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**Democratic Services Section
Chief Executive's Department
Belfast City Council
City Hall
Belfast
BT1 5GS**

13th February, 2019

MEETING OF CITY GROWTH AND REGENERATION COMMITTEE

Dear Alderman/Councillor,

Please find attached the two outstanding items for the meeting to be held at 5.15 p.m. on Wednesday, 13th February, 2019.

Yours faithfully,

SUZANNE WYLIE

Chief Executive

AGENDA:

6. Positioning Belfast to Compete

- (a) Draft City Events Unit Programme of Events 2019/20 (Pages 1 - 6)
- (b) Progression of the Cultural Programme - Festival and Event Update (Pages 7 - 16)

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Subject:	Draft City Events Programme 2019/2020
Date:	13th February, 2019
Reporting Officer:	John Greer, Director of Economic Development, ext 3470
Contact Officer:	Gerry Copeland, City Events Manager, ext 3412

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
1.1	The purpose of this report is to seek Members' approval for a programme of events that will be delivered and supported by the Council's City Events Unit, and the Tourism Culture Heritage and Arts team. This includes the Irish Athletics Boxing Association's (IABA) 2020 Elite Men and Women's Champions which is the subject of 2 notices of motion.
1.2	The Committee is also asked to note the route for this year's St Patrick's Day parade due to the diversionary requirements enforced due to the Bank Buildings fire.
2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> - approve the annual programme of Events for 2019/2020 (Appendix 1) – based on previous year's spend; - note the 2019 St Patrick's Day Parade route; - approve the staging of the Irish Athletics Boxing Association's (IABA) 2020 Elite Men and Women's Champions. This item is based on a Notice of Motion presented to Members in March 2018 and subsequent report to Members in September 2018; and

	- approve the use of a Council venue, such as one of its parks, to be part of the package of support for the Royal Scottish Pipe Band Championship.
3.0	Main Report
3.1	<p><u>2019/2020 Events and Festivals Programme</u></p> <p>On an annual basis, the Council's City Events Unit delivers a series of large-scale public events, which are free to access by both citizens and visitors to the city, on behalf of Belfast City Council. In 2018/2019, it is estimated that these events generated over £6 million of additional economic activity, with 208,511 visitors attending the events programme (Christmas, St Patrick's and Culture Night details still to be added).</p>
3.2	<p>The Culture and Arts Unit also support a number of annual programmes and activities. Members will be aware that a 10 year Cultural Strategy for Belfast is currently under development and is due to be presented to Committee at a later date. This strategy will set out long-term recommendations for events in the city including a proposed investment model to be operational from April 2020.</p>
3.3	<p>For 2019/20, the recommendation is to follow the approach of recent years with direct approval of support for specified events through departmental budgets. A separate report is being presented which asks committee to consider the allocation of non-recurrent funding to enhance the city's events and festivals offer. Details of this non-recurrent funding is set out in the <i>Progression of the Cultural Programme - Festival and Events Update</i> report to Committee.</p>
3.4	<p>In relation to the allocation of departmental budgets the draft programme of events being delivered or supported by the Council's City Events Unit and other sections of the Place and Economy Department in 2019/2020 is outlined in Appendix 1. This includes a range of projects across the calendar year, beginning with the Lord Mayor's Day in April, through to the Christmas Lights Switch-On in November and finishing with the city's St Patrick's Day celebrations in 2020. In addition, there is also a significant grants programme for sporting events across the city via the Council's Support for Sport events grant, as well as support for investment in small-scale events and festivals and local cultural projects.</p>
3.5	<p>The cost of the proposed programme is £1,092,114, with this amount contained within the existing revenue finances that form part of Place and Economy Department's 2019-2020 estimates.</p>
3.6	<p>The majority of these events are run on an annual basis or have been supported over the last number of years with approval of committee. This is with the exception of IABA.</p>

St Patrick's Day Parade Route, Sunday 17 March 2019

3.7 Due to the Bank Buildings fire, Members are asked to note the route for the 2019 parade. The route will see participants assemble along Linenhall Street, behind City Hall, from 10.00am to 12.20pm, with the parade departing at 12.30pm and moving to Writers' Square via Donegall Square South, Donegall Square West, Donegall Square North, Chichester Street, Victoria Street, High Street, Bridge Street on to Donegall Street and finish at Writers' Square. Despite the disruption caused by the enforced Bank Buildings road closures, it is anticipated that tens of thousands of visitors will still see the procession, which is delivered by Beat Initiative in conjunction with the Council and community groups.

