



Subject:	Ciclovia 2018
Date:	7 th March 2018
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Lynda Bailie, Development Department

Restricted Reports

Is this report restricted? Yes No

If Yes, when will the report become unrestricted?

After Committee Decision

After Council Decision

Some time in the future

Never

Call-in

Is the decision eligible for Call-in? Yes No

1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of this report is to advise Members of the upcoming Ciclovia 2018 event taking place in Belfast in the Autumn of 2018. Members will recall that Belfast's first Ciclovia took place in October 2015, with a contribution from Council of £15,000. The event also took place in October 2016 and September 2017, with a contribution from Council of £10,000 each year. Members are now asked to consider funding of £10,000 to support the 2018 event which has been allocated within the departmental revenue estimates.

2.0	Recommendations			
2.1	<p>Members are asked to:</p> <ul style="list-style-type: none"> • Note the update on the upcoming Ciclovía 2018 event (Autumn 2018). • Approve allocation of £10,000 from the existing Development Department budget to support the Belfast Ciclovía 2018 event. 			
3.0	Main report			
3.1	<p><u>Background</u></p> <p>Ciclovía is an international health and community based initiative which closes a part of the City to traffic on a given day, for a specific period of time, in which cyclists are given the opportunity to ride through the traffic free zone of the City. It is designed to give the public ownership of their City, to encourage family participation, to encourage healthier lifestyles and to encourage and engender community spirit. Ciclovía events happen worldwide including cities such as Brussels, Paris, Auckland, New York, Rio de Janeiro and Bogota.</p>			
3.2	<p>Following the successful delivery of Ciclovía Belfast over the last two years, planning is now underway for the 2018 event. The first Ciclovía Belfast event was held in Autumn 2015. It attracted over 1,500 participants. The 2016 and 2017 events doubled the participant numbers to more than 3,000 people. Based on surveys with participants, 80% of those taking part were found to be casual cyclists and around 50% were physically inactive. Ciclovía Belfast has quickly become established as an important event on the local calendar as well as now being recognised around the world as a ground breaking initiative which reflects very positively on Belfast as a city.</p>			
3.3	<p>Since its inception, the event has been delivered in partnership with a number of funding, delivery and media partners including:</p> <table border="1" data-bbox="316 1664 1500 2016"> <tr> <td data-bbox="323 1675 906 2016"> <ul style="list-style-type: none"> • Belfast Bikes Scheme • Belfast City Council • Department of Infrastructure • Public Health Agency • PSNI • Transport NI • Sustrans </td> <td data-bbox="914 1675 1492 2016"> <ul style="list-style-type: none"> • VC Glendale Cycling Club • St Johns GAA Club • Finaghy FC • Community Multi Sport • NI Greenways • IFA • McConvey Cycles </td> </tr> </table>		<ul style="list-style-type: none"> • Belfast Bikes Scheme • Belfast City Council • Department of Infrastructure • Public Health Agency • PSNI • Transport NI • Sustrans 	<ul style="list-style-type: none"> • VC Glendale Cycling Club • St Johns GAA Club • Finaghy FC • Community Multi Sport • NI Greenways • IFA • McConvey Cycles
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	<ul style="list-style-type: none"> • Belfast Community Circus • Greater Village Regeneration Trust • Lower Ormeau Residents Action Group • South Belfast Partnership • Crescent Art Centre • Ulster Youth Orchestra • Phoenix Cycling Club • F.O.R.S. 	<ul style="list-style-type: none"> • Mech Monkey • LORAG • RAMPAGE • NI Commonwealth Games Council • Eastside Arts / Partnership • NI Bowls Association • NI Badminton Association • Connswater Community Greenway • Belfast Bike Repairs
3.4	<p>The event has had a direct economic impact on the businesses that are located on or near the route. Feedback from retail units and hospitality facilities reported significant increases in trade on the day. It is estimated that 40% of participants spent £10+ and 15% spent £20+ during the morning of the 2017 event.</p>	
3.5	<p>The event also attracts significant media attention in the run up to and on the day of the event, showcasing the city. This activity includes: launch photography; social media activity; broadcast interviews; web activity; flyer distribution and banners in key areas etc. The activity appears on key media platforms such as BBC Newslines; ITV Regional News; The Irish News; The Belfast Telegraph; The Newsletter; The Daily Mirror; NI4Kids; Belfast Live; Love Belfast; as well as the Ciclovía Website, Facebook and Twitter accounts. The estimated reach of this media activity is in excess of 700,000. (The full Ciclovía 2017 Media Evaluation Report will be distributed to Members at Committee).</p>	
3.6	<p>The event is now centrally linked to the wider cycling activity programme across the City. It builds on the relationships with those agencies that have a cycling specific brief and links the Council's own Local Development Plan in terms of cycling provision across the city with the Department of Infrastructure's Cycling Unit work.</p>	
3.7	<p>Given some of the central principles of the Belfast Bikes Scheme is to create an accessible city, as well as supporting healthier lifestyles, it is proposed that officers work with the event organisers to link the event to the Belfast Bikes Scheme. This can form part of the ongoing drive to increase the number of subscribers to the scheme.</p>	
3.8	<p>The event has direct alignment to a number of Council priorities as set out in the Belfast</p>	

	<p>Agenda. These include measures to reduce health inequalities, improve the transport infrastructure and invest in the city and its neighbourhoods.</p>
3.9	<p>On this basis, it is proposed that the Council makes a contribution of £10,000 towards the costs of the event which could include: marketing and PR; road traffic management; medical cover; security; entertainment procurement; and volunteering. Officers will ensure that data is captured in respect of the qualitative and quantitative aspects of the experience for participants and businesses alike.</p>
3.10	<p><u>Financial & Resource Implications</u></p> <p>It is proposed that Council sponsorship of £10,000 is provided towards the costs of running the event. This funding has been set aside in Departmental budgets for 2018/19 that have already been approved by this Committee.</p>
3.11	<p><u>Equality or Good Relations Implications</u></p> <p>No specific equality or good relations implications.</p>
4.0	Appendices – Documents Attached
	None