



<b>Subject:</b>	Tall Ships 2015 Update
<b>Date:</b>	22 April 2015
<b>Reporting Officer:</b>	John McGrillen, Director of Development, ext 3470
<b>Contact Officer:</b>	Gerry Copeland, City Events Manager, ext 3412

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

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	The purpose of this report is to update Members on Belfast's plans for the 2015 Tall Ships event.
1.2	The Tall Ships Races is owned by Sail Training International, which is a charitable organisation based in the UK, who organise races and events for sail training Tall Ships in many parts of the world. The organisation was originally established as the Sail Training International Race Committee which organised its first race of sail training Tall Ships back in 1956.
1.3	This will be Belfast's third Tall Ships event, with previous festivals held in 1991 and 2009. The 2015 Tall Ships Race will be staged over a one month period as follows: <ul style="list-style-type: none"><li>- Belfast (Thu 2 – Sun 5 July 2015) - Race 1</li><li>- Alesund (Norway, 15 – 18 July) - Cruise-in-Company non race</li><li>- Kristiansand (Norway, 25 – 28 July) - Race 2</li><li>- Aalborg (Denmark, 1 – 4 August)</li></ul>
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee is asked to note the report

<b>3.0</b>	<b>Main report</b>
	<p data-bbox="260 226 408 255"><u>Key Issues</u></p> <p data-bbox="153 275 1437 405">3.1 In August 2011, Council agreed to bid and stage the 2015 Belfast Tall Ships event. It also agreed to allocate £1.3 million of Council finance to the project, which has an operational budget of £2.3 million, inclusive of Belfast City Council (BCC) support.</p> <p data-bbox="153 477 1437 958">3.2 The 2015 festival, which will take place between the 2 and 5 July, will be delivered by arms length not-for-profit company, Belfast Tall Ships Limited. BCC was represented by two elected Members, Councillor Hargey and Deputy Lord Mayor Councillor Spence, who are supported by Officers from the Development and Chief Executive's Departments. The board of the company is chaired by Dr Gerard O'Hare and has representatives from a range of stakeholders inclusive of: Belfast Harbour; Odyssey Trust; Titanic Quarter; Ocean Youth Trust and the Department of Social Development. In addition, the project is overseen by an Assurance Board that is managed by the Council's Audit, Governance and Risk section and chaired by the Chief Executive of Belfast Harbour with input from the Director of Development. The delivery structure is illustrated in Appendix 1.</p> <p data-bbox="153 1030 1437 1373">3.3 The following targets have been set for the Belfast Tall Ships event:</p> <ul data-bbox="308 1081 1401 1373" style="list-style-type: none"> <li>- Attract up to 60 vessels (40 already, including 15 Class A)</li> <li>- Generating £20 million worth of press coverage</li> <li>- Achieve an audience of 500,000 with 500,000 watching from coastline when the ships leave</li> <li>- Generate an estimated £10 million for the Belfast economy</li> <li>- Achieve £200,000 of sponsorship (achieved by 31 March 2015)</li> </ul> <p data-bbox="153 1435 1437 1989">3.4 As the Council is the key delivery partner there are many parts of the organisation inputting to what will be Belfast's biggest ever event. This input includes:</p> <ul data-bbox="308 1547 1401 1989" style="list-style-type: none"> <li>- The Development Department's City Events Unit in regard to the overall management, development and delivery of the event</li> <li>- The Development Department's Community Development section in regard to recruitment of 80 plus trainees who will take part in the race to Ålesund, Norway</li> <li>- Chief Executive's Department via Corporate Communications section which is managing and overseeing the entire project's marketing and communications</li> <li>- Financial Services, Legal Services and Audit Governance and Risk sections, with reference to the financial management, legal processes and governance aspects of the event</li> </ul>

- Environmental Health Department’s Licensing, Regulatory Services, Cleansing and Waste Management.

3.5 The project in turn is supported by a number of other bodies inclusive of: Police Service of Northern Ireland; Northern Ireland Ambulance Service; Northern Ireland Fire and Rescue Service; Tourism NI; Tourism Ireland; Visit Belfast; Translink; Transport NI; Belfast City Centre Management; Belfast Chamber of Trade and Commerce and BBC Northern Ireland.

