



## Belfast City Council

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| <b>Report to:</b>         | Parks and Leisure Committee                                |
| <b>Subject:</b>           | <b>Belfast Zoological Gardens – Friends of the Zoo Run</b> |
| <b>Date:</b>              | 12 March 2015  |
| <b>Reporting Officer:</b> | Rose Crozier, Acting Director of Parks                     |
| <b>Contact Officer:</b>   | Mark Challis, Zoo Manager                                  |

| 1.  | Relevant Background Information  |
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| 1.1 | The Friends of the Zoo are an enthusiastic and dynamic community group that provide support to the Zoo in a variety of ways, including fund raising for Zoo projects.  |
| 1.2 | One of the activities the Friends are currently investigating is to hold a run in the Zoo towards the end of May 2015.   |
| 1.3 | It is envisaged that a run could prove extremely popular, given the uniqueness and topography of the site, and the event itself, in that such an event has not been held in the Zoo grounds before.  |
| 1.4 | Representatives from the Friends and local running clubs have met, and envisage that up to 700 runners might be expected to attend. They are planning for a 5km run through the Zoo, and are also considering a walking route, and a shorter, less challenging route for junior runners.   |
| 1.5 | The event provides a significant opportunity for fund raising, via both a fee for individual runners and sponsorship opportunities. Representatives from the Friends have met with the NI Hospice, with whom there are good relationships, principally driven by Zoo's annual Dreamnight event. Fundraising officers from the NI Hospice are available to give support to the Friends group, as they have considerable expertise in this area. |
| 1.6 | The Friends are also meeting with local businesses to try to obtain sponsorship for elements of the event where a cost is involved, such as competitor's medals, water and first aid.  |

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| 1.7 | It is currently envisaged that the run might take place on a Sunday morning before the normal Zoo opening time, towards the end of May 2015. This will minimise the potential for interruptions to normal Zoo early morning operations, but also provide a hub of fun activity for visitors as they arrive after 10am. |
| 1.8 | Consideration has and will be given to any health and safety implications.   |

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| <b>2.</b> | <b>Key Issues</b>   |
| 2.1       | The Friends of the Zoo have undertaken considerable work to assess the viability of a running event in the Zoo towards the end of May 2015.   |
| 2.2       | This unique event will allow considerable opportunities for fundraising.  |
| 2.3       | It is planned that the event will be a joint fundraising opportunity between the Friends of the Zoo and the NI Hospice.   |
| 2.4       | It is currently envisaged that up to 700 club runners might be attracted to the event, and they are also considering other courses for junior runners and walkers.  |
| 2.5       | The Friends are investigating the opportunities to defray costs via sponsorship from local business. Zoo management is also undertaking a process to formalise the relationship with Friends of the Zoo in relation to donations. |

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| <b>3.</b> | <b>Resource Implications</b>   |
|           | <p><u>Financial</u></p> <p>There are no immediate financial cost implications to the Zoo. The event promises to be a significant driver as a fundraiser for the Friends, which is donated to the Zoo for projects.</p> <p><u>Human Resources</u></p> <p>There are no immediate Human Resource implications, Zoo staff are committed to the Friends group and willing to support this event.</p> <p><u>Asset and Other Implications</u></p> <p>The event has an ability to provide for significant marketing opportunity for the Zoo. The use of the Zoo grounds for the run, without significantly interrupting normal Zoo operations or Zoo visitors.</p> |

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| <b>4.</b> | <b>Equality Implications</b>  |
| 4.1       | It is considered that there are no equality or good relations implications. |

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| <b>5.</b> | <b>Recommendations</b>   |
| 5.1       | The Committee is asked to note the above report and to approve the use of the Zoo grounds for a fundraising run for the Friends of the Zoo and the NI Hospice. |

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| <b>6.</b> | <b>Decision Tracking</b> |
| 6.1       | None required.           |

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| <b>7.</b> | <b>Key to Abbreviations</b> |
|           | None                        |

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| <b>8.</b> | <b>Documents Attached</b> |
|           | None                      |