

<b>2017 Events Review - Council Managed Events</b>	<b>12<sup>th</sup> December 2017</b>
<b>To: The Leisure and Development Committee For Decision</b>	

<b>Linkage to Council Strategy (2015-19)</b>	
<b>Strategic Theme</b>	Promote our tourist offer locally and internationally
<b>Outcome</b>	Improve prosperity To provide a balanced portfolio for major events across the Borough and facilitate partnership with other event promoters.
<b>Lead Officer</b>	Head of Tourism and Recreation
<b>Cost:</b> (If applicable)	£ 390,000 Revenue Cost subject to approved budgets

**The purpose of this report is to present to Elected Members a synopsis of events delivered directly by the Council's Events Team in 2017; provide an overview on the success of these events and present the proposed programme for Council managed events for 2018 - 2019.**

### **Background**

Causeway Coast and Glens Borough Council has within its Tourism and Recreation remit a policy on the delivery of, and support for others to deliver quality events across the area, inspiring visitors to stay and spend within the local economy.

Objectives for the event remit include:

- To provide high profile, one-off and recurring events which complement the current portfolio.
- To develop a core number of events which are unique and embedded in the character of the area.
- Act as a significant contributor to our economy and provide a strong evidential base for this.
- Work in collaborative partnership with public/private and voluntary sectors to achieve successful event delivery, with clearly identified and understood roles.
- Create successful high quality events throughout the calendar year.
- 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.

### **Events Management and Support**

The Events Team has a management role with the planning and delivery of numerous Council led events on an annual basis in various locations across the Borough.

In addition, the team is responsible for attracting high profile one-off events and plays a significant role in the delivery of these along with the other Council service areas and key partner stakeholders. (Significant partnership delivery includes the Auld Lammas Fair, The Open 2019 and the Vauxhall International NW 200).

Members will also be aware that in conjunction with the Funding Unit, the Events Team administers a competitive grant application process for event organisers that wish to avail of funding support, through the Tourism and Recreation Event Funding Programme.

### Post Event Analysis

To meet set objectives, events managed by Council require some form of performance measurement and analysis, with limited resources available to acquire this evidence. Not all events can be measured annually for outputs and independent assessment on every occasion is not cost effective. A process is currently in place to standardise the evaluation process, and some events have been identified and independently evaluated and measured, to assess their positive contribution to the visitor economy, visitor perception and satisfaction levels. The NW200, the Lammas Fair and Air Waves Portrush have all had a detailed analysis within the last 18 months.

Whilst it is not possible within available resources to carry out a detailed evaluation for every event, the Events Team does apply a number of measures to assess the success of each event. Indicative measurements on numbers, feedback forms and media coverage help to assess whether or not events have been successful. An overview of each event and recommendations for 2018 is provided in **Annex A**.

### Resourcing Events for 2018

The Tourism and Recreation Events Team now has a fully populated staffing complement. With the growing acceptance that Council led events make a significant contribution to the local economy, along with the requirement to expand on existing and develop new events, increasing demands are being placed on finances to deliver within budget. Council Officers will detail the budgetary pressures as part of the preparation for 2018/2019 rates process.

### Council Led Events in 2018

With the number and organisational complexity of the Tourism and Recreational Events remit, Officers are seeking approval from Elected Members to agree the event schedule listed in **Table 1**. This will allow the Events Team to continue with the planning of next year's events and ensure that dates are confirmed and early marketing can proceed (subject to approved budgets).

**Table 1**

Event	Date
Easter Seasonal Programme	Saturday 1 <sup>st</sup> and Sunday 2 <sup>nd</sup> April
Spring Fair	Saturday 14 <sup>th</sup> April
NW200 Race Week Festival	Saturday 12 <sup>th</sup> May to Saturday 19 <sup>th</sup> May
Rathlin Sound Maritime	Friday 25 <sup>th</sup> May to Sunday 3 <sup>rd</sup> June
Salmon and Whiskey	Saturday 16 <sup>th</sup> June to Sunday 17 <sup>th</sup> June
Armed Forces Day	Saturday 23 <sup>rd</sup> June <b>TBC</b>
Rhythm of the Bann	Saturday 23 <sup>rd</sup> June <b>TBC</b>
Seasonal Summer Programme	Monday 9 <sup>th</sup> July - Friday 24 <sup>th</sup> August
Summer Fireworks Evening (Finale of Red Sails) Portstewart	Saturday 28 <sup>th</sup> July