IABA 2020 Elite Men and Women's Champions (7 to 9 February tbc), Belfast Waterfront Hall

3.8 On back of a Council Notice of Motion, Officers have been liaising with the IABA on the staging of the above championships. There are currently no concrete economic statistics attached to the competition, as the Elite Finals have not been held outside of the National Boxing Stadium in Dublin. However, it is estimated by the IABA, that the finals would attract approximately 2,000 people, alongside 100 competitors (20 bouts for male competitors and 20 bouts for female competitors plus coaching staff). The IABA estimates that visitors would create 950 overnight stays. At September's City Growth and Regeneration Committee, Members agreed that Officers would continue to negotiate with IABA to build a greater understanding of the costs associated with holding the event, which is now costed at £69,470 (based on information from the IABA). Councillors also instructed Officers to analyse whether the Council could retain ticketing income from the event. Unfortunately, the IABA have indicated that this is not feasible. They have stated that this annual event would normally provide a revenue stream, with limited expenditure, to the Association, as it is normally staged at the IABA's own venue - the National Boxing Stadium in Dublin.

RSPBA NI 2019 Belfast Pipe Band Championships

3.9 Members will recall that the Council lost a bid for the World Pipe Band Championships which it had supported over a number of years. However this year the RSPBA would like to run one of their events in a Council venue and for Council to contribute £20,000.00.

Financial and Resource Implications

3.10 Members are asked to note the City Growth and Regeneration meeting, on the 27 June 2018, agreed that any financial request from the Belfast City Marathon Ltd would be submitted for the Committee's consideration at a future date and would need to be placed within the context of other financial requests presented to the Council. Currently the Marathon are not seeking an increase in the Council's annual support, which stands at £26,000, but would look to diminish this level of support over the next five years (2019/20 - £26,000; 2020/21 - £20,000; 2021/22 - £15,000; 2022/23 - £10,000 and 2023/24 - £5,000). After this point, the Belfast City Marathon would be hopeful to be in a position of self-financing

3.11	<p>the event and or review the staging of it and any funding approval will be subject to agreed set targets with the Belfast City Marathon Ltd.</p> <p>Therefore, inclusive of the Belfast City Marathon costs, and subject to agreement of the city rate, the resources indicated within the programme for the 2019/20 events programme will be met through the existing 2019/2020 revenue estimates.</p> <p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p>
3.12	<p>The proposed programme of events are open to all and as such have the potential to promote good relations & equality by bringing together people from a wide range of backgrounds. There are no Rural Needs implications.</p>
4.0	Documents Attached
4.1	Draft City Events Programme 2019/2020

Appendix – Draft City Events Programme 2019/2020

	Proposed 2019-2020 Programme Agreed Estimates £
Lord Mayor's Day	45,000
Maritime inclusive of Titanic Commemoration	240,000
BBC Proms in the Park	90,000
Autumn Fair	50,000
Hallowe'en	155,000
Christmas	111,114
IABA Elite Boxing Championships	70,000
St Patrick's Day	155,000
Support for Sport	70,000
RSPBA NI	20,000
Sail Training	20,000
Belfast City Marathon	26,000
Major Sports Events Bidding	10,000
NI Science Festival	35,000
Culture Night	20,000
Ciclovia	10,000
	£1,092,114

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Subject:	Progression of the Cultural Programme - Festival and Events Update
Date:	13th February 2019
Reporting Officer:	Alistair Reid, Strategic Director of Place and Economy
Contact Officer:	John Greer, Director of Economic Development

