



Subject:	BBC Music Festivals 2018
Date:	11 October 2017
Reporting Officer:	Donal Durkan, Director of Development
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Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
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	<p>This paper is to provide more detail on the three BBC music events planned to take place in 2018 which the committee agreed to fund through the events budget at its August meeting. The committee specifically requested that we look at the opportunities for skills and employability alongside the BBC. An update on this is provided. The three events are as follows;</p> <ul style="list-style-type: none">- BBC Radio 2 Folk Awards, Waterfront Hall, Belfast, 4th April.- BBC "The Biggest Weekend" Music Festival happening across the UK in four different locations. Northern Ireland's location will be Belfast Titanic Slipways and will happen across two days between 25th and 28th May with potential for other fringe activity. The core of the Belfast activity will be the BBC Six Music Festival.

	<p>- BBC Proms in the Park, Titanic Slipways, 8 September.</p> <p>These events will raise the profile of Belfast in the lead up to the European Capital of Culture decisions.</p>
2.0	Recommendations
2.1	<p>Members are asked to</p> <ul style="list-style-type: none"> • Note the contents of this report.
3.0	Main Report
3.1	<p>Details of the above projects were presented and agreed by Members at August's City Growth and Regeneration Committee.</p>
3.2	<p>It is intended that the Council will work with the BBC on the promotion of all three projects, the first of which would be the 'BBC Radio 2 Folk Awards' in April 2018. The Awards are nationally recognised as the annual celebration of folk music in Britain and Ireland. They celebrate outstanding achievement during the previous year within the field of folk music, with the aim of raising the profile of this music genre. The event attracts significant national and international media attention and is broadcast live on the BBC Radio 2 network and via the BBC online digital network. The Awards Ceremony, including live performances, will also be filmed for transmission on BBC Television. The Ceremony also generates a significant amount of multi-platform and social activity and traffic giving high profile to the event. The venue for the Awards Ceremony will be the Belfast Waterfront.</p>
3.3	<p>The second of the agreed events is the 'BBC Six Music Festival' as part of the BBC's planned 'The Biggest Weekend'. 'The Biggest Weekend' will be the largest commitment to music that the BBC will make in 2018 and indeed one of its biggest ever events to be staged across the entire country. This project would see four days of live music across Scotland, England, Wales and Northern Ireland (Northern Ireland will stage two days at The Slipways for local audiences on the ground and elements of which will be for national and local broadcast). The event in Northern Ireland is comparable to the BBC Radio One Big Weekend which was held as part of the Derry~Londonderry Year of Culture in 2013. However, the demographic of the audience for Six Music is slightly different to that of Radio 1. It is projected that the event will attract significant local, national and international media attention. Elements of the Belfast concerts will be broadcast live and relayed to millions of listeners and viewers across a variety of BBC channels and platforms; TV, Radio, Online, etc.</p>

3.4	<p>The third event would see the return of the BBC's Proms in the Park concert to Belfast. This event has previously attracted over 11,000 people with up to 75,000 applications for tickets making it one of the most popular events in the annual calendar. It is proposed that the live broadcast concert would be staged at the Titanic Slipways and the event would link to national and international audiences across multiple BBC broadcast platforms. This annual event attracts significant national and international media attention for what is the last night of the world's largest classical and crossover music festival. 'Proms in the Park' is a significant element to the Last Night Of The Proms live broadcast which is watched by millions of people within GB and Northern Ireland. The broadcast takes places on a myriad of BBC channels with Northern Ireland being showcased on BBC1 Network, BBC2 Network, BBC4 Network, BBC Red Button Network and BBC Online as well as BBC NI and BBC Radio Ulster. The broadcast also attracts a huge audience through BBC iPlayer and other social media outlets. The event not only brings international stars to Belfast but also programmes content which is culturally significant to Belfast and Northern Ireland</p>
3.5	<p>Additionally Officers have engaged with the BBC on how these projects could assist the Council with regard to its Employability and Skills priorities as outlined within the Belfast Agenda and Employability & Skills Framework. Key areas of focus include addressing educational inequality and supporting young people's access into the world of work; it is therefore the intention of the Council to coordinate with the BBC in regard to the following programmes of activity being delivered by the Council:</p> <ul style="list-style-type: none">- Employer Engagement Initiatives, which aim to create better connections between employers and local schools. Through this initiative, employers can provide work experience to local schools as well as engaging in a range of other activities including hosting site visits, attendance at careers events, mentoring young people etc. This initiative could be utilised by the BBC to create linkages with local schools across a number of areas, as outlined above. The Council will work with the BBC to provide a number of meaningful work experience opportunities which can be targeted towards local schools and/or individuals who may be unemployed. For this to be effective, Officers would need to confirm with the BBC the following: the number of work placement opportunities they can provide; the expected duration of work placements; the timing of placement opportunities and the operational areas of work experience opportunities.- Digital Skills Programme: This is a new initiative being launched by the Council working with local schools to develop the digital skills of teachers and students. Officers will look at opportunities for the BBC to add value to this new initiative through the provision of careers/educational resources or volunteering of BBC staff at workshops etc.

