



Subject:	Belfast Zoo – Fun run event request
Date:	9 November 2022
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Ashleigh Fox, Assets Development Officer

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 provide Members with information on a request from an external organisation to hold a ‘fun run’ event at Belfast Zoo; and to seek approval for this to take place.
2.0	Recommendations
2.1	Members are requested to; - Approve the fun run event at Belfast Zoo.
3.0	Event information

3.1	<p>Monkstown Spartans Athletics Club (the event organiser) have requested to hold a 'Zoo Challenge 5k fun run' in the grounds of Belfast Zoo. This club is registered with Athletics NI.</p>
3.2	<p>The organiser is flexible with dates, and the zoo proposes this should be held in the off-peak season i.e. September 2023. This will reduce any potential impact on the zoo's own peak-season events, and help to drive additional footfall and revenue to the off-peak period.</p>
3.3	<p>The organiser intends to use the entire zoo site (public areas) and car park.</p>
3.4	<p>The anticipated number of participants will be 250 to 500, with a maximum of 500 permitted. The event will be open to runners aged 16 and over.</p>
3.5	<p>The organiser will supply all event equipment and personnel, including first response paramedics, safeguarding requirements, qualified health and safety marshals, portaloos, bins, radios, signage, gazebos and a battery powered PA. Stewards are trained at local parkrun level and have completed compulsory marshalling volunteer roles.</p>
3.6	<p>The organiser intends to charge a registration fee to participants of £18 per person. Committee approval is required for events on Council grounds/venues where an admission fee is charged.</p>
3.7	<p>A portion of the fee will be given to Belfast Zoo (see 4.2). The organiser also intends to donate a portion of the registration fee to their selected charity (charity not yet confirmed).</p>
3.8	<p>The event will not impact on normal zoo opening hours, with set-up, run, and dismantle taking place prior to normal opening at 10.00am.</p>
3.9	<p>To ensure compliance with zoo health and safety requirements re: emergency procedures, a minimum of two zoo staff must be on-site during the event set up and through the duration of the event and dismantle. These staff will be required to commence work earlier than their usual shift (i.e. 7am rather than 8am). The applicable overtime costs will be charged to the organiser.</p>
3.10	<p>The organiser seeks use of the Lion's Den café for a post-run reception with light refreshments. This will be provided by the zoo's catering partner, of which the zoo receives</p>

	<p>a commission. The café will likely be closed to zoo visitors for a short period (e.g. 10am to 11am) to facilitate this.</p>
3.11	<p>With the exception of water provided to runners, the organiser is not permitted to provide any food or drink at the event.</p>
3.12	<p>The organiser intends to seek sponsorship of the event from local businesses.</p>
3.13	<p>The organiser intends to promote the event through club social media channels, athletics-focused organisations, Athletics NI, flyers distributed at running events, and through sponsors' advertising. Belfast Zoo will benefit from increased brand awareness through the promotional material.</p>
3.14	<p>The organiser has submitted all relevant documentation including public liability insurance, risk assessment and event management plan.</p>
3.15	<p>The Council's Corporate Health and Safety Unit have confirmed suitability of the event to take place, as per the risk assessment and event management plan supplied.</p>
3.16	<p>Initial confirmation of the event has been granted by zoo management, based on the event information, risk assessment and event management plan supplied. Prior to final confirmation of the event, the organiser must attend a site familiarisation visit with Zoo management to confirm all operational elements, route and points of contact.</p>
3.17	<p>If the event is deemed to be a success, the organiser may propose this as a recurring annual event. Other registered athletics clubs may be encouraged to request a similar type of event in future.</p>
3.18	<p><u>Financial & Resource Implications</u></p> <p>There are no cost implications to the zoo. The only direct cost is staff overtime associated with early opening to facilitate set up prior to 8am, however this cost will be invoiced directly to the organiser. The cost will be based on the hourly overtime rate of the relevant staff involved.</p>

3.19	<p>The organiser intends to give 25% of the registration fee (i.e., £4.50 per person) to the zoo. This also acts as zoo admission, as participants can remain in the zoo after the event to enjoy the zoo experience.</p> <p>Whilst this price is heavily discounted (68% discount on normal adult admission), it is recognised that the event participants may not otherwise visit the zoo, so this is seen as a new revenue stream.</p> <p>Revenue for the zoo will be dependent on the number of registrations. Based on 250 participants, revenue generated for the zoo will be £1,125. Based on 500 participants, revenue generated for the zoo will be £2,250.</p> <p>A site hire fee has not been proposed for this event, which is the first of its kind and so should be deemed as a trial. However, a site hire fee may be proposed instead of, or in conjunction with, a commission of the registration fee in future.</p> <p>The organiser requests use of Lion’s Den café for a post-event reception. An hourly room hire charge of £46 per hour applies.</p> <p>The organiser has requested a discounted admission fee for supporters i.e., friends and family who wish to watch the race. A 50% discount on individual admission is suggested.</p> <p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>None.</p>
4.0	Appendices
	None.