Summer Entertainment and Fireworks Evening Portrush	<b>TBC</b> - 11 <sup>th</sup> or 18 <sup>th</sup> August
Auld Lammas Fair	Sunday 26 <sup>th</sup> to Tuesday 28 <sup>th</sup> August
Air Waves	Saturday 1 <sup>st</sup> and Sunday 2 <sup>nd</sup> September
Seasonal Halloween Events x 4	Friday 26 <sup>th</sup> October to Wednesday 31 <sup>st</sup> October
Atlantic Sessions	<b>TBC</b> - Thursday 15 <sup>th</sup> - Sunday 18 <sup>th</sup> November
Seasonal Christmas light switch-ons (to include Festive Fund)	<b>TBC</b> - November and December

### **New Developments For 2018**

In addition to the recurring events listed in Table 1, the Tourism Recreation Events Team will explore opportunities to work with other Council departments and external partners, to assess if there is a beneficial and sustainable approach to the delivery of a St Patrick's Day festivity, that offers stand out from other areas and that has the potential to drive the visitor economy.

At the October Leisure and Development Committee meeting, it was agreed that a new approach should be taken on Council led Christmas Switch-ons for 2018. The Tourism and Recreation Service, along with the Community and Culture Services Team and the Funding Unit, are to identify ways for greater involvement and potential delivery of the Christmas Events by the Community Sector. Officers will report back to the Leisure and Development Committee on these findings early in 2018.

### **Recommendation**

Council approval is sought to allow the Tourism and Recreation Event Team to manage and deliver the proposed Council programme for 2018-2019 as listed in **Table 1**.

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<u>Dates</u>	<u>Event</u>	<u>Description of Event</u>	<u>Post Event Analysis</u>	<u>2018 -2019</u>	<u>Budget</u>
<b>APRIL</b>					
Sat 1st - Sun 2 <sup>nd</sup> (Annual Dates Dependent on Easter)	Easter Seasonal Programme	Spectacular free street theatre taking place in Ballycastle, Limavady, Portrush and Portstewart featuring circus shows.	Questionable whether events significantly increases footfall - small numbers in attendance.	Assess viability in 2018 of this programme and report back with recommendations for the future.	<b>2017/2018 Budget:</b>  <b>£1,500</b>
<b>APRIL</b>					
Sat 14 <sup>th</sup> (2nd Weekend in April)	Spring Fair (New Signature Event Ballymoney)  <b>Ballymoney</b>	Multi-site event in Ballymoney's Castlecroft, Megaw Park and Joey Dunlop Leisure Centre grounds. Elements of this event are a fun day in Megaw Park, artisan market and entertainment in Castlecroft and vintage motor show concluding with a cavalcade and parade.	Fit with Council Objectives.  Opportunity to develop as Signature event for Ballymoney.  Attracts footfall to Ballymoney town centre - significant crowds in 2017.  Showcases Ballymoney as the first major event of the year.	Consideration will be given to the possibility of expanding into the previous week.  Consideration will also be given to working with partners in event delivery.	<b>2017/2018 Budget:</b>  <b>£15,000</b>

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<b>MAY</b>					
Sat 12 <sup>th</sup> - Sat 19 <sup>th</sup>	NW200 Race Week Festival  <b>Portrush, Portstewart, Coleraine, Ballymoney</b>	Alongside the accelerating events on the nine-mile circuit the 2017 NW200 Race Week Festival features a number of exhibitions, vehicle displays, chat shows, family motor fest, meet the rider's session, live music, fireworks and much more.	<p>Fit with Council Objectives.</p> <p>Entertainment programme rolls out to Coleraine, Portrush and Portstewart, with Ballymoney added in 2017.</p> <p>High attendance figures at all events.</p> <p>NW200 event organisers have stated they welcome these 'wrap around' activities as it disperses visitors.</p> <p>Food trading income to be developed further.</p> <p>'Wrap-around' programme contributes to overall event, reporting a £10.4 million return in 2017 (Sheffield Hallam)</p>	<p>Event will continue to be developed (particularly Wednesday night activities) with new entertainment acts sought to keep event innovative and maintain interest.</p> <p>Sponsorship will be sought to secure additional income for this event and consideration given to a themed approach to week-long activities.</p>	<p><b>2017/2018 Budget:</b></p> <p><b>£19,000</b></p>

