



Title of Report:	Halloween Events – Coleraine 2023
Committee Report Submitted To:	Leisure & Development Committee
Date of Meeting:	17 October 2023
For Decision or For Information	For Information
To be discussed In Committee	No

Linkage to Council Strategy (2021-25)	
Strategic Theme	Promote our tourist offering both locally and international.
Outcome	Improve prosperity. Provide a balanced portfolio of major events across the Borough and facilitate partnership with other event promoters.
Lead Officer	Tourism Events Manager Head of Tourism and Recreation

Budgetary Considerations	
Cost of Proposal	£23,000 circa
Included in Current Year Estimates	YES
Capital/Revenue	Revenue
Code	
Staffing Costs	

Legal Considerations	
Input of Legal Services Required	Tbc
Legal Opinion Obtained	NO

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	Yes/No	Date:
	EQIA Required and Completed:	Yes/No	Date:
Rural Needs Assessment (RNA)	Screening Completed	Yes/No	Date:
	RNA Required and Completed:	Yes/No	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	Yes/No	Date:
	DPIA Required and Completed:	Yes/No	Date:

1.0 Purpose of Report

To update Elected Members on the requirement to make significant changes in the operational delivery of the Coleraine Halloween event format for Friday 27 October 2023.

2.0 Background

At the February 2023 Leisure and Development Committee, Elected Members were presented with proposals for the Council-Led Tourism Event programme for 2023-2024. The proposed dates and budget for Seasonal Halloween events were approved as follows:

Coleraine	-	Friday 27th October
Limavady	-	Saturday 28th October
Ballycastle	-	Monday 30th October
Ballymoney	-	Tuesday 31st October
Total budget	-	£75,840

3.0 Planning

As part of the review and planning process for Halloween event delivery for 2023, the Tourism Events Team identified a number of issues that need to be addressed. A major reoccurring issue with the Coleraine event was the requirement to cancel events, due to prevailing wind conditions at the Rugby Avenue site.

Over the last number of years, the playing fields at Council's Rugby Avenue site has been used for the evening entertainment and fireworks display. The site however does present significant operational challenges with the strong possibility that the fireworks cannot proceed due to the location of the firing point and prevailing wind conditions. In 2022 Council had to cancel the fireworks display on the evening. On other occasions firework displays at this location have resulted in cancellations or significant display reductions due to excessive winds adjacent to a dual carriageway.

With the prevailing wind from the southwest, and with the time of year, there is a strong possibility that Council would have to cancel again in 2024, hence the Tourism Events Teams efforts to look at suitable alternative sites.

Council Officers have had discussions with the University who have been very receptive to the idea of working with Council on the evening entertainment element of the event. The University site is much bigger and also allows ample car parking with over 2,000 parking spaces and greater hard standing, as well as facilities for accommodating a shuttle service if required. The Events team is looking into a number of activities in conjunction with the BID team for Coleraine Town Centre in the afternoon.

4.0 Proposed Activities

Below is a synopsis of the programme of activities proposed:

Draft Programme for Halloween in Coleraine

ACTIVITY EVENT	TIME
Coleraine BID: Pumpkin Patch, Halloween Stump and Halloween Performers throughout Coleraine Town Centre	1-5pm
Amusements	5pm – 10pm
Quiet Time for Children with Additional Needs	5.30pm – 6.30pm
Live Music	7pm – 8.30pm

Fire Poi, Halloween Performers, Haunted Trail	6.30pm – 8.30pm
Fireworks Display	8.30pm- 8.45pm
Live music continues after fireworks display	8.45pm – 9.30pm
Event Close	10pm

Transport to the evening venue at the University is being scoped with Translink and will likely take the form of double deck buses from The Mall town centre car park to a drop off location before the Sports campus of the University. The service will commence 30 minutes prior to University gates opening and up to one hour after the event.

5.0 Next Steps

Working with the Coleraine BID Team and the Estates Management Team at the University, the Tourism Events Team will deliver Halloween festivities for Coleraine in both the Town Centre and the University site on Friday 27 October 2023. The post-event review will determine the success of this new arrangement and potentially look for opportunities where greater collaboration and input from the University can take place in future years.