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"/>
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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	<p>At the SP&R meeting in December 2018, the Committee agreed to allocate one-off funding of £320,000 as additional support to events and festivals in financial year 2019/20 pending agreement on the 10-year Cultural Programme which will be presented to Committee later this year. This was on the understanding that the City Growth and Regeneration Committee would decide on the exact allocations. At the January 2019 meeting of City Growth and Regeneration Committee, Members agreed to defer consideration of a report setting out recommendations for an interim position for Events and Festivals in 2019/20. It was agreed that the report would be taken back to Committee in February following Party briefings. These have now taken place.</p>

1.2	The purpose of this report is to provide an update to Members on the implementation of recommendations for the development of Events and Festivals in the context of developing a long-term cultural programme (with some additional information provided) and to agree an interim position for 2019/20.
2.0	Recommendations
2.1	<p>It is recommended that the Committee:</p> <ul style="list-style-type: none"> – consider whether it wishes to allocate £225,000 of this funding as outlined in 3.16. – consider whether £95,000 of this funding is allocated for growth festivals, as outlined in 3.20, and that Council officers will develop and deliver a programme to support growth festivals in 19/20 subject to Committee approving the breakdown of funding allocations.
3.0	Main Report
3.1	<p><u>Background</u></p> <p>At a meeting of City Growth and Regeneration Committee in December 2018, it was agreed that further consideration should be given to an interim position for events and festivals. This interim position would be for one year only until a new cultural strategy would be agreed and implemented from April 2020 onwards that would include new funding processes. Members should note that events, festivals, culture and arts are funded in a number of ways as follows:</p> <ul style="list-style-type: none"> – Annual Events Programme – this is funded from the annual events budget and includes Council-organised events and a number of contracted events and funding contributions. A separate report is being presented on the 2019/20 programme. – Core Multi-Annual Funding – a 4-year programme for supporting a wide range of culture and art organisations. The current programme runs from 2017-2020. – Community Festivals Fund – a small-scale competitive programme which runs annually. – Small Grants Programme for heritage and arts. <p>In addition there are some requests which are made on an annual basis such as Friendship Four and basketball. These are brought to Committee separately.</p>

3.2	<p>It was agreed that a report would be taken to the Strategic Policy and Resources Committee to consider allocating one-off funding to events and festivals in financial year 2019/20. Subsequently, at the December meeting of the Strategic Policy and Resources Committee, Members agreed to allocate a budget of £320,000 for this purpose. This was to be allocated from the specified reserve for the development of a long-term cultural programme.</p>
3.3	<p>The background to the proposed approach is a series of key recommendations from the Events and Festivals strategy commissioned by the Council from consultants Festival and Events International (FEI).</p> <p>The brief for this work included:</p> <ul style="list-style-type: none"> – A review of current portfolio – Consultation with stakeholders including funders and existing events/festivals – Benchmarking how events and festivals are funded and delivered in other cities – Consideration of pre and post event impact modelling – Consideration of future structures for delivery – Making recommendations for the identification, securing, funding and delivery of events and festivals in Belfast.
3.4	<p>The initial recommendations cover four main areas:</p> <ul style="list-style-type: none"> – Funding: Need to adopt the standard classification of Events and Festivals as Major, Signature, Growth, Local and Neighbourhood – Capacity building: Portfolio approach; programme of support; multi-annual investment where appropriate – Evaluation and measurement: Adopt the proposed investment/evaluation criteria and simplify evaluation based on demonstrating value against the Belfast Agenda, ensuring that the level of evaluation is commensurate with the scale of the event – Governance and delivery: Need to improve internal co-ordination; greater partnership with other funders; consider a commissioning model for certain types of events.
3.5	<p>These recommendations present a strong operational model for the future delivery of events and festivals in the city and the FEI report forms a strong foundation to build on. In particular the report highlighted the need for:</p> <ul style="list-style-type: none"> – Better co-operation with other city stakeholders e.g. Tourism NI

