



Subject:	Belfast Tall Ships 2015 Post Event Report
Date:	14 October 2015
Reporting Officer:	Donal Durkan, Interim Director of Development,
Contact Officer:	Gerry Copeland, City Events Manager

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
1.1	This paper is to update Members on outputs from the 2015 Belfast Tall Ships Festival.
2.0	Recommendations
2.1	Members are asked to note the report.
3.0	Main report
	<u>Key Issues</u>
3.1	In August 2011, Council agreed to bid for and stage the 2015 Belfast Tall Ships Event. It also agreed to allocate £1.3 million of Council finance to the project, which had an overall operational budget of £2.3 million, inclusive of Belfast City Council support.
3.2	The 2015 festival ran between the 2 and 5 July, and was delivered by arms length not-for-profit company, Belfast Tall Ships Limited, set up by the Council. Belfast City Council was represented by elected Members the (Deputy Lord Mayor, Councillor Spence, Councillors Hargey, Haire and Garrett) throughout the period of the project, and supported by Officers from the Development and Chief Executive's Departments. The Board of the company was chaired by Dr Gerard O'Hare and had 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 was overseen by an Assurance Board 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.

3.3 The 2015 project achieved the following outputs:

- 46 vessels inclusive of 15 class A ships visited with an estimated 800 international crew from 17 countries.
- Attracted 520,000 to Belfast Harbour over the four days and another 130,000 to the Tall Ships Parade.
- Generated an estimated £16 million for the local economy. This is equivalent to a £12.30 return for every £1 of the Council's investment.
- Attracted in excess of £200,000 of private sector sponsorship and £500,000 of grant support from the Tourism NI and the Department for Social Development.
- 95% of all waste recycled via the Council's Waste Management team.
- 96 sail trainees who took part in the race from Belfast to Norway with over 100 local people taking part in the actual race.
- Assisted in raising £10,000 for the five nominated event charities.
- 536 volunteers and trained in partnership Volunteer Now.
- An accident rate of less than 0.1% of attendees.

3.4 Although the project was led by the Council's City Events Unit in the overall management, development and delivery of the event, there were many sections of the organisation who supported the 2015 festival to become Belfast's biggest ever event. This input included the Development Department's Community Development Section in regard to recruitment of 96 trainees who took part in the race to Ålesund, Norway; Chief Executive's Department via Corporate Communications section who managed and oversaw the entire project's marketing and communications across domestic, national and international platforms; Financial Services, Legal Services and Audit Governance and Risk Sections with reference to the financial management, legal processes, insurance and governance aspects of the event and BCC's Environmental Health Department's Food Hygiene, Licensing, Regulatory Services, Cleansing and Waste Management.

3.5 The project in turn was also supported by a number of other bodies inclusive of the 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, BBC

Northern Ireland and Lagan Search and Rescue.

3.6

As stated, the Corporate Communications Section managed the entire promotional and marketing campaign. This ensured that the event was promoted domestically, nationally and internationally, with Corporate Communications working with Visit Belfast, Tourism NI and Tourism Ireland. The integrated work of this part of Council created a significant and highly commended media campaign:

- We aimed to deliver 20 million OTS (opportunities to see) through marketing activity and achieved over 70 million OTS through social media alone.
- We aimed to trigger an 85% positive perception rating of the event and achieved a 91.4% positive perception rating (up 6.45% from 2009).
- 91% of those who attended the event having seen or heard the event advertised.
- We aimed to exceed the 2009 press coverage (worth £2.25m) and achieved approximately £5m of coverage.
- We aimed for positive coverage and achieved over 99% positive sentiment on social media and 98% positive coverage in the media (2% was neutral and 0% negative).
- A staggering 54% of media coverage was rated as 'prime' (media analysers said that anything over 25% was considered good and prime as high as 54% was very rare).
- During the months of July and August we achieved 2,286 (on a scale between -3285 and +3285) for Corporate Reputation Indicator. This is a perception indicator used as part of an overall media analysis.

3.7

The four day festival activity utilised key attractions including Titanic Belfast, the Public Records Office NI and the Belfast MET as a key hub for visiting crew. The festival also worked with community groups in Sailortown including the Dockers Club, Shared History Interpretative Project (SHIP), the Mission to Seafarers and Sinclair Seaman's Church. In addition, the Board of Tall Ships adopted five maritime charities as part of the project's outreach programme. These were RNLI; Ocean Youth Trust; Sea Cadets; Mission to Seafarers and Sailability NI.

3.8

The project also liaised with the council's Community Development staff to engage with community groups from across the city. This culminated with five hundred young people visiting ships prior to the public opening times. In addition, the event arranged for prioritised access for disabled patrons who came to visit the fully-accessible ship, Lord Nelson.

3.9

The international food and craft traders were complemented by a significant level of local trader presence inclusive of traders from St George's Market. There was also a notable level of local fun fair operators at the event. The event also had a high level of street

	<p>theatre, music and roving entertainers, sourced from local organisations and the city's cultural network.</p>
3.10	<p>Finally, the project worked extensively with Transport NI, PSNI and Translink to create a highly praised and heavily used public transport system. This included the promotion of the city's new public bike hire scheme.</p>
3.11	<p><u>Financial & Resource Implications</u></p> <p>The overall cost of the 2015 Belfast Tall Ships event was £2.3 million. In addition to the Council's £1.3 million contribution was £400,000 from Tourism NI (formerly NITB) and £100,000 from the Department for Social Development. The event also secured significant sponsorship and in-kind support from Lidl, Stena Line, Phoenix Natural Gas, Ulster-Scots Agency and BBC NI.</p> <p>It should be noted that if the project produces a surplus this will be paid back to the Council as part of the project's contract. This happened in 2009 when £70,000 was recouped. However, it will not be to the end of Period 7/8 before we get an accurate figure regarding any potential surplus can be identified.</p>
3.12	<p><u>Equality & Good Relations Implications</u></p> <p>Belfast City Council Officers worked with various partners to ensure that all sections of society in Belfast were given the opportunity to be involved with the event.</p>
4.0	Appendices – Documents Attached
	None