



Subject:	City Centre Animation
Date:	09 September 2024
Reporting Officer:	Damien Martin, Strategic Director
Contact Officer:	Lesley-Ann O'Donnell, Senior Manager Culture Tourism and Events

Restricted Reports

Is this report restricted? Yes No

Please indicate the description, as listed in Schedule 6, of the exempt information by virtue of which the council has deemed this report restricted.

Insert number

1. Information relating to any individual
2. Information likely to reveal the identity of an individual
3. Information relating to the financial or business affairs of any particular person (including the council holding that information)
4. Information in connection with any labour relations matter
5. Information in relation to which a claim to legal professional privilege could be maintained
6. Information showing that the council proposes to (a) to give a notice imposing restrictions on a person; or (b) to make an order or direction
7. Information on any action in relation to the prevention, investigation or prosecution of crime

If Yes, when will the report become unrestricted?

After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in

Is the decision eligible for Call-in? Yes No

1.0	Purpose of Report/Summary of Main Issues
1.1	<p>This report presents a number of proposals for increased animation opportunities within the city and for extended destination profile.</p> <p>Members are asked to provide approval to progress with an extended city centre animation programme to provide support for key stakeholder to deliver partnership initiatives</p>
2.0	Recommendations
2.1	<p>Members are asked to note the contents of the report, and agree the allocation of the following direct awards in relation to;</p> <ul style="list-style-type: none"> • Belfast One - Busking activity – up to the value of £20,000 • Belfast One - Halloween activity – up to the value of £40,000
3.0	Background
3.1	<p>The 10 year cultural strategy – A City Imagining outlines a vision of Belfast as a city:</p> <ul style="list-style-type: none"> • where everyone fulfils their potential • where everyone benefits from a thriving and prosperous economy • where everyone experiences good health and well being • that is welcoming, safe, fair and inclusive for all • that is vibrant, attractive, connected and environmentally sustainable <p>Building on the community planning process, It acknowledges that change requires ambition, long-term commitment and a sustainable and adaptable approach building on the creativity and resilience in the very fabric of our city. A city imagining can be the catalyst for the urgency and agency required to encourage innovation, new connected thinking and greater collaboration.</p> <p>In response to ongoing significant regeneration efforts, aiming to drive increased footfall and activity within the city centre. It is essential to address the challenges that the city centre is facing while aligning with initiatives such as the UNESCO City of Music designation, Belfast 2024, Make Yourself at Home tourism strategy and the core principles of co-design and partnership working.</p> <p>As such the cultural unit have been working with city stakeholders to consider upcoming opportunities to continue to build and grow the positioning of Belfast as a welcoming and culturally vibrant destination.</p>
4.0	Main Report

4.1	<p>Whilst there have been a range of very positive developments and investments in the city centre, the economic environment is challenging and the impact of the dereliction associated with the Tribeca site continues to be felt.</p> <p>Initiatives have been put forward to work in partnership with 'Belfast One' to respond to the ongoing need for a continued programme of city centre activity to drive footfall and give additional reasons to visit the city centre and attract both residents and tourists.</p> <p>Officers have worked with stakeholders at Belfast One to identify the following proposals;</p>
4.2	<p>BuskFest - up to £20,000</p> <p>Objective: Increase footfall and create a vibrant atmosphere through Music further building on the work aligned to realising Belfast's UNESCO city of music status.</p> <p>BuskFest will bring musicians into designated areas of the city to perform live music, creating an engaging and lively environment for visitors. This initiative will support local artists and provide entertainment that encourages people to spend more time in the city centre. Belfast One would aim to run a competition and have 5-6 locations across the city for buskers to perform in over 4 weekends in through to November and in the run into 'Sound of Belfast' with the winner getting a recording prize and time on one of the local radio stations.</p> <p>This would build on previous success realised on activity delivered in 2018 and 2019 on the Great Belfast Busk Off.</p>
4.3	<p>Halloween 2024 – up to £40,000 (if both components progressed)</p> <p>Objective: Boost seasonal footfall and create a festive atmosphere.</p> <p>Belfast One has already committed to hosting 5 monsters in buildings across the city BCC are seeking to provide increased funding to enhance this to 7 creating a monster trail and placing monster eyes in trees on Donegal Place.</p> <p>These are attractive and award-winning outdoor attractions which have been on display in other cities including Manchester, London, Glasgow and Dublin with great success. Through an exciting primary-school competition to name each of the monsters, we can drive footfall from children and their families into the City Centre to visit the monsters to enter the 'Name the Monster' competition.</p>



4.4

The remaining funding would deliver in partnership with Belfast One a pumpkin patch in the grounds of City Hall over 2-3 day replicating the popular event to draw families and Halloween enthusiasts into the city. The event would be a free ticketed event and would encourage participants to take their pumpkins to designated design stations across the city to dress their pumpkins. This event creates stunning visual images in front of the City's main municipal building and demonstrate visually that the City is open for families and children.



5.0

Financial and Resource Implications

The cost of delivering the programme is up to £60,000.

This will be funded from existing budgets and, if all options are fully implemented, also from specified reserves.

6.0	<u>Equality or Good Relations Implications/Rural Needs Assessment</u> There are no Equality, Good Relations nor Rural Needs Implications associated with this paper.
7.0	Appendices - Documents Attached
	None