	<ul style="list-style-type: none"> - Effective internal structures e.g. relationship between units within Place and Economy and across Council - Clear categorisation of the city’s events and festivals offer.
3.6	<p><i>Gap Analysis</i></p> <p>However, the scope of the work was such that the focus was on existing infrastructure and products including some assessment of capacity and support for growth. Further consideration needs to be given to the wider strategic context and in particular the role of events and festivals as part of long-term cultural and tourism development in the city. Therefore, rather than taking forward a standalone festivals and events plan and to ensure greater strategic value, it has been agreed that this work will be embedded into the proposed ten year cultural strategy. This will therefore be subject to wider stakeholder engagement, public consultation and an Equality Impact Assessment.</p>
3.7	<p><i>Future funding</i></p> <p>The development of a new competitive funding programme for events and festivals will also need to be developed alongside other core funding programmes for arts and heritage. This work will align to the new Cultural Strategy and will be subject to Committee approval.</p>
3.8	<p>In this context further consideration will be given to:</p> <ul style="list-style-type: none"> - The thematic areas of strength that could be built upon to develop signature events and form part of a more coherent tourism narrative for the city - The longevity, impact and sustainability of the current predominantly festivals-based model - How the product in Belfast can become sufficiently distinctive from that on offer in the rest of UK and Ireland - A review of other challenges that impact on the growth of festivals and events in the city.
3.9	<p><u>Key Issues</u></p> <p>The timeline presented to the Committee for the implementation of a new ten-year strategy integrating events and festivals with cultural and tourism development is April 2020. This will ensure the effective alignment of funding through a new comprehensive competitive investment programme where funding will be clearly linked to strategic priorities. Whilst existing funding programmes in areas such as arts and heritage and</p>

	community festivals are due to run until March 2020, there is an ongoing gap for events and festivals as this has been allocated by Council on a year to year basis.
3.10	As Members will be aware, in recent years Events and Festivals have been supported through recurring departmental budgets and non-recurrent one-off allocations. Full details on the proposed allocation of departmental budgets to City Events for 2019/20 is included in the <i>Draft City Events Programme 2019/20</i> report to this Committee. The recommendations set out below therefore relate to the allocation of one-off non-recurrent funding as approved by Strategic Policy and Resources Committee.
3.11	There is also an opportunity to use 2019/20 to test the categorisation and evaluation measures set out in the FEI report as well as the proposed levels of funding in advance of the introduction of new funding programmes.
3.12	City and Growth Committee of March 2018 agreed to protect funding for Neighbourhood Festivals and that major events would only happen every few years, with the understanding that these would be financed through building up a special reserve.
3.13	Therefore of the potential categories identified by FEI: Major, Signature, Growth and Neighbourhood, the additional funding in 2019/20 will focus on two key categories. <ul style="list-style-type: none"> - Signature - Growth.
3.14	The rationale for this is that Neighbourhood Festivals will be eligible to apply for Council's Community Festivals Fund whilst Major Events are subject to a long-term development and bidding processes.
3.15	Included at Appendix 1 is the industry categorisation of events supplied by FEI and presented to Committee in March 2018.
	<i>Signature</i>
3.16	The FEI report identified the potential of existing events in the city to develop into key Belfast Signature Events representing a significant economic and social return on investment. For future funding assessments, these categorisations will be subject to robust scrutiny. However, on the initial assessment of FEI, potential signature events in the city based on current status include both events delivered directly by the Council such as the Maritime Festival as well as longstanding city festivals such as Féile an Phobail.

