



Subject:	2015 BBC Sports Personality of the Year Awards
Date:	13 May 2015
Reporting Officer:	John McGrillen, Director of Development
Contact Officer:	Gerry Copeland, Head of City Events

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
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	This report is to update Members on Belfast's successful bid to host the 2015 BBC Sports Personality of the Year Awards.
1.2	In October 2014 Council agreed to back BBC Northern Ireland's bid to host this iconic sports awards ceremony in Belfast. It also endorsed £140,000 worth of Council finances be allocated to the project and in-kind event support via the Council's City Events Unit.
1.3	On Wednesday 29 th April the BBC formally announced that Belfast was successful and that the event would be staged at the Odyssey Arena, on Sunday 20 th December. The Lord Mayor was in attendance at the announcement event.
2.0	Recommendations
2.1	Members are asked to note the report.
2.2	Members are asked to agree to a further report being brought back to Committee outlining the Council involvement in the event and detailing activities to take place in association with the BBC.

3.0	Main report
	<p data-bbox="252 226 408 259"><u>Key Issues</u></p> <p data-bbox="140 327 1433 510">3.1 The BBC Sports Personality of the Year is one of the most iconic sports programmes broadcast. The event has been staged annually for 60 years, and in recent times has been taken to cities including Glasgow, Liverpool, Birmingham, Sheffield and Leeds, but never to Belfast.</p> <p data-bbox="140 577 1433 913">3.2 The event will attract an audience in the venue of around 7000 people, with the audience members coming from both in and out-of-state locations. The event will make a major contribution to the local economy through accommodation requirements in the hotels in the city and beyond, and through the purchasing of local services and products to support the production of the event. The event gives the city the opportunity to present itself in a very positive light to an audience of over ten million viewers via BBC's various broadcasting channels including BBC 1, BBC Digital and BBC Radio 5 Live.</p> <p data-bbox="140 981 1433 1059">3.3 Tickets are distributed by the BBC and details of these arrangements will be announced in due course.</p> <p data-bbox="140 1126 1433 1368">3.4 It is the aspiration of the BBC to instigate a range of associated events connected to its Get Inspired programme in Belfast. The aim of this will be to celebrate sport across the city and look to inspire further interest by Belfast residents in getting actively involved in sport. The BBC has indicated that major partnerships are already in place with Blue Peter and the Youth Sports Trust to make this happen.</p> <p data-bbox="140 1435 1433 1570">3.5 Officers within BCC will engage directly with BBC NI to develop a bespoke sports outreach programme to complement the BBC's activities and a further report will be brought back to Committee in due course.</p> <p data-bbox="252 1637 735 1671"><u>Financial & Resource Implications</u></p> <p data-bbox="140 1686 1433 1720">3.6 BCC has agreed to commit £140k towards the Sports Personality of the Year production.</p> <p data-bbox="252 1787 807 1821"><u>Equality & Good Relations Implications</u></p> <p data-bbox="140 1836 1433 1915">3.7 BCC officers will work with the BBC to ensure that all sections of society in Belfast are involved with the associated outreach programmes.</p>

4.0	Appendices
4.1	None