



Subject:	Update on the 2015 BBC Sports Personality of the Year
Date:	11 th November 2015
Reporting Officer:	Donal Durkan, Director of Development, ext 3470
Contact Officer:	Gerry Copeland, City Events Manager, ext 3412

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 is an update report for Members and follows on from details presented to Council in August and September 2015.
2.0	Recommendations
2.1	Members are asked to note the report.
3.0	Main report
3.1	Key Issues The BBC Sports Personality of the Year will take place on the 20 th December at the SSE Arena (formerly the Odyssey Arena). On the 15 th October, public tickets for the event were issued and 6,000 of these were allocated within 35 minutes, which is the fastest take up for the event since the BBC Sports Personality of the Year was taken on the road to cities and regions across the UK.

3.2	<p>In total, the event will attract an audience of around 7,000 people, with a smaller second tranche of tickets being released in mid-November. It is estimated that this iconic awards ceremony will be broadcast to an audience of over ten million viewers, via BBC's various broadcasting channels, including BBC 1, BBC Digital and BBC Radio 5 Live, thus giving the city the opportunity to present itself in a positive manner to a national audience. In addition, an outline analysis of the media value of the broadcast airtime would indicate a value of £4 million.</p>
3.3	<p>It is envisaged that the project will make a major contribution to the local economy through:</p> <ul style="list-style-type: none">- Accommodation requirements in the city- the purchasing of local services and products to support production requirements.
3.4	<p>The Council's Sports Development Unit and the BBC's 'Get Inspired Active Academy' team have also developed an extensive outreach programme (Appendix 1). To date, this outreach initiative has attracted 1,227 participants, with the schedule culminating in 'Get Inspired Active Academy' events on the 17th and 18th December at the Council's Andersonstown and Shankill Leisure Centres (Appendix 2). In total, it is anticipated that the entire programme will attract around five thousand participants, with individuals attending from schools, community groups and clubs across the city.</p>
3.5	<p>The outreach initiative also includes the Council's Sports Conference at the Clayton Hotel (formerly the Holiday Inn on Ormeau Ave), on the 14th December 2015. The conference, branded 'Get Inspired Sports Development Conference', will have a key note speaker from the BBC and will focus on:</p> <ul style="list-style-type: none">- Coaching and volunteering aspect in sport- Mental health and nutrition for sport- Funding- Club development plans- 'Question and Answer' session. <p>The conference aims to attract 150 plus delegates, from 100 plus sports clubs across the city. In addition, the BBC will also run a special sports 'Question and Answer' event closer to the awards weekend. Details of this are still to be confirmed by the BBC.</p>

3.6	<p>Financial & Resource Implications</p> <p>Council has agreed to commit £140,000 towards the Sports Personality of the Year production at the SSE Arena. An estimated economic and media analysis would project that the event would be worth £5 million to Belfast.</p>
3.7	<p>Equality & Good Relations Implications</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	<p>Appendices – Documents Attached</p>
4.1	<p>Appendix One – Get Inspired Outreach Programme</p> <p>Appendix Two – Get Inspired Active Academy</p>