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<b>MAY</b>					
Fri 25 <sup>th</sup> May - Sun 3rd June	Rathlin Sound Maritime Festival  <b>Ballycastle, Rathlin</b>	The fifth Rathlin Sound Maritime Festival is a ten day programme of nautical themed events in Ballycastle and Rathlin Island. The festival celebrates the culture, cuisine and coastal treasures with exciting sea-focused events such as the Tall Ship, Curragh's, have-a-go kayaking including cookery demonstrations, classes, traditional music, Naturally North Coast & Glens Market and an 'Ulster Chowder Cook off' only give a flavour of what is on offer to see and do.	<p>Fit with Council Objectives.</p> <p>Unique opportunity to showcase tourism assets of both Rathlin Island and Ballycastle and drive economic benefit.</p> <p>Opportunity for partnership working between Council and community in both Rathlin and Ballycastle.</p> <p>Opportunity to develop ticket sales through programming.</p> <p>Opportunity to animate the local area and engage business community to ensure economic benefit is not confined to seafront areas.</p> <p>Event needs to ensure maritime heritage is at the core of all programming.</p>	<p>Event programme is condensed into two weekends and that further business and community engagement is undertaken, (Poor attendance on bank holiday Monday).</p> <p>Work will start to assist community group refocus effort on Maritime / Boat Heritage theme.</p> <p>Marketing proposal to be developed.</p>	<p><b>2017/2018</b></p> <p><b>Budget:</b></p> <p><b>£25,000</b></p>

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<b>MAY</b>					
Sat 16 <sup>th</sup> - Sun 17 <sup>th</sup>	Salmon & Whiskey Festival  <b>Bushmills</b>	This festival’s main attraction is the sumptuous tastings of salmon with live cookery demonstrations in the cookery theatre marquee and themed dishes in the local restaurants, along with whiskey tastings in the distillery, tours of the salmon station, artisan stalls, heritage talks, craft workshops, live traditional music and dance and many street performers that add to a splendid atmosphere during this ever popular food festival.	<p>Fit with Council Objectives.</p> <p>Event commands significant in-kind support from local Bushmills Distillery and Salmon Fishery.</p> <p>Event is a good example of collaborative working between Council and the voluntary sector through Bushmills Development Association.</p> <p>Signature event with significant developmental opportunities.</p> <p>However, Fishery does not open on Sunday - event could perhaps be condensed into a Saturday-only event or a Friday evening / Saturday event.</p> <p>In 2017, 1,400 visited the Fishery on the Saturday.</p>	<p>Opportunity to grow event and ensure Salmon and Whiskey event brand is fully utilised and exploited.</p> <p>A comprehensive marketing and PR plan is developed, integrating the new brand.</p> <p>Food element developed further for 2018.</p> <p>Bushmills Distillery and Salmon Fisheries partnership to be further developed.</p> <p>Opportunities for Radox / Keenan’s Seafood to be approached to support event.</p> <p>Millennium Park to be fully utilised with entertainment programme extended.</p>	<p><b>2017/2018 Budget:</b></p> <p><b>£15,000</b></p>

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			<p>Saturday has the largest footfall in the Distillery.</p> <p>Feedback from business extremely positive.</p> <p>Significant social media footprint - 26,000 reach - opportunity to exploit this to promote the event and destination.</p> <p>The new road legislation causes issues for the event - potential for objections.</p>	<p>Continue to exploit local food / cuisine provision through securing reputable local chef for festival demonstrations.</p>	
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<b>JUNE</b>					
23 <sup>rd</sup> June (Armed Forces Day)		Armed Forces Day presents an opportunity for events such as: An Armed Forces Parade through the streets of Coleraine, an Armed Forces Street Party at the Market Yard with musical entertainment and Armed forces exhibits.	New Event for 2018.	Multi-site event in Coleraine, utilising the town centre.	<b>TBC</b>
<b>JUNE</b>					
23 <sup>rd</sup> June	Rhythm of the Bann  Cultural Music & Dance Festival (New Signature Event for Coleraine)	A one day festival of global cultural music and dance ranging from traditional to contemporary and international. Venues include outdoor events, bars, restaurants and coffee shops.	Fit with Council Objectives - however requires further planning and development and a better lead-in time.  Event space is acoustically good and presents a real opportunity for hosting future events.	Options to use external promoters will be assessed, with a view to maximising potential of Market Yard space.  The access and egress issues on the site to be reviewed (not currently accessible for large lorries and there are limitations for traffic coming in and out).  Developmental work will be undertaken around event programming.	<b>2017/2018 Budget:</b>  <b>£15,000</b>

