



Subject:	Ciclovia 2017
Date:	12 th April 2017
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Maggie McNally, Strategic Programme Manager

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
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	The purpose of this report is to advise Members on the upcoming Ciclovia 2017 event taking place in Belfast in the Autumn of 2017. Members will recall that Belfast's first Ciclovia took place in October 2015, with a contribution from Council of £15,000 and a second event took place in October 2016, with a contribution from Council of £10,000. Members are now asked to consider funding of £10,000 to support the 2017 event which has been allocated within the revenue estimates.
2.0	Recommendations
2.1	Members are asked to: <ul style="list-style-type: none">- Note the update on the upcoming Ciclovia 2017 event.

	<ul style="list-style-type: none"> - Approve allocation of £10,000 from the existing Development Department budget to support the Belfast Ciclovía 2017 event.
3.0	Main report
3.1	<p><u>Background</u></p> <p>Ciclovía is an international health and community based initiative which closes a part of the City to traffic on a given day, for a specific period of time in which cyclists are given the opportunity to ride through the traffic free zone of the City. It is designed to give the public ownership of their City, to encourage family participation, to encourage healthier lifestyles and to encourage and engender community spirit.</p>
3.2	<p>Following the successful delivery of Ciclovía Belfast over the last two years, planning is now underway for the 2017 event.</p>
3.3	<p>The first Ciclovía Belfast event was held in Autumn 2015. It attracted over 1,500 participants. The second event, in October 2016, doubled the participant numbers to more than 3,000 people taking part.</p>
3.4	<p>Ciclovía Belfast has quickly become established as an important event on the local calendar as well as now being recognised around the world as a ground breaking initiative which reflects very positively on Belfast as a city.</p>
3.5	<p>Since its inception, the event has been delivered with partnerships as a central part of its ethos. Ciclovía Belfast partners to date have included:</p> <ul style="list-style-type: none"> - Department of Infrastructure - Belfast Bikes Scheme - Belfast City Council - Public Health Agency - PSNI - Transport NI - Sustrans - Belfast Community Circus - Greater Village Regeneration Trust - Lower Ormeau Residents Action Group - South Belfast Partnership - Crescent Art Centre

- Ulster Youth Orchestra
- Phoenix Cycling Club
- Ards Cycling Club
- VC Glendale Cycling Club
- St Johns GAA Club
- Finaghy FC
- Volunteer Now
- Community Multi Sport
- NI Greenways
- IFA
- McConvey Cycles
- Mech Monkey.

3.6 The event has had a direct economic impact on the businesses that are located on or near the route. Feedback from retail units and hospitality facilities reported significant increases in trade on the day.

3.7 The event is now centrally linked to the wider cycling activity programme across the City, building on the relationships with those agencies who have a cycling specific brief. These include Department of Infrastructure's Cycling Unit, Sustrans, NI Greenways, Belfast Bikes etc. It is anticipated that these will be key partners for the 2017 event.

3.8 Given the Council's involvement in the Belfast Bikes Scheme and the link to creating an accessible city, as well as supporting healthier lifestyles, it is proposed that officers work with the event organisers to link the event to the Belfast Bikes Scheme. This can form part of the drive to increase the number of subscribers to the scheme.

3.9 The event has direct alignment to a number of Council priorities as set out in the Belfast Agenda. These include measures to reduce health inequalities, improve the transport infrastructure and invest in the city and its neighbourhoods.

3.10 On this basis, it is proposed that the Council makes a contribution of £10,000 towards the costs of the event. Officers will ensure that data is captured in respect of the qualitative and quantitative aspects of the experience for participants and businesses alike.

3.11	<p><u>Financial & Resource Implications</u></p> <p>It is proposed that Council sponsorship of £10,000 is provided towards the costs of running the event. This funding has been set aside in Departmental budgets for 2017/18 that have already been approved by this Committee.</p>
3.12	<p><u>Equality or Good Relations Implications</u></p> <p>No specific equality or good relations implications.</p>
4.0	<p>Appendices – Documents Attached</p>
	<p>None</p>