the grounds of City Hall for a three year period. The Screen, which will be supplied by the London 2012 Olympic Games organisers, at a cost of £500,000 to the Games, will be part of a series of 'live site' LED screens locations across regional capitals and key cities. The Council has agreed to allocate £20,000 per year in relation to the maintenance and security of the screen.

Members of the Strategic, Policy and Resources Committee are now being asked to approve the final location of Screen in the grounds of City Hall.

Key Issues

Recommended Location for the London 2012 Olympic - 'Live Sites' Screen

After detailed consultation with the Council's Projects and Properties Department it is recommended that the 25sq m screen should be positioned facing in from Donegall Square West (See Appendix1). This location is recommended to overcome possible difficulties with planning. The pertinent issue is that a location at the Donegall Square East would affect traffic flows by diverting drivers' attention due to the images being relayed. Members are reminded that post 2012, funding will need to be sought for the removal of the screen and reinstallation costs from all partners for a new site away from City Hall. It is likely that any new site would be within the city centre, in order to benefit from the volume of footfall.

Approvals Required

The final City Hall site for the screen would not only be subject to approval by the Strategic Policy & Resources Committee but, also NI Planning Service and full legal agreements with all the relevant bodies and funders.

Resource Implications

Financial

The Council funding requirement would be £20,000 annually for maintenance and security, as previously approved by the Development Committee in October 2009.

Recommendations

Members are requested to approve the recommended location, Donegall Square West, for the Live Site Screen in City Hall grounds.

Documents Attached

CGI Image of the Screen on Donegall Sq West

Abbreviations

None
