

Causeway Coast and Glens Borough Council

To: Leisure & Development Committee

Destination Management Strategy

13th October 2015

For Decision

Report to Committee

Linkage to Interim Corporate Plan	
Strategic Themes	Prosperity Cohesive Community
Lead Officer	Peter Thompson – Head of Tourism and Recreation
Cost: (If applicable)	£34,000 - £44,000 (In annual revenue budget)

The Purpose of this report is to present the planning for Halloween and proposals for Christmas events for consideration by Members.

Background: Halloween and Christmas Events Recommendations 2015

This report outlines proposed event activity for Halloween and Christmas managed by Causeway Coast and Glens Borough Council.

Within the new Council's first year of operation and in advance of any review regarding management and delivery of the Tourism and Recreation Service approach to events, officers are recommending that generally a similar format is taken to that of the Legacy Councils in 2014. This report therefore presents an interim position. The options presented precede a policy approach being developed and approved by Council for 2016 and beyond.

Proposed Events for Halloween:

Ballycastle: On Saturday 31st October Ballycastle will host a Halloween themed fancy dress parade departing 7.15pm from Dalriada Hospital to the Seafront. A fancy dress competition, fire poi demonstration, stilt walkers, a ghost tall ship and a giant witch will weave through town to the Seafront. Music will be provided at the seafront from 7pm by DJ Jake. The event concludes with a fireworks display at 8pm.

Coleraine On Saturday 31st October, Coleraine will host a Halloween event at Rugby Avenue Grounds. The event will include a Funfair, live concert, fancy dress competition, fire poi demonstration, and a fireworks display at 8pm.

Limavady On Saturday 31st October, Limavady will host a Halloween Disco with DJ Ned and Fancy Dress Competition for children at Roe Valley Arts and Cultural Centre, from 3 - 5pm. Prizes for the most original and imaginative costumes will be sponsored by Roe Valley Chamber of Trade. The event concludes with a fireworks display at 7pm at Roemill Road Recreation Grounds.

Ballymoney From Monday 26th October Ballymoney will offer a range of Halloween themed events including, children's film screenings at Ballymoney Town Hall, 'creepy' heritage walks and festive outdoor Halloween event at the JDLC on Friday 30th October. This event at the JDLC will also include a fireworks display.

Net cost for all four Halloween events is projected to be £20,000 and is budgeted for in the current period.

Christmas

Regarding Christmas 2015, officers are presenting 2 possible options:

Option 1:

Replicate exactly the Christmas activity that was completed within the 4 cluster councils in 2014. This will involve the following format:

Christmas switch on ceremonies in the following towns and villages:

- Ballymoney,
- Ballycastle,
- Limavady,
- Coleraine,
- Kilrea,
- Portstewart,
- Portrush,
- Garvagh and
- Dungiven.

In addition, Limavady previously invited applications for a Council contribution to smaller villages and hamlets. This was capped at £250.00 and community groups could avail off this money to run their event.

The estimated cost of Option 1 is circa £24,000.

Option 2:

Council is asked to consider a second option whereby four main Christmas switch-on ceremonies will take place across the Borough in the four main towns:

- Ballymoney Thursday 19th November.
- Limavady Friday 20th November.
- Coleraine Friday 27th November.
- Ballycastle Thursday 3rd December.

The Events Team will work in partnership with the Chambers of Trade and Commerce to ensure trade and community engagement.

The estimated cost of Option 2 is circa £14,000.

Recommendation:

Christmas

It is recommended that Council consider Options 1 and 2 as outlined in the report and approve a preferred option