



<b>Subject:</b>	Belfast City Marathon
<b>Date:</b>	27 June 2018
<b>Reporting Officer:</b>	John Greer, Director of Economic Development, ext 3470
<b>Contact Officer:</b>	Gerry Copeland, City Events Manager, ext 3412

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>If YES, when will the report become unrestricted</b>	
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>	
<b>Is the decision eligible for Call-in</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report</b>
1.1	This is a follow up report from the City Growth and Regeneration meeting of the 21 February in regard to the Belfast City Marathon Limited (BCM) seeking Council's support for changes to the Belfast City Marathon. These changes are as follows: <ul style="list-style-type: none"><li>- a new course from 2019 and onwards as per Appendix 1</li><li>- for the event to move to a Sunday from 2019 and onwards</li></ul>
<b>2.0</b>	<b>Recommendations</b>
2.1	The Committee are requested to recommend: <ul style="list-style-type: none"><li>- Support the Belfast City Marathon Limited in regard to proposed changes to the</li></ul>

	<p>course and for the event to be staged on a Sunday from 2019 and onwards. Members are reminded that the Belfast City Marathon Limited is a free standing, legally constituted organisation that has no legal connection to Belfast City Council, other than funding current arrangements.</p>
<b>3.0</b>	<b>Main Report</b>
3.1	<p>Support for the change in the race day originated from a request from the Belfast Chamber of Trade and Commerce (BCTC). BCTC indicated that trade, due to the Bank Holiday Monday Marathon, is greatly impacted, with figures indicating normal trading operating half of a normal Monday's business – in fact BCTC have put forward that the first May Bank Holiday should be a significant trading day. BCTC also expressed the view that a move to a Sunday race would increase visitor numbers, while allowing the vast majority of retailers to open as normal at 1.00pm. They also expressed the view that vast majority of international marathons are held on a Sunday, a day, which BCTC feel, would attract a greater number of international competitors. Therefore, Members are asked to note the two draft proposed courses within Appendix 1 are based on Sunday race day. Additionally the suggested routes have been created to address issues raised by Members at February's City Growth and Regeneration meeting.</p>
3.2	<p>Both the proposed routes now include the Ormeau Road and a finish at the Ozone Centre within Ormeau Park, while both courses start at Stormont. The twenty-six mile/forty-two kilometre race also moves further into both North and West Belfast, with both proposed courses taking in the Waterworks Park.</p>
3.3	<p>The suggested routes have been developed in conjunction with the Police Service of Northern Ireland, the Department of Infrastructure (Roads), Translink and Athletics NI, with the Belfast City Marathon having some engagement with churches to date. However, if Members support the change of day, and new course, it would be the intention of the BCM to undertake an extensive round of public consultation. This process would also be required to enable the event organisers to apply for permission to close the route to traffic based on the Road Traffic Regulation (Northern Ireland) Order 1997, managed by the Council.</p>
3.4	<p>The BCM are also in negotiations with GLL in regards to charges levied for the utilisation of the Ozone Complex/Ormeau Park and how the other Council owned, but GLL operated, leisure facilities around the route can connect to the event. The Marathon company have also been liaising with the Police Service of Northern Ireland concerning their input and support for the event. The Police Service of Northern Ireland have indicated that there would be no policing charges with the proposed move to a Sunday event – thus avoiding Bank Holiday staff costs if the event were to continue on the Monday. However, the Police</p>

<p>3.5</p> <p>3.6</p> <p>3.7</p>	<p>Service of Northern Ireland have indicated that the number of personnel would be reduced. This means additional stewarding will be required.</p> <p><u>Financial &amp; Resource Implications</u></p> <p>The budget, for either of the new proposed routes will roughly be the same, although there will be a significant increase in costs as more stewards will be required and additional traffic management arrangements will be needed. This latter point is inline with the need to manage the event within the confines of the new Council managed Prohibition or Restriction of Use of Public Roads: Special Events legislation (Road Traffic Regulation (Northern Ireland) Order 1997).</p> <p>The overall cost of staging of the Belfast City Marathon will rise from £600,000 to just under £650,000. Given this increase BCM are looking to the Council to upscale its contribution to the event in order to cover the indicated shortfall in 2019. Details of this request will be brought back to Committee, at a later date, for Members to consider within the context of other financial requests presented to Council.</p> <p><u>Equality &amp; Good Relations Implications/Rural Needs Assessment</u></p> <p>The BCM event is open to all and as such has the potential to promote good relations &amp; equality by bringing together people from a wide range of backgrounds. There are no perceived Rural Needs implications connected to this project.</p>
<p><b>4.0</b></p>	<p><b>Appendices – Documents Attached</b></p>
<p>4.1</p>	<p>Appendix 1 – Proposed Amended Belfast City Marathon Route Maps</p>