

Causeway Coast and Glens Borough Council

To: Leisure & Development Committee

Tourism and Recreation Event Management

10th November 2015

For Decision

Report to Committee

| Linkage to Interim Corporate Plan | |
|--|---|
| Strategic Themes | Transition and Transformation Prosperity Health & Wellbeing Cohesive Community |
| Lead Officer | Peter Thompson – Head of Tourism and Recreation |
| Cost: (If applicable) | Subject to 2016 – 2017 and budget allocation. |

The Purpose of this report is to:

- **Outline the approach for the future management and development of the Council's Tourism and Recreation events remit.**
- **Present proposed Council's own events for 2016.**
- **Present those external major events in 2016 that will require support (including financial assistance).**

Background

The operational planning, management and delivery of Council's events is a functional area of the Tourism and Recreation Service.

The overarching strategic approach for events is accounted for in the Destination Management Strategy, approved by Council in June 2015. This report draws from the Strategy and provides the required direction to provide the framework to allow Council to deliver, in partnership with others a balanced portfolio of events across the Borough.

Vision

"Causeway Coast and Glens Borough Council will facilitate and deliver events that inspire visitors and in doing so promote the area as a unique destination to visit, live, work and study".

To deliver this vision, the Council needs to develop a co-ordinated approach with a strong and dynamic events sector, producing a portfolio of events and festivals that deliver benefit across the area.

Objectives for the Events team include:

- The provision and facilitation of high profile one-off and recurring events which complement the Council's corporate aims and objectives.
- To develop a portfolio of core number of signature events which are unique and embedded in the character of the area.
- The aforementioned events should occur throughout the calendar year.
- Work in collaborative partnership with public/private and voluntary sectors to deliver the aforementioned events, where partners all have clear identified and understood roles.
- The Council area will be recognised as a place to host major events for the benefit of the citizens of the area and visitors, ensuring that impact and legacy are delivered on an ongoing basis.

To achieve the above objectives a number of issues need to be addressed. These include the need to ensure geographical spread, undertake the research to assess the 'best fit' events for our area and address seasonality.

Strategic themes

Causeway Coast and Glens Borough Council will work to secure, grow and sustain a strong portfolio of events. It is envisaged that this is achieved through best practise in development, management, marketing, support and measuring performance.

- Development. Causeway Coast and Glens Borough Council will play an influencing role in event development to ensure impact is maximised, creating international standout and a legacy for our region, whilst bringing the event sector together to work in a unified manner. Research and analysis of market trends, changing interests and outside influences will allow a fresh and sustainable approach to the event provision across the area. This will enable a carefully selected mix of Local, Regional and International Signature Events.
- Management. The Council team will have a strong role in event management and for many events this will necessitate the use of third party agents to deliver operationally on the ground.
- Support. With a large geographical area and many different individuals, groups and partnership organisations involved in event delivery, the Council Events Team will have a facilitation role through the provision of general advice, signposting to specialists, provision of 'event toolkits' and assistance with development. This will involve working with the wider tourism and recreation sector throughout the year and across all parts of the Council area. The team will also where appropriate build on the 'themed years' approach for Northern Ireland and wider initiatives. There will also be a Tourism and Recreation Event Grant Fund, administered as a competitive process for established and new event organisers who meet the broad aims and objectives of the Destination Management Strategy, along with the specific criteria set.
- Marketing. Where possible events will showcase the Causeway Coast and Glens as a destination to attract visitors from near and far. The marketing and promotional activity will aim to provide national and regional recognition and standout. The use of area destination brands and or sub-brands will be important to raise awareness levels of the area across the most appropriate media forms. Events will be measured on media coverage and selling the destination.
- Measuring performance. To meet the set objectives, vision and to deliver on the Destination Management Strategy, events managed directly by Council and those supported through a partnership approach or direct funding provision will need to have performance measurement. With limited resources, not all events can be measured for outputs and independently assessed on every occasion. However periodic assessment will be required and all funded/ assisted events will be expected to demonstrate that they meet the objectives and the detailed criteria for eligibility. Random evaluations will be applied to

measure success and alignment with the Councils strategic approach to events. In addition to the development of a standardised evaluation process, events will be measured on a positive contribution to the visitor economy, media impact and engagement, visitor perceptions and satisfaction.

Proposed event activity for 2016

Table1 below lists Council's own events which are organised and funded by Council.

