



<b>Subject:</b>	Events & Festivals update 2015/16
<b>Date:</b>	13 May 2015
<b>Reporting Officer:</b>	John McGrillen, Director of Development,
<b>Contact Officer:</b>	Brian Johnston, Tourism, Culture, Heritage & Arts Manager

<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	Members will recall that, at the Strategic Policy & Resources Committee meetings in March and April 2015, approval was granted for a number of city centre animation events aimed at increasing visitors to and spend within the city.
1.2	In addition to the funding approved at those meetings, the Council supports a wider range of festivals and events through its various grant funding streams, as well as the key city events organised through the Council's City Events Team.
1.3	Given the volume of activity being undertaken, it is considered that there may be some value in packaging this activity together to reinforce the scale of the Council's investment and to underline our commitment to city animation.
1.4	A comprehensive overview of funded activities and events has now been drawn together in order to demonstrate the collective impact of the investment and to explore opportunities for further promotion or branding activity (appendix 1).

<b>2.0</b>	<b>Recommendations</b>
<b>2.1</b>	<p>Members are asked to:</p> <ul style="list-style-type: none"> <li>- Note the programme of council-funded and part funded events and festivals taking place between June 2015 and March 2016.</li> <li>- Agree to package these activities together and brand the collective programme of activity to raise their profile and promote awareness of the Council's investment, as part of the promotional activity around the creation of the new Council.</li> </ul>
<b>3.0</b>	<b>Main report</b>
<b>3.1</b>	<p>Given the Tall Ships event this year, the combined value of the Council contribution to this events programme is in excess of £3million. This is only for events taking place from June 2015-March 2016. Most events also attract funding from other sources adding value across the city.</p>
<b>3.2</b>	<p>The programme contains a range of activities funded through a number of Council grant schemes including:</p> <ul style="list-style-type: none"> <li>- Creative and Cultural Belfast</li> <li>- TCA project grant funds</li> <li>- Core Multi-annual funding</li> </ul>
<b>3.3</b>	<p>At the 22 April meeting of the City Growth &amp; Regeneration Committee, Members noted that the Cultural Framework – within which all of these funding streams sit – was in its final year of implementation and that a review would be undertaken to determine the most appropriate approach to future grant funding, particularly given the challenges around attracting funding from other sources.</p>
<b>3.4</b>	<p>The current programme of activities supports the delivery of the city centre animation programme – identified as a key component of the City Centre Regeneration Strategy. It also supports the new Integrated Tourism Strategy – which identifies the potential of large-scale events to attract additional tourist numbers to the city.</p>
<b>3.5</b>	<p>In order to capitalise on the collective programme of work and to draw focus to the Council's investment, Members may wish to consider packaging and branding this activity to create a positive perception of Belfast as a vibrant festival city. This could be considered as part of the wider activities to promote the new Council.</p>

<p><b>3.6</b></p>	<p><u>Financial &amp; Resource Implications</u></p> <p>The funding of these events has already been approved through the Council's various grants streams, the City Events budget and the City Centre Regeneration and Investment budget.</p>
<p><b>3.7</b></p>	<p><u>Equality and Good Relations Implications</u></p> <p>There are now Equality and Good Relations implications attached to this report.</p>
<p><b>4.0</b></p>	<p><b>Appendices – Documents Attached</b></p>
<p>4.1</p>	<p>Appendix 1 - Overview of Belfast City Council funded activities and events</p>