

Irish Open Off Site Activities	11th April 2017
To: The Leisure and Development Committee For Information	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Accelerating Our Economy & Contributing To Prosperity
Outcome	
Lead Officer	Head of Service, Prosperity & Place; Director of Development; Director of Environmental Services
Cost: (If applicable)	To be agreed; includes provision from Prosperity and Place, and from Tourism NI

The purpose of this report is to give an overview of the off-site activities and provision being made in the run-up to the arrival of the Irish Open at Portstewart Golf Club, in July 2017.

Work has been progressing across three key areas, involving a variety of officers from Council, Tourism NI, PSNI and other agencies, as well as those involved in bringing the tournament to Portstewart.

A summary of the work streams and key outputs to date follows. An update will also be brought in June, with final budget allocations, including contributions from Council and Tourism NI.

Workstream	Update
Traffic and Transport	<p>The five key planning areas nearing completion are:</p> <ol style="list-style-type: none"> 1. <u>Public Transport Plan</u> <ul style="list-style-type: none"> • Responsibility - Translink. • Enhanced train-bus shuttle service/Coach Specials/P&R Shuttles / Enhanced local service- timetables and logistics confirmed. 2. <u>General Area Vehicle Traffic Management</u> <ul style="list-style-type: none"> • Responsibility - PSNI / Transport NI. • Main routes and contingency routes complete. • VMS / signage confirmed. 3. <u>Park and Ride Operation</u> <ul style="list-style-type: none"> • Responsibility – ET / CSP. • 3 sites confirmed +1 contingency providing 7000 spaces. • Reinstatement work orders complete. • Site schematics being completed. • Transfer to ET/CSP 1st July. 4. <u>Local Area Traffic Plans</u> <ul style="list-style-type: none"> • Responsibility - PSNI / Transport NI. • On street parking restrictions finalised ('Coning Schedule'). • Restricted access areas confirmed.

	<ul style="list-style-type: none"> • Pick-up & drop off point confirmed. <p>5. <u>On-Site Traffic & Parking Operation</u></p> <ul style="list-style-type: none"> • Responsibility - ET • All internal parking areas confirmed. <p>All documents to be compiled into single project plan before Easter.</p>
<p>Business and Community Engagement / Animation and Events</p>	<p>Five key activities:</p> <ol style="list-style-type: none"> 1. <u>Portstewart Crescent “Fan Zone”</u> <ul style="list-style-type: none"> • Large TV screen set-up in the Crescent. Procurement being completed. • Coverage of the golf during the day (subject to the agreement of the ET), followed by live music (Thurs – Sun) evening. • Movie night being considered in the evening. 2. <u>Bar / Restaurant Animation</u> <ul style="list-style-type: none"> • ‘Atlantic Sessions’ co-ordinator appointed. • 20 music performances to be arranged in local bars/restaurants. • Additional events or happenings have been requested for inclusion in off site material. 3. <u>Saturday evening event</u> <ul style="list-style-type: none"> • Fireworks will take place on Saturday night following live music. 4. <u>The dressing of Portstewart</u> <ul style="list-style-type: none"> • Flags and banners positioned appropriately. • Planned to be erected immediately after the NW200. • First 200 flags currently awaiting order, subject to confirmation of brand 5. <u>Communication</u> <ul style="list-style-type: none"> • Industry engagement roadshow on 23rd March now complete. Positive feedback. • 2nd Event and separate Community Event planned for beginning of May. • Leaflet drop in local area 6 weeks and then 2 weeks before to include website information on Traffic and Transport Plan (including local area traffic management / access), details of events and ET/TNI/Council websites. • Further off-site, local-focused brochure currently commencing design stage – to be circulated widely from two weeks before the event.
<p>Host Town Physical Preparation and Regeneration</p>	<p>Three Main Areas of Work.</p> <ol style="list-style-type: none"> 1. <u>Portstewart Crescent</u> <ul style="list-style-type: none"> • £80K improvement work due to be completed in advance of the event.

	<p>2. <u>Dereliction Intervention</u></p> <ul style="list-style-type: none">• Montague Site – Branded hoarding planned. (In consultation with the owner erect 1 week before event).• Northern Bank – Investigate ownership.• Strand Road / Burnside junction – Branded Hoarding costed and planned. Planning permission likely to be required. (In consultation with the owner erect 1 week before event).• Convent Walk Way – Steps nosing being repaired.• Steps from promenade being repainted. <p>3. <u>Town Preparation (including Portrush)</u></p> <ul style="list-style-type: none">• General uplift in floral displays.• Street cleansing enhanced immediately before and during the event.• 'Wombles' increased for both Portstewart and Portrush during the event.
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