



Subject:	Request for Events and Festivals Funding 2018/19
Date:	8 November 2017
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Lisa Toland, Head of Economic Initiatives and International Development

<b>Restricted Reports</b>	
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"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

<b>Call-in</b>	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of Main Issues</b>
1.1	<p>The purpose of this report is to inform members of the request for funding for five events and festivals which are planned for the 2018/19 financial year. The events are as follows:</p> <ul style="list-style-type: none"><li>• EastSide Arts Festival – August 2018</li><li>• CS Lewis Festival – November 2018</li><li>• Belfast Tattoo – September 2018</li><li>• First World War Commemorative Concert – 11 November 2018</li><li>• “Every Day Remembered” – Various dates throughout 2018 (mainly in November).</li></ul> <p>Finance for these programmes are not available within core departmental budgets at this</p>

<p>1.2</p> <p>1.3</p>	<p>stage. Therefore, if Members wish to support them they will have to be considered by SP&amp;R as part of the consideration of the in-year allocations at the half or year-end periods. A number of additional events for 2017/18 were funded this way</p> <p>A list of other events for 2018/19 to go to SP&amp;R in November (as part of the half year report) have already been through this committee.</p>
<p><b>2.0</b></p>	<p><b>Recommendations</b></p>
<p>2.1</p>	<p>The Committee is asked to:-</p> <ul style="list-style-type: none"> <li>• Consider whether to refer the requests for funding to the Strategic Policy and Resources Committee with a recommendation to the Committee that priority is given to the named events and festivals when considering in-year reallocations based on the half year financial position.</li> <li>• Note that if this is agreed the events set out in this report would be added to the previous list.</li> </ul>
<p><b>3.0</b></p>	<p><b>Main Report</b></p>
<p>3.1</p> <p>3.2</p>	<p>As Members will be aware, Festivals and Events International (FEI) Consultants have been appointed to develop an Events and Festival Strategy. This will be completed by December 2017 and a draft report outlining the broad direction of travel is on the agenda for this evening's meeting. Given that any decisions made will take a while before they can be implemented, 2018/19 will effectively be a transition year for events and festivals support within the Council.</p> <p>Investment in events and festivals can help strengthen the profile of the City as a culturally vibrant destination, thus supporting the Belfast Agenda and also aligning well with the current bid for European Capital of Culture in 2023. They also reinforce the commitment to build the City's cultural profile and showcase its creative talent. It is considered that support for the events and festivals noted in this report will make an overwhelmingly positive contribution towards the promotion of Belfast and its cultural offer and will generate significant economic return by virtue of additional visitor spend. It will also help to create a positive profile of the City as a culturally vibrant location with a rich musical heritage in line with the new city narrative. In addition, given that the majority of the events will take place outside of the core tourist period, they will offer an opportunity to encourage additional visitors to Belfast out of season, thereby encouraging additional spend in the City.</p>

3.3	<p>At the August 2017 meeting of the City Growth and Regeneration Committee, Members agreed to approve an allocation of £200,000 towards a programme of BBC-led music events including the Folk Awards and a Big Music Weekend. Officers advised of a number of additional culture and music-focused events which were in the pipeline for 2018/19 and which would require Council support to proceed. These are:</p> <ul style="list-style-type: none"> <li>• Féile an Phobail – financial request of £180,000 towards the August 2018 event</li> <li>• Oher Voices – financial request of £40,000 towards the October 2018 event</li> <li>• Gradam Ceoil – financial request of £50,000 towards the February 2019 event.</li> </ul>
3.4	<p>The Committee agreed to refer the funding requirement for these three events to the September meeting of the Strategic Policy and Resources Committee with a request to give priority to these events and festivals when it is considering in-year allocations at the half or year-end periods. The Committee acceded to this request.</p>
3.5	<p>Since that time, a number of additional events have been identified, all of which align well with the Council's priorities and which offer the potential to showcase Belfast as a vibrant and diverse cultural city. These events are detailed below.</p>
3.6	<p><u>Overview of Events Seeking Council Support</u></p> <p><b>EastSide Arts Festival</b></p> <p>EastSide Partnership has been developing, supporting and delivering arts events in the east of the city since 2012, more recently under the EastSide Arts brand. Efforts have been made to link this arts activity with the developing tourism activity in this part of this City. This work has been endorsed and supported by the Council through its Community Tourism investment. The Partnership oversees two major events: EastSide Arts Festival in August each year and CS Lewis Festival in November.</p>
3.7	<p>For EastSide Arts Festival, there are plans to grow the festival next year. These include:</p> <ul style="list-style-type: none"> <li>• Undertaking additional programming at the new public / event space at CS Lewis Square, with the potential to attract both larger audiences and to create more of a festival atmosphere with the mix of large and smaller events happening together in the same overall space</li> <li>• Given that 2018 is the 250<sup>th</sup> anniversary of circus, there are plans to build a programme around this theme, in partnership with Tumble Circus, following a successful smaller scale 'pilot' this past year</li> <li>• Co-programming with Féile an Phobail will continue to develop, following some testing of this approach in 2017. Given that EastSide Festival and Féile run at around the same time, there are plans to do so again in 2018, as they celebrate their 30<sup>th</sup> anniversary. This</li> </ul>

complements shared plans for cross city co-operation on tourism via EastSide Tourism & Fáilte Feirste Thiar where Belfast can be presented as a 'shared city' for incoming tourists. This will also help the communities to feel the economic benefit of the growing tourism industry in the city.

3.8 A funding request of £40,000 has been made to enable EastSide to host a newly commissioned circus programme in a Big Top in CS Lewis Square and to build a strong music programme each night in the same venue.

