



Subject:	Rose Week 2016 and Rose Garden new Landscape Design.
Date:	11 October 2016
Reporting Officer:	Nigel Grimshaw, Director City & Neighbourhood Services Department
Contact Officer:	Rose Crozier, Assistant Director City & Neighbourhood Services Department Agnes McNulty, Open Spaces & Active Living Manager Ricky Rice, City Park Manager

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	<p>The purpose of the report is:</p> <ul style="list-style-type: none">▪ To advise Committee of the successful Rose Week 2016 event which was held in Sir Thomas & Lady Dixon Park during July.▪ To advise Committee of a new design and layout of the International Rose Garden.
2.0	Recommendations
2.1	<p>The Committee is asked:</p> <ul style="list-style-type: none">▪ To note the success of Rose Week 2016 and the recommendations for improving the event in 2017.▪ To note the proposed development of a new landscape design for the International Rose Garden.
3.0	Main report
	<p><u>Key Issues</u></p> <p><u>Rose Week 2016</u></p>
3.1	Members will be aware that the City of Belfast International Rose Garden was created in

	<p>Sir Thomas & Lady Dixon Park in 1964 and each year the Rose Week event has been held to coincide with the judging of the trial roses. Earlier this year, Rose Week was staged from Monday 18 July to Sunday 24 July and, over the seven days, it was estimated that 67,800 people attended the event. This is a marked increase in attendance from previous years in that it was estimated that 43,000 attended in 2015 and 60,000 attended in 2014 but obviously weather conditions is a major factor.</p>
3.2	<p>The Rose Week 2016 event programme included children's entertainment/activities, live music, dance, demonstrations, competitions and workshops. On Thursday 21 July, the rose trials were judged by a panel of local and international judges, followed by a civic lunch in City Hall. A range of catering was provided during the event and at the weekend for the public, a variety of trade stands and the Summer Rose & Flower Show were staged. A charge was introduced this year for a small number of the children's activities and together with fees for trade stands, income of £11,300 was generated. The overall cost for staging the event is £42,000.</p>
3.3	<p>As the event has increased in popularity, a number of measures have been put in place to alleviate traffic congestion both inside and outside the park. Since 2015, a free shuttle bus service was introduced and it has operated successfully from the City Hall grounds to the park during Rose Week. A Park & Ride service was also introduced last year to discourage parking on the Upper Malone Road but this was not utilised and this year, in consultation with the police, traffic cones were also placed on both sides of the road which greatly improved traffic management.</p>
3.4	<p>Given that Rose Week is an established event in the calendar, it is important that officers continue to review and refresh the event and again this year, Perceptive Insight were commissioned to survey visitors to Rose Week. Of the 211 visitors surveyed over the 7 days; 38% were male and 62% were female; visitors were more likely to be aged 35 to 64 years; 49% were from the Belfast City Council area; 97% expressed satisfaction with the overall event, 88% were satisfied with the quality of the live music; 82% were satisfied with the rose gardens; 81% were satisfied with the internal signage/car parking; 73% expressed satisfaction with the quality of the children's entertainment; and the highest level of spend was on meals, drinks and snacks with an estimate average spend of £10.73.</p>
3.5	<p>Visitors cited a number of improvements to the event which included; more craft stalls (9%); more seated areas (8%); more catering using local produce (6%); more advertising</p>

	<p>of events (5%); more continental catering (5%); more car parking (5%) and more signage around the park (4%). These improvements will be considered during planning for Rose Week 2017.</p> <p><u>Financial & Resource Implications</u></p> <p><u>Rose Week</u></p>
3.6	<p>£42,000 has been allocated within the Open Spaces & Active Living Unit's budget for Rose Week 2017.</p>
3.7	<p><u>New Landscape Design of the International Rose Garden</u></p> <p>The International Rose Garden in Sir Thomas and Lady Dixon Park has been in place since the 1960s. A major redesign of the gardens took place in the 1980s. Since then there have been no major design changes to the Rose Gardens and it is agreed a new design is overdue. Many of the rose varieties are very old and a considerable number of varieties are no longer available to purchase. Replacement roses have been purchased in recent years to fill gaps in the rose garden but it is agreed a review of the entire rose garden's design is now required to produce a more appealing, modern design, incorporating plants other than roses.</p>
3.8	<p>Discussions have already begun with stake holders such as the Rose Society of Northern Ireland, who have indicated they are in agreement that a new design is overdue and welcome an opportunity to contribute their ideas toward a new contemporary design of the rose garden.</p>
3.9	<p>A member of staff from the City and Neighbourhood Landscape Unit will be allocated to complete the redesign and they will work in partnership with the Parks Manager and local stakeholders to create a new design.</p>
3.10	<p><u>Financial & Resource Implications</u></p> <p>Parks Officers will complete the design work.</p>
3.11	<p>Landscape works, purchase of plants and roses will be completed during the winter periods over a 3 year period. This will enable the overall redesign to be completed within existing revenue budgets.</p>

3.12	<u>Equality or Good Relations Implications</u> There are no known implications.
4.0	Appendices – Document Attached
4.1	None