Table 1

| | Council's Own Events | Location | Description |
|-------------|------------------------------------|-------------------------------------|--|
| APR | Easter Programme | Borough-wide | Street theatre/animation programme. |
| MAY | Rathlin Sound Maritime Festival. | Ballycastle and Rathlin | Week-long celebration of maritime heritage/concert festival. |
| | Northwest 200 Festival. | Portrush and Portstewart, Coleraine | Week long family festival including stunt show, fireworks, live concerts. |
| JUNE | National Bike Week. | Borough-wide | Week long health and wellbeing initiative incorporating activity cycles. |
| JULY | Summer Festival | Borough-wide | Street theatre/animation programme throughout the month. |
| AUG | Lammas Fair. | Ballycastle | 2-3 day established event inclusive of street market, horse trading and live concerts. |
| | Live Concert and fireworks | Portrush | Annual tourist event. |
| | Summer Festival | Borough-wide | Street theatre/animation programme throughout the month. |
| SEPT | Airwaves Portrush | Portrush | 2 day event incorporating significant airshow and ground attraction components. |
| | Salmon and Whiskey Festival? | Bushmills | 2 day cultural and food festival. |
| OCT | Halloween Festivals | Borough-wide | 4 major town events incorporating fireworks, funfair, outdoor concerts, fancy dress parades. |
| NOV | Atlantic Sessions | Portrush and Portstewart | 4 day music festival in association with local hostelrys. |
| | Christmas Switch on – Major Towns. | Borough-wide | Christmas festivities including festive parade, live music, Santa. |
| DEC | Christmas Events. | Borough-wide | Christmas festivities including festive parade, live music, Santa. |

Table 2 below lists the external major events that may require operational or monetary support from Council.

Table 2

| | Externally Managed Major Events | Location | Description |
|-------------|--|----------------------------------|--|
| APR | Circuit of Ireland | Ballymoney and Glens | Presentation to L&D Committee 10 Nov 15. Grant application to be considered. |
| MAY | Portrush RNLI Raft Race | Portrush | Fundraiser including race on the water and land based activities, entertainment and market. |
| | NW200 | Portrush, Portstewart, Coleraine | Largest motor sport event in Ireland partnered with BBC. Week long event. |
| | Jazz and Blues Festival | Limavady | 4 day music festival in association with local hostelrys. |
| | Ford Fair | Portrush | Significant car exhibition including demonstrations and cavalcade. |
| JULY | SuperCupNI (Previously Milk Cup) | Triangle area | Province wide under 18 international football tournament running for 1 week. Significant media coverage. |
| | Pirates of Portrush | Portrush | 2 day family themed event incorporating parade, street drama, live concerts. |
| | Armoy Road Race | Armoy | Week long motorsport event. |
| | Clipper | Portrush | Maritime event. |
| | Red Sails | Portstewart | Week long multi-cultural festival of outdoor activities, live music and fireworks. |
| | Foyle Cup | Limavady | Week long north west based international under 16's football tournament. |
| AUG | Heart of the Glens Festival | Cushendall | Week long event with over 100 events including street night themed Ceili and Lurig run. |
| | Causeway Coast Mini Event | Portrush | Significant car exhibition including demonstrations and cavalcade. |
| | Riverfest | Coleraine | Week long water sports and land based festival. |
| | Stendhall | Limavady | Cultural music and arts 2 day festival. |
| | Truck Festival | Portrush | 1 day fundraising event with significant truck/vehicle exhibits |
| | NW Pipe band Championships | Portrush | Cultural event incorporating over 50 competing bands. |
| | Ulster Military Vehicle Club Event | Portrush | 2 day military show with vehicles and WW1 and 2 exhibits. |
| SEPT | Giant's Causeway Coast Sportive | Ballycastle and glens | 3 day cycling festival with approximately 1500 participants |
| | Causeway Coast Marathon 26 xtreme | Portballintrae | 1 day event including ultra-marathon/marathon/half marathon/10k with a high level of participation. |
| | Causeway Coast Surf Festival | Portrush | 2 day surf competitions and land based entertainment. |
| | Home Nations Surf Kayaking Championships | Portrush | Nationwide competitors competing over 2 days. |
| OCT | NI Potato Festival | Ballycastle | 3 day agricultural based family festival. |
| | Roe Valley Folk Festival | Limavady | 3 day folk music festival in association with local hostelrys. |

Next steps

With Council agreement, the next steps will be:

1. To devise an action plan for 2016 – 2017, which details the purpose, nature and delivery plan for each of Council's own events.
2. Propose a budget allocation for each of Council's own events, in accordance with Council budgetary setting process.
3. Propose a budget allocation for 2016 Grants, including Major and Minor Events.
4. The application of Grants in accordance with the Grant Funding Policy, Programme and Criteria.

Recommendations

Members are asked to approve the principle of delivering Council's Own Events subject to a detailed action plan for 2016 – 2017 and budget allocation.

Members are also asked to approval the principle of supporting those major external events listed, which may require Council's operational and financial support (subject to grant funding application and dependent upon resource requirements).