3.9 **CS Lewis Festival**

The proposal for 2018 is to grow the number of overseas visitors engaging in the festival. In order to do so, the following activities are proposed:

- Appoint (short term contract) an experienced Festival Director to plan, design and deliver the festival programme
- Attract a major event, with both commercial potential and international appeal
- Utilise CS Lewis Square and the adjacent JACK facility at the core of the programme
- Introduce a residential 'winter school' element, based in a local hotel, and targeted primarily at the US market, using existing contacts and channels such as Tourism Ireland.

3.10 The financial request to the Council is for a financial allocation of £40,000 to deliver on the organisers' ambitions – particularly in terms of attracting overseas audiences.

3.11 **Belfast Tattoo**

The Belfast Tattoo takes place annually in the City as a celebration of Ulster-Scots culture. The event has taken place in the SSE Arena over the past number of years and, in 2017, it attracted bands from Germany, Spain and Italy in 2017.

3.12 The event is now recorded and broadcast by BBC Northern Ireland, with viewing figures in its first year of 120,000 viewers.

3.13 The 2018 event, which is currently being planned, will attract bands from across Europe and the UK. The costs associated with hosting the event are in the region of £460,000. In order to develop the event and to maximise engagement, the organisers have requested a contribution of £25,000 from Belfast City Council towards the overall event budget.

3.14 **First World War Centenary Commemoration event**

The proposal for this event is to hold a commemorative concert to mark the Centenary of the

	<p>Armistice on 11 November 2018. This concert would be a central element of the Northern Ireland commemoration of the First World War including Remembrance Service at Belfast City Hall in the morning and Commemorative Service in Belfast in the evening.</p>
3.15	<p>The concert will commemorate the end of the war by looking across the whole period from 4 August 1914 to 11 November 1918. It would cover events both at home across Ireland and abroad, including the Somme and the Easter Rising. The principal focus will be on the 36<sup>th</sup> Ulster Division, but will also encompass the 10<sup>th</sup> and 16<sup>th</sup> Irish Divisions. The themes will be Remembrance and Reconciliation and these will be expressed through a series of cultural acts and historical presentations. The concert will be delivered in a 2-hour live set from 2pm-4pm on 11 November. The likely venue is Belfast Waterfront with attendance set at 1,500 people.</p>
3.16	<p>The concert will have one headline act accompanied by a number of well-known local acts and community groups. The acts will be a mixture of singers (solo and choirs), music (military, Irish and Ulster Scots traditional folk, marching bands) and recitals (from poetry and plays). The programme will tell the story of the war, with a focus on the local angles.</p>
3.17	<p>It is proposed that the concert will attract 500 delegates from outside Belfast, with 1,000 tickets ring-fenced for city residents. The costs associated with hosting the event are in the region of £35,000 and this is the extent of the financial request from Belfast City Council.</p>
3.18	<p><b>Every Day Remembered</b></p> <p>As above, this proposal aims to mark the fact that 2018 is the centenary of the end of WW1. It involves a series of events and activities which will ensure city-wide participation and be rooted in local communities. A key principle underpinning 'Every Day Remembered' will be that each activity is designed to ensure that there are opportunities for capacity building, ongoing learning and maximum local involvement.</p>
3.19	<p>Details of the programme are still being finalised. At this point, it is proposed that activities will be based around five inter-related key themes, namely:</p> <ul style="list-style-type: none"> <li>• <u>Impact of the War</u>: this will involve the facilitation of at least 10 groups to research a specific Street and trace how WW1 impacted the residents. Training will be provided by PRONI and access will be given to resources such as the newspaper archive. The costs associated with this element are £21,900</li> <li>• <u>Highlighting Contributions to WW1</u>: this will be a Belfast-based exhibition looking at Irish men and women that were involved in the war. It is expected that the exhibition will</li> </ul>

	<p>attract up to 4,000 visitors. There will also be a series of talks looking at the involvement of other nationalities and religions in the war, including Sikhs and Muslims. Costs associated with these activities are likely to be in the region of £18,700</p> <ul style="list-style-type: none"> <li>• <u>Reality of Coming Home</u>: It is proposed that this will be a community drama based on the story of a Belfast soldier returning from war. The drama will be performed at up to three venues across the city and will attract 600 attendees. The costs associated with this element will be around £19,200</li> <li>• <u>11th Hour of the 11th Day of the 11th Month</u>: This will involve a series of locally planned and delivered Remembrance events. There will be a focus on working with young people in particular through involvement with youth groups and community organisations. The costs associated with this element will be around £34,440</li> <li>• <u>Reflection and Legacy of WW1 Commemoration</u>: This will involve a major commemoration concert to be attended by 900 people, as well as promotion and media around the wider programme of events taking place. The total budget for this activity will be £44,600.</li> </ul>
3.20	<p><u>Equality and Good Relations Implications</u></p> <p>These events and festivals will all be equality proofed and there will be a significant complementary suite of outreach and engagement programmes open to all communities.</p>
3.21	<p><u>Financial and Resource Implications</u></p> <p>The financial support required from Belfast City Council for each initiative is as follows:</p> <ul style="list-style-type: none"> <li>• EastSide Arts Festival: £40,000</li> <li>• CS Lewis Festival: £40,000</li> <li>• Belfast Tattoo: £25,000</li> <li>• First World War Commemorative Event: £35,000</li> <li>• Every Day Remembered: £138,840.</li> </ul>
3.22	<p>In total £278,840 additional funding is required to support these events. Strategic Policy and Resources Committee would ultimately need to make any funding decision when considering the half year finance report.</p>
4.0	<p><b>Appendices – Documents Attached</b></p>
	<p>None.</p>