



Belfast
City Council

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| Subject: | Cultural Strategy – Update on International Events |
| Date: | 6th November, 2019 |
| Reporting Officer: | John Greer, Director of Economic Development |
| Contact Officer: | Gerry Copeland, City Events Manager |

Restricted Reports

Is this report restricted? Yes ☐ No ☒

If Yes, when will the report become unrestricted?

After Committee Decision ☐

After Council Decision ☐

Sometime in the future ☐

Never ☐

Call-in

Is the decision eligible for Call-in? Yes ☒ No ☐

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| 1.0 | Purpose of Report/Summary of Main Issues |
| 1.1 | The purpose of this report is to provide the Committee with an update on planned and possible future commitments with regard to International Events. |
| 2.0 | Recommendations |
| 2.1 | <p>The Committee is requested to:</p> <ul style="list-style-type: none"> i. note the requests for funding; ii. note that the resources to support these requests are not available within the existing Departmental budgets; and |

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| | <p>iii. agree to refer any agreed funding requirement to the Strategic Policy and Resources Committee, with a request to give priority to these requests when considering in year re-allocations.</p> |
| 3.0 | Main Report |
| 3.1 | <p><u>Background</u></p> <p>Members will be aware that, at the special meeting of the Committee in August, the new ten-year cultural strategy for Belfast, <i>A City Imagining 2020-30</i> was agreed. <i>A City Imagining</i> sets out a long-term commitment to facilitating a new integrated phase of culture-led development for Belfast. The strategy brings together the culture, events and tourism functions within Council as well as identifying areas of cross-departmental working and opportunities for collaboration with external partners to support the Belfast Agenda.</p> |
| 3.2 | <p>In line with the Cultural Strategy, there is an intention to create strong international connectivity that supports the delivery of the Belfast Agenda and is in keeping with the priority themes and areas of focus. As part of this process, the Council has made commitments to support a number of internationally/nationally competitive events which move to various cities. These events were not considered as part of the Cultural Strategy Funding proposal given the high level of uncertainty as to whether they would actually progress beyond bid stage and ultimately be successful in those processes. These include:</p> <p><u>2021 UEFA Super Cup (winners of the 2021 UEFA Champions League versus winners of the 2021 UEFA Europa League)</u></p> |
| 3.3 | <p>In January 2019, the Committee agreed to provide support for the Irish Football Association's bid to host the 2021 UEFA Super Cup. It was further agreed that a report was to be brought back to a future meeting of this Committee to update members on progress, including details on the financial implications of hosting the event. Members will be aware that, in early October 2019, it was announced that Belfast has been successful in securing the 2021 UEFA Super Cup event. The requested contribution from Council is £200,000. This funding would need to be in place for the start of the 2021/2022 financial year.</p> <p><u>2021 FIA World Rally Championship</u></p> |
| 3.4 | <p>In January 2019, the Committee agreed to provide support to the Circuit of Ireland Rally in their bid to stage this event. Initially the event was to be staged in 2020 but the organisers have requested that this is postponed. Members should note that Tourism NI are still evaluating this event, therefore there is no certainty on the event being staged or</p> |

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| | <p>in which year it may take place. An update will be brought back to a future meeting of this Committee to update members on progress. No financial contribution has been requested nor agreed.</p> <p><u>Additional Requests</u></p> |
| 3.5 | <p>In addition to these commitments which had been previously reported to Committee, there has been a further request to Council to make a financial contribution to the 2020 UEFA Men's Under 19 Euro Championship.</p> |
| 3.6 | <p><u>2020 UEFA Men's under 19 Euro Championship</u></p> <p>The Irish Football Association (IFA) has engaged with the Council to ask for assistance in staging the 2020 UEFA Under 19 Men's Euro Championship. The costs associated with hosting the event are likely to be in the region of £2million and the IFA has asked the Council to make a contribution of £150,000 towards the overall costs. The IFA estimates that the tournament will have a £9 million direct economic benefit on the host region, £6.75m for Belfast and £2.25m for surrounding region, with main expenditure on accommodation and participant attendance. Council officers were not involved in the bidding process and, as a result, there has not been any engagement to identify where the Council's possible support could be drawn from and hence no financial planning. Given the lack of early engagement and absence of identified finance, it is recommended that this is not considered as part of any potential funding allocation from the Council towards this event. This event will happen irrespective of Council intervention or support.</p> |
| 3.7 | <p>It is however recommended that the Committee should consider providing in-kind support to the IFA in terms of training facilities etc. for visiting teams.</p> |
| 3.8 | <p><u>Financial and Resource Implications</u></p> <p>The financial support required is as follows:</p> <ul style="list-style-type: none"> - 2021 UEFA Super Cup £200,000 - should the Committee agree, in principle, to fund the 2021 UEFA Under 19 Men's Euro Championship there will be further financial support of £150,000 required. (It has been recommended that this is not considered for funding, given the lack of involvement and engagement around the bid) |
| 3.9 | <p>No other budgets exist to fund these international events and it is recommended that the Committee agrees to refer any financial support agreed to the Strategic Policy and Resources Committee to give priority to the funding of the international events when considering any in-year re-allocations.</p> |

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| 3.10 | <p><u>Equality or Good Relations Implications/ Rural Needs Assessment</u></p> <p>The cultural strategy, <i>A City Imagining</i> has been subject to an Equality Impact Assessment (EQIA) and a Rural Needs Assessment (RNA). Any further investment or significant programmes will include equality screening as appropriate.</p> |
| 4.0 | <p>Documents attached</p> <p>None</p> |