- Princes Trust Get Started Programme: Later this year, the Council will be supporting the delivery of a Get Started Digital Skills programme targeting young people (aged 18-30 years old) who are disengaged from mainstream support. The purpose of this will be to positively engage young people around a common theme; in this case, Digital Skills. The participants will engage in a week-long programme of intensive activity on this theme and will have access to three months of follow up support to help them positively progress into training and/or employment. Again, Officers will work with the BBC to engage in this programme through the delivery of the one week programme or providing work experience opportunities for young people.

3.6 Finally, there are also plans for the delivery of Industry Insight events (possibly creative/digital sector session), which will be targeted at young people citywide. As stated, the above are an outline as to how the Council will work with the BBC in the Employability and Skills area. Therefore, Officers will engage with relevant personnel from the BBC team to determine what would be possible taking into account the BBC's operational capacity, timings, insurance liability, legal issues, etc., with the final programme forming a contractual agreement as part of the Council's funding of the 2018 projects.

3.7 In addition to the above details, the BBC would extensively promote all three projects across all of its multi-media platforms, nationally and internationally. The value of this promotion could be in excess of £11 million (this estimate is based on Glasgow City Council's joint staging of BBC Six Music in 2017). Overall, the three events are in line with the strategic ambition set out within the Belfast Agenda, the Council's International Framework and Place Positioning Strategy, as these events and the audience reach will help to position and promote Belfast as a great place to visit, study, invest and live. Alongside the BBC promotional support, the Council will work alongside Visit Belfast, Tourism NI and Tourism Ireland to market the projects to both domestic and national audiences. It is also estimated that the total cost of all three projects, to the BBC, would be £1 million. The BBC also expect the audience for all three projects to be around 50,000, with a possible economic return of £3.8 million – a figures based on previous BBC Radio One Big Weekend events. Finally, the BBC will seek to engage, as per previous years, with local suppliers as and where the need can be met. Local suppliers will be sought in a variety of areas including, event infrastructure which will generate very significant monetary value to the local economy. The BBC will also be utilising local suppliers within the hospitality sector, not only for commercial opportunities within the events but also significant spend in hotel nights etc., pre, post and during all three events.

3.8	<p><u>Equality & Good Relations Implications</u></p> <p>As with all major public facing cultural projects, these events have the potential to bring together people from a wide range of backgrounds and therefore promote good relations in the city and across Northern Ireland.</p> <p><u>Financial & Resource Implications</u></p> <p>The total Council commitment to all three projects: BBC “Radio 2 Folk Awards”; “The Biggest Weekend” and the BBC “Proms in the Park” is £200,000, with the total cost of all three projects, to the BBC, estimated at circa £1 million. This budget allocation is already agreed by the committee as part of next year’s normal events unit budget. Members are asked to note that the BBC will also operate a ticketing fee, but the cost structure would be based on a socially accessible ticketing price, that will offer value for money.</p>
4.0	Appendices – Documents attached
	None