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<b>JULY</b>					
Mon 9 <sup>th</sup> - 31 <sup>st</sup>	Seasonal Summer Programme  <b>CCGBC area</b>	The seaside resorts of Ballycastle, Portrush and Portstewart will stage a variety of street theatre shows for the months of July and August during the tourist season.	Contributes to animation in each town.  Questionable whether events significantly increases footfall or economic benefit - not a tourism attractor.	A review of the Summer Programme will take place to assess the needs of resort towns and the expectations / requirements of visitors.  Assess viability in 2018 of this programme and report back with recommendations for the future.	<b>2017/2018 Budget:</b>  <b>£3,000 (Summer Theatre Programme)</b>
<b>JULY</b>					
Sat 28 <sup>th</sup>	Summer Fireworks Evening (Finale of Red Sails Fest)  <b>Portstewart</b>	This is an annual event in Portstewart, with significant attendance. A number of years ago, the event was packaged onto the end of the Red Sails event, where it has remained, giving a strong finale to the Red Sails Festival.	Fit with Council Objectives.  Event demonstrates good example of collaborative working between Council and Portstewart Community Association.  Drives significant footfall to Portstewart (3,000 PSNI) with consequent economic benefit, as well as an opportunity to showcase tourism product.	Events Team will continue to work with Portstewart Community Association to develop this event.	<b>2017/2018 Budget:</b>  <b>£6,500 (fireworks)</b>

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<b>AUGUST</b>					
Wed 1 <sup>st</sup> - Fri 24 <sup>th</sup> Aug	Seasonal Summer Programme  <b>CCGBC area</b>	The seaside resorts of Ballycastle, Portrush and Portstewart will stage a variety of street theatre shows for the months of July and August during the tourist season.	Contributes to animation in each town.  Questionable whether events significantly increases footfall or economic benefit - not a tourism attractor	A review of the Summer Programme will take place to assess the needs of resort towns and the expectations / requirements of visitors.  Assess viability in 2018 of this programme and report back with recommendations for the future.	<b>2017/2018 Budget:</b>  <b>£3,500 - £4,000 (included in July Summer Programme budget)</b>
<b>AUGUST</b>					
Saturday 11 <sup>th</sup> or Saturday 18 <sup>th</sup>	Summer Entertainment & Fireworks Evening  <b>Portrush</b>	The Summer Entertainment & Fireworks evening held at Ramore Head, Portrush is a fantastic event to commence drawing visitors into the seaside resort at the start of the tourist season with a live concert, family entertainment and a fireworks extravaganza.	Fit with Council Objectives.  Attracts significant footfall into the Portrush area.  Long established event in Portrush.  Event dates clashes with other funded events in the Borough.  Forced to an exposed site in 2017 for entertainment, resulting in reduced	Assess viability in 2018 of this programme and report back with recommendations for the future.	<b>2017/2018 Budget:</b>  <b>£5,000 (fireworks) and £2,000 (entertainment)</b>

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<b>AUGUST</b>					
Sunday 26 <sup>th</sup> , Monday 27 <sup>th</sup> & Tuesday 28 <sup>th</sup>	Auld Lammas Fair  <b>Ballycastle</b>	Ireland's traditional oldest fair which takes place on the last Monday and Tuesday of August. In 2017, activities were programme don the Sunday resulting in a three - day festival. The present day fair provides street entertainment and market stalls. Two days of trading, bargaining, traditional music and dance, horse trading village, amusements, artisan market and street theatre to add to the atmosphere in the beautiful seaside resort of Ballycastle.	attendance - this risk is prominent for 2018 if date needs to be switched to accommodate funded events.  Fit with Council Objectives.  Injection of the Fireworks on the Sunday night proved very positive - high numbers in attendance. The addition of some agricultural elements proved popular and the new brand was well received. The horse trading element remains strong.  New 'Park and Ride' facility proved popular.  Sheffield Hallam report for 2017 notes the following KPI's: <ul style="list-style-type: none"> <li>• 130k actual visitors</li> <li>• £44 spend per person per day</li> <li>• Economic Impact - £2.3 million</li> </ul>	Further develop new activities and broaden the appeal of seafront experience in Ballycastle.  Further development on Transport and Traffic Management.  Further development of the food offering required.  Work with local traders in relation to the Sunday night event at The Diamond.  Sponsorship opportunities to be sought for 2018.	<b>2017/2018 Budget: £60,000</b>