	<p>The report also recognised the need for a transition period. It is therefore proposed that in 19/20 in order to sustain adequate levels of funding that the additional budget as agreed at the Strategic Policy and Resources Committee is allocated as follows:</p> <ul style="list-style-type: none"> – Féile an Phobail - £239,000. This would be made up £39,000 from Core Multi-annual Funding (in annual budget) and £200,000 from the specified reserve. Festival organisers would be required to work with Council officers to implement recommendations set out in the FEI report. – Belfast International Arts Festival - £64,000. This would be made up of £39,000 from Core Multi-Annual Funding (in annual budget) and £25,000 from the specified reserve. This should be used to develop an international enhancement plan.
3.17	<p>Please note that the Maritime Festival is set to be receive £240,000 of funding allocated from existing departmental budgets. This is an increase of £22,000 from the amount invested in 18/19. This will enhance the programme to test Signature status as set out in FEI report.</p>
3.18	<p>Funding contracts will include evaluation measures set out by FEI and a requirement to carry out market research in line with the emerging themes and narrative of the long-term strategy.</p>
3.19	<p>From April 2020, the required levels of funding to deliver a strategic programme of festivals and events will be considered where appropriate as a part of a new competitive cultural investment programme aligned to a new cultural strategy, and for those commissioned events all organisations will have to meet the criteria set out for any of the proposed categorisations.</p>
3.20	<p><i>Growth</i></p> <p>It is proposed that the remaining budget of £95,000 is allocated to support growth festivals and events in the city. Given the number of festivals and events that could be categorised as growth, an interim programme of support in 19/20 will be developed in line with FEI recommendations in order to pilot key recommendations. Funding allocations will then be subject to Committee approval. It should be noted that this is additional funding to that provided through the annual budget for some of these events as listed in the annual events report.</p>
3.21	<p>For major events, development work is ongoing to identify a longer-term pipeline and strategic approach. This will be reported on as part of the long term cultural strategy</p>

	<p>programme of work. In 2019/20 neighbourhood festivals and events will continue to be supported through Council's existing funding and support programmes such as the Community Festivals Fund. However, as part of the new cultural strategy and in line with FEI's recommendations, specific consideration will be given to capacity building and development.</p>
3.22	<p><u>Financial & Resource Implications</u></p> <p>SP&R allocated a budget of £320,000 for an interim programme of additional festivals events for 2019/20. This is from the specified reserve for the long-term Cultural Programme. The Maritime Festival will be funded through the annual budget as in previous years.</p>
3.23	<p><u>Equality or Good Relations Implications/ Rural Needs Assessment</u></p> <p>Specific good relations and equality clauses will be included in terms and conditions of funding contracts and reported against as part of the evaluation process.</p>
3.24	<p>The long-term cultural strategy and recommended funding schemes will be equality screened.</p>
4.0	Documents Attached
	Industry Categorisation of Events

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Appendix 1: Industry Standard Classification of Events

MEGA EVENTS

- Peripatetic events with global reach
- Major bidding effort
- High level of government resource and support
- Come with broadcast partners
- E.g. Olympic, World Cup

MAJOR EVENTS

- Peripatetic and one off events
- Required to be bid for
- Rights owned by a third party
- International reach through media coverage
- Significant national (out of area) and some international attendance
- Significant economic impact
- Partnership bidding effort
- Mostly sporting, sometimes cultural
- E.g. Grand Depart Tour de France, MTV awards

SIGNATURE EVENTS

- Recurring event - annually or periodically
- Home produced or commissioned
- Distinctive to the location
- Enhance senses of place and visitor experience
- National reach through media coverage
- Local, regional and international attendance
- Economic, social and cultural impact
- Often require public funding
- E.g. Edinburgh Festivals, London Marathon

GROWTH EVENTS

- Recurring events; occasionally peripatetic
- Regional or sectorial event or new local events ambitions to become signature events
- Distinctive to the location
- Grow the capacity of the place and visitor experience
- Regional reach through media coverage
- Mainly local attendance but with potential to attract visitors
- Economic, social and cultural impact
- Mostly cultural events, sometimes sporting
- E.g. White Night, mixed arts festivals

LOCAL EVENTS

- Recurring events; occasionally on-off
- General interest but aimed mainly at residents
- Citywide interest
- Local media coverage
- Local attendance
- Limited economic impact, often significant social impact
- E.g. Civic Events

NEIGHBOURHOOD EVENTS

- Recurring events; occasionally on-off
- Aimed at single community / community of interest
- Of limited citywide interest
- Low or no local media coverage
- Local attendance usually from one community
- No economic impact, often significant social impact
- E.g. Bonfire Parties, Party in the Park

With appropriate investment, Growth Events can become Signature

With appropriate investment, Local Events can become Growth Event

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