



Subject:	2015 BBC Sports Personality of the Year Awards
Date:	21 August 2015
Reporting Officer:	Lisa Toland, Head of Economic Initiatives & International 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 plans for Belfast's hosting of 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 is allocated to the project and in-kind event support via the Council's City Events and Sports Development Unit.
1.3	On Wednesday 29 April 2015, the BBC formally announced that Belfast was successful and that the event would be staged at the Odyssey Arena on Sunday 20 December 2015.
2.0	Recommendations
2.1	Members are asked to note the report.
3.0	Main report
	<u>Key Issues</u>
3.1	The BBC Sports Personality of the Year is one of the most iconic sports programmes

	<p>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, and now to Belfast.</p>
3.2	<p>The event will attract an audience in the Odyssey arena of around 7,000 people, with the audience members coming from both in and out-of-state locations and will take place on Sunday 20 December 2015.</p>
3.3	<p>It is envisaged that the project 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 also 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>
3.4	<p>Public tickets will be sold by the BBC and details of these arrangements will be announced in due course. As public partner, Belfast City Council will be allocated tickets for the event.</p>
3.5	<p>The Council's City Events and Sports Units have met with the BBC Sports Personality of the Year team to develop a series of 'lead in' events built around sports development. 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>
3.6	<p>The proposed outreach programme will start in the autumn, via schools and clubs, who have engaged through the Council's sports development initiatives. A range of 'come try-it' sessions will take place from October to November, culminating in a showcase event on the 17 and 18 December 2015. It would be anticipated that BBC NI will highlight the outreach programme, while BBC National will include elements of the 17 and 18 December event in the BBC Sports Personality of the Year live broadcast.</p>
3.7	<p>It is proposed that, if possible, the culmination event should be planned for the Council's new facility at Girdwood and involve the installation of a temporary geo-dome on the 4G pitch and use of the new sports hall at the complex. This event would also be aligned with Council's annual Sports Conference and it would be hoped that key - note speakers from the world of sport would take part. Costings for this event and the lead-in outreach elements would primarily be funded within the annual Lord Mayor's event initiative budget</p>

	and details are provided below under Financial and Resource Implications.
3.8	<p><u>Financial & Resource Implications</u></p> <p>Council has agreed to commit £140k towards the Sports Personality of the Year production at the Odyssey Arena. The outreach funding would come from the Council agreed £80,000 connected to the annual Lord Mayor's event. In previous years this event has ranged from multi-culture days at City Hall through to schools' sports events at the Mary Peter's Track. Final costings for this element have yet to be confirmed, but further details will be brought back for Members attention in September 2015.</p>
3.9	<p><u>Equality & Good Relations Implications</u></p> <p>Belfast City Council 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 – Documents Attached
4.1	None.