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			<p>Opportunity to promote local traders.</p> <p>The quality of offering at the Street Fair needs to be uplifted. There is also a threat to the loss of the horse trading site as it is operated on private land.</p> <p>The new road legislation causes issues for the event - potential for objections.</p>		
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<u>Dates</u>	<u>Event</u>	<u>Description of Event</u>	<u>Post Event Analysis</u>	<u>2018 - 2019</u>	<u>Budget</u>
<b>SEPTEMBER</b>					
Sat 1st - Sun 2nd	Air Waves Portrush  <b>Portrush, Portstewart</b>	The largest air show in Northern Ireland and Ireland. A free 2 day event with air displays, sea displays, ground attractions including a motor village, STEM exhibitions, artisan market and a dusk air display in Portstewart with pyrotechnics and lots of entertainment for the whole family.	<p>Fit with Council Objectives.</p> <p>2017 - new ground reconfiguration to enhance the visitor experience - well received.</p> <p>Weather lead to very large attendance on the Saturday and a significantly reduced attendance on the Sunday - prevented many larger aircraft displaying.</p> <p>Second year of the Airwaves Portstewart aerial and entertainment programme - proved very popular.</p> <p>Business Engagement Day attracted many industry personnel on the Saturday.</p> <p>Family Day in marquee on the Sunday - new addition – proved popular.</p>	<p>Air assets will be reviewed for 2018 to keep event fresh.</p> <p>Traffic and Parking Management Plan for 2018 will be reviewed - to address significant traffic issues on the Saturday due to Red Arrows later display and good weather conditions.</p> <p>Sponsorship Plan to be developed and rolled out.</p> <p>Comprehensive and integrated marketing plan to be implemented from January 2017.</p> <p>Reconfiguration of the site to extend STEM and look at trade space</p> <p>Continue to expand Business Engagement element.</p>	<p><b>2017/2018 Budget:</b></p> <p><b>£210,000</b></p>

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			<p>2016 Airwaves event was externally evaluated by Sheffield Hallam university. Key headline statistics are as follows:</p> <ul style="list-style-type: none"> <li>• Spectators - 150,000</li> <li>• Unique Spectators - 101,230</li> <li>• 47,619 (47%) - Spectators from outside the Causeway Coast and Glens Boundary</li> <li>• TOTAL AVE - £360,238.82</li> <li>• Commercial Stayers - 10,485</li> <li>• Average Nights - 2.08</li> <li>• Bed Nights - 21, 815</li> <li>• Accommodation Spend - £409,032</li> <li>• Average Cost PPPN - £18.75</li> </ul> <p>96% of respondents 'Enjoyed / Greatly Enjoyed' the event</p> <p>98% of respondents stated that they would return to view the Airshow in the future</p>	<p>Maximisation of trade stand income.</p> <p>Silver Wings requires reconfiguration of the offering.</p> <p>RAF100 will be an opportunity for 2018.</p>	
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			<p>88% reported a desire to return to the area on holiday</p> <p>Significant traffic issues on the Saturday due to Red Arrows later display and good weather conditions.</p> <p>The hockey pitch utilised for trading at the event remains unplayable as of December 2017.</p> <p>Fly-pasts over Portrush Golf Club remain a risk.</p>		
<u>Dates</u>	<u>Event</u>	<u>Description of Event</u>	<u>Post Event Analysis</u>	<u>2018 - 2019</u>	<u>Budget</u>
<b>OCTOBER</b>					
<p>Fri 26<sup>th</sup>- Wed 31<sup>st</sup></p> <p>Saturday 27th - Coleraine</p> <p>Monday 29th - Limavady</p> <p>Tuesday 30th - Ballymoney</p>	<p>Seasonal - Halloween x 4 events</p> <p><b>CCGBC area</b></p>	<p>Various Halloween events taking place across the Borough in Ballycastle, Ballymoney, Coleraine and Limavady with fireworks, live music and entertainment, spooky parades and workshops.</p>	<p>Fit with Council Objectives.</p> <p>Attracts footfall to all major towns - out of season.</p> <p>Opportunity for engagement with business and community sector.</p>	<p>Opportunity for sponsorship from the private sector.</p> <p>New innovative programming to be pursued.</p>	<p><b>2017/2018 Budget:</b></p> <p><b>£25,500</b></p>



