



Title of Report:	Council Managed Tourism Event Programme 2024/25
Committee Report Submitted To:	Leisure & Development Committee
Date of Meeting:	19 December 2023
For Decision or For Information	For Decision
To be discussed In Committee	No

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

Budgetary Considerations	
Cost of Proposal	£970,670
Included in Current Year Estimates	For 2024/25
Capital/Revenue	Revenue
Code	
Staffing Costs	

Legal Considerations	
Input of Legal Services Required	NO
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

The purpose of this report is to present Members with proposals for the Council-led event programme for 2024/25.

Outline details of dates and budgetary requirements are provided for Elected Members' consideration, in advance of budget finalisation, as part of the rates setting process.

2.0 Background

The Council's 10-year strategic approach for the Tourism Event remit recommends that the Council need to provide a balanced approach to event development, facilitation, and delivery. With an increasing number of external event providers, the role of Council is more important than ever in terms of being supportive and allowing other event providers to develop the sector. The strategic approach recognises that Council will still be an event provider but recommends that to achieve a balance, Council delivered events should be fewer, better resourced and promoted more effectively.

The Tourism Events team will continue to work with key stakeholders, including Elected Members to assess the viability of Council's current portfolio of tourism events and agree opportunities for adjustment, growth and the introduction of new projects that fit with current market demand, whilst reflecting the key characteristics of our area. In advance of the rates setting process, Council's Tourism Events budget has been calculated and this report details the events that are proposed to be delivered by Council in 2024/25. This Report also details Officers' recommendation for an adjustment in the event space required for the September 2024 International Air Show. In addition, it details a proposal from Red Bull to work in partnership with Causeway Coast and Glens Borough Council and deliver an international diving event in July 2024.

During the 2023/24 year the Council's Tourism Events team has delivered on all of the scheduled event programme and continues to support and liaise with other event providers, including the administration of the Tourism Event Funding Programme.

3.0 Proposed Council Events for 2024/2025

A summary of the costs and the dates for each of the Council-led events proposed by the Tourism and Recreation service, based on the events schedule agreed in previous years by Elected Members, is shown in **Table 1** below. Further detail on each of the events is provided in **Annex A**.

Officers have made an assessment of the costs based on the requirements to deliver these events in 2023 with an uplift for 2024/25 due to the impact of inflationary pressures.

- Where there are no proposals for additional development expenditure, the budget requirement has been uplifted for 2024/25 by 6%.
- Additional costs proposed over and above the 6% are detailed in the final column.

			Table 1
Events 2024	Date(s)	Budget Requirement 2024/2025	Rationale for additional expenditure over 6% uplift
		(includes 6% for inflationary pressures) plus any additional costs detailed in adjacent Column	
Ballymoney Spring Fair	Fri 19 th & Sat 20 th April	£25,440	
NW200 Race Week Festival	Mon 6 th - Sat 11 th May	£33,279	
Rathlin Sound Festival	May – June (festival up to 10 days, commencing in Rathlin and finishing in Ballycastle)	£48,990	Includes an additional £5,000 for proposals detailed in Appendix A
Seasonal Summer Programme (Summer Theatre Programme) RNLi 200yrs anniversary	Mon 15 th July - Fri 23 rd August (exact dates TBC)	£15,862	Includes an additional £500 for expected rise in fireworks costs (pending new procurement). Also includes £5,000 for additional activities (RNLi 200yrs)
Summer Fireworks Evening Portstewart (Finale of Red Sails)	Sat 27 th July	£13,178	Includes an additional £500 for expected rise in fireworks costs (pending new procurement).
Summer Entertainment & Fireworks Evening Portrush	Sat 10 th August (exact date TBC)	£11,593	Includes an additional £500 for expected rise in fireworks costs (pending new procurement).
Ould Lammas Fair	Sat 24 th - Tues 27 th August	£152,640	
N.I. International Air Show	Fri 6 th – Sun 8 th September	£440,000 <i>In 2022 this expenditure was allocated to Council Reserves.</i>	Includes an additional £16,000 increase to allow for expected increase in air asset and associated licence costs.
Bushmills Salmon and Whiskey Festival	Fri 4 th - Sun 6 th October (exact date TBC)	£55,968	
Seasonal Halloween Events x 4	Ballymoney - Saturday 26 th October Limavady - Monday 28 th October Ballycastle - Tuesday 29 th October	£82,390	Includes an additional £500 per venue (x4) for expected rise in fireworks costs (pending new procurement).