3.6 BCC’s Corporate Communications section is managing the entire promotional and marketing campaign. In order to ensure that the festival is promoted domestically, nationally and internationally, Corporate Communications has engaged with Visit Belfast, Tourism NI and Tourism Ireland. Details of the campaign and its creative elements are contained on Appendix 2 of the report.

3.7 The Tall Ships event will be the most important event in Belfast in 2015 and it is expected to attract in excess of 500,000 people. A range of activities and additional events have been put together to complement the arrival of the Tall Ships. These will provide entertainment for visitors throughout the four day period.

3.8 The Tall Ships will be berthed along Pollock Dock, Donegall Quay, Clarendon Dock, Queen’s Quay and Abercorn Basin thus providing the public with sufficient access to view the visiting ships. A fleet of around 60 vessels is expected, making it the biggest gathering of Tall Ships vessels in Belfast. In addition to public access to the ships, there would be a range of corporate events on the ships’ decks. These are being sold by a publicly procured company with the revenue generated providing a vital revenue stream for the project.

3.9 The festival activity will utilise key attractions in the harbour, including, Titanic Belfast, the Public Records Office NI and the Belfast MET as a key hub for visiting crew. The festival is also working with key community groups in Sailortown including the Dockers Club, Shared History Interpretative Project (SHIP), the Mission to Seafarers, Lagan Rescue Service and Sinclair Seaman’s Church. In addition, the Board of Tall Ships has adopted five maritime charities as part of the projects outreach programme. These are RNLI; Ocean Youth Trust; Sea Cadets; Mission to Seafarers and Sailability NI.

3.10	<p>The project is also liaising with the Council's Community Development staff to engage with community groups from across the city. This will culminate with visits to some of the vessels at pre-agreed times and possibly, subject to agreement and availability, for some of the international crews to visit some of the city's communities.</p>
3.11	<p>Along the quayside there will be a number of international food and craft markets. These will have a range of continental traders, plus local traders, including some from St George's Market. There will also be fun fairs which will include local operators. In addition, there will be live street theatre, music and roving entertainment. Again, much of it will be sourced locally via the city's cultural network.</p>
3.12	<p>The event offers a massive opportunity for the city centre retail sector. Project Officers have met with Belfast City Centre Management, Belfast Chamber of Trade and Commerce and Belfast Visitor and Convention Centre to maximise the retail opportunities of the event for the city centre traders. This will include family maritime movies on the City Hall's Big Screen during the event to encourage dwell time at the city centre.</p>
3.13	<p>Where practicable, Tall Ships 2015 will endeavour to have pre-event visits of vessels to various ports around the NI coastline. This is subject to the visiting vessels sailing itineraries and would require a resource commitment from the local authorities concerned.</p>
3.14	<p>Finally, the project is working extensively with Transport NI, PSNI and Translink to promote the use public transport. These facilities will include two park and ride sites and a free city centre shuttle service, along with promotion of the city's new public bike hire scheme – Belfast Bikes.</p>
3.15	<p><u>Financial &amp; Resource Implications</u></p> <p>The overall cost of the 2015 Belfast Tall Ships event is £2.3 million. Details of the header income streams are contained in Appendix 3. In addition to the Council's £1.3 million contribution, there is £400,000 from Tourism NI (formerly NITB) and £100,000 from DSD. The event has also secured significant private sector sponsorship.</p> <p>It should be noted that if the project produces a surplus this will be paid back to the Council as part of project's contract.. This happened in 2009 when £70,000 was recouped.</p>

3.16	<p><u>Equality or Good Relations Implications</u></p> <p>There are no relevant Equality and Good Relations considerations attached to this report. However, the project has the potential to bring together people from a wide range of backgrounds and therefore promote good relations in the city.</p>
4.0	<p><b>Appendices – Documents Attached</b></p> <p>Appendix 1 - Belfast Tall Ships Delivery Structure</p> <p>Appendix 2 - Belfast Tall Ships Marketing Campaign</p> <p>Appendix 3 - Belfast Tall Ships Delivery Budget</p>