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Wednesday 31st – Ballycastle			Opportunity to differentiate / create bespoke events for each area.		
<b><u>Dates</u></b>	<b><u>Event</u></b>	<b><u>Description of Event</u></b>	<b><u>Post Event Analysis</u></b>	<b><u>2018 -2019</u></b>	<b><u>Budget</u></b>
<b>NOVEMBER</b>					
Thursday 15 <sup>th</sup> - Sunday 18 <sup>th</sup> November	Atlantic Sessions  <b>Portrush Portstewart Portballintrae</b>	Portrush, Portstewart and Portballintrae. A four day festival of original music ranging from traditional to contemporary and electric to acoustic. Venues include bars, restaurants, coffee shops and arts facilities.	Fit with Council Objectives.  Showcases local acts.  Addresses seasonality - off peak event.	Continue to build on opportunities for commercial sponsorship and support.	<b>2017/2018 Budget:  £13,000</b>
<b><u>Dates</u></b>	<b><u>Event</u></b>	<b><u>Description of Event</u></b>	<b><u>Post Event Analysis</u></b>	<b><u>2018 - 2019</u></b>	<b><u>Budget</u></b>
<b>NOVEMBER</b>					
TBC  Ballymoney - Thursday 15 <sup>th</sup>  Coleraine - Fri day 23 <sup>rd</sup>	Seasonal- Christmas Light Switch on's  <b>CCGBC area</b>	Christmas Lights Switch on's will see Santa make a number of visits across the borough to help switch on the festive Christmas lights. Live Music and entertainment help create a	Fit with Council Objectives.  Attracts footfall to the main towns - most effectively where local businesses / chambers are actively involved.	At October L&D meeting, agreed that a new approach would be taken on Council led Christmas Switch-Ons for 2018. The Tourism and Recreation Service, along with the	<b>2017/2018 Budget:  £35,000 (includes £5,000 for administrati</b>

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Ballycastle - Thursday 29 <sup>th</sup>		real sense of atmosphere at each event.	Provides animation.  Significant attendance in the main towns - minimal attendance in the five smaller towns.  Too many of these events dilute the attraction and appeal.	Community and Culture Services Team and the Funding Unit, are to identify ways for greater involvement and potential delivery of the Christmas Events by the Community Sector. Officers will report back to the Leisure and Development Committee on these findings early in 2018.	<b>on of Festive Fund)</b>
<b><u>Dates</u></b>	<b><u>Event</u></b>	<b><u>Description of Event</u></b>	<b><u>Post Event Analysis</u></b>	<b><u>2018 - 2019</u></b>	<b><u>Budget</u></b>
<b>DECEMBER</b>					
TBC  Limavady - Saturday 1 <sup>st</sup>	Seasonal-Christmas Light Switch on's	Christmas Lights Switch on's will see Santa make a number of visits across the borough to help switch on the festive Christmas lights. Live Music and entertainment help create a	As above.	As above.	

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	<b>CCGBC area</b>	real sense of atmosphere at each event.			
<b><u>Dates</u></b>	<b><u>Event</u></b>	<b><u>Description of Event</u></b>	<b><u>Post Event Analysis</u></b>	<b><u>2018 -2019</u></b>	<b><u>Budget</u></b>
<b>MARCH</b>					
St Patrick s Day - 17 <sup>th</sup> March 2019	St Patricks Day Festival  <b>CCGBC area</b>	Possible annual festival packed with family friendly activities, concerts, talks.  This event has not happened since the inception of Causeway Coast and Gens Council.	Opportunity for events to take place in Riverside Theatre - this could be a condition of the annual support from council.  There are also further opportunities for events to take place in the internal venues of Flowerfield Arts Centre and Roe Valley Arts and Cultural Centre - would allow for events to take place in the case of inclement weather.	Tourism Recreation Events Team will explore opportunities to work with other Council departments and external partners, to assess if there is a beneficial and sustainable approach to the delivery of a St Patrick’s Day festivity that offers stand out from other areas and has the potential to drive the visitor economy.	