	Coleraine –Thursday 31 st October		
Atlantic Sessions	Thurs 14 th Nov – Sun 17 th November	£27,730	
Seasonal Christmas Light Switch On's	Ballymoney Thursday 21 st November Limavady Saturday 23 rd November Ballycastle Thursday 28 th November Coleraine Friday 29 th November	£63,600	
Total Request		£970,670	

4.0 International Air Show 7 & 8 September 2024

In January 2021 Council approved a Notice of Motion to develop a new International Air Show for 2022 and explore holding the event every 2 years thereafter: *‘That this Council would develop a new International Airshow for 2022 to mark the Queen’s Platinum Jubilee and explore holding the event every 2 years from 2022. We should make this a key regional event not just for the Borough but for Northern Ireland and therefore explore working in partnership with key partners like the Northern Ireland Office, Ministry of Defence, Department for the Economy, Invest NI and Tourism NI. A project Board involving elected members of no more of 6 by d’hondt should be set up to shape and develop this event along with experts and other key stakeholders’.*

At the February 2023 Leisure and Development Committee meeting, Council was asked to consider the above motion and approval was sought to initiate preparations for an Air Show to take place in September 2024. The Tourism Events Team have started the planning process and have detailed the proposed model for planning and delivery in **Annex B**. Procurement for the Air Display Director and the employment of a Sponsorship / STEM / Industry liaison consultant has taken place. (£50,000 has been budgeted for within the 2023/24 financial year). **Annex B** also details the projected income and expenditure summary for the 2024 Air Show.

Subject to Council approval, Officers propose to confirm the dates for the 2024 Air Show as 7 & 8 September and start marketing and promotion from mid-January 2024 as part of the planning process for this event. Elected Members are requested to consider approval for an investment decision of £440,000 (net contribution as detailed in **Annex B**).

Elected Members should note that in 2022 the budget for the International Air Show was approved and allocated to Council reserves and not the Tourism Events revenue budget.

4.1 Proposed Spatial Adjustments to the Event Area for the International Air Show

At the September 2021 Leisure and Development Committee meeting, approval was given to relocate the planned air show to the coastal lands between Portrush and Portstewart (spanning Westwards from Ballyreagh Golf Course to the Rinagree Coastal Park and Northwest 200 Paddock area). Analysis by the Tourism and Recreation team and consultation with stakeholders found that the proposed layout for the 2022 was spatially disconnected. The

area between the western end of Ballyreagh Golf Course (main viewing area) and the Paddock area does not allow for a seamless event space, with approx. a 1300 metre separation.

Officers are recommending adjustment to this space, whereby the event area starts at Westbay Promenade (Portrush) and finishes at Ballyreagh Golf Course. By adjusting the event space westwards, better connectivity can be achieved, with a shorter distance of disconnect between the Blackhill end of Westbay and the 'pitch and put' area at Ballyreagh. This proposed new event space reduces the amount of 'broken' areas where air show activities cannot take place. Further details can be found in **Annex B**.

5.0 Proposed Large Scale Event for 2024

Council Officers have been in negotiations with Red Bull management representatives, to assess the potential of holding a major event on 18, 19 & 20 July 2024. This proposal is for a cliff diving event, and after consideration of a number of potential locations, including Portrush and Portstewart, the preferred venue has been identified as Ballycastle. This is in line with the Councils Strategic Review for Tourism Events, whereby the Tourism Events team seek large-scale international events that take place within the Borough. The investment required for this event will be met by Red Bull, and the Tourism and Recreation team will, subject to Council approval, provide a facilitation and enabling role that will include operational planning assistance for the event management process. The Tourism and Recreation team will also assist with the Land and Property/legal process and coordinate with other Council departments including the Harbours and Marinas service.

6.0 Consultation and Assessment of Event Delivery Options

Officers have continued to liaise and seek advice from various agencies in relation to the potential planning opportunities for Council Managed events in 2024. This includes the Police Service of Northern Ireland (PSNI), Northern Ireland Ambulance Service (NIAS), St John Ambulance and the Council led Safety Advisory Group (SAG).

For each event, Officers will continue to look at the type of delivery which is possible based on information, advice and timings, while considering both internal and external risks.

7.0 Budgetary Position

In advance of the 2024 rate setting process, the Leisure and Development Committee is asked to consider the budget allocation for the delivery of Council Managed events (as detailed in Table 1).

8.0 Recommendations

It is recommended that the Leisure and Development Committee gives consideration to the detail provided in the report:

1. The approach outlined for the delivery of Council led events as detailed in Table 1 and Annexes A & B, at a cost of £970,670.
2. Subject to approval of the event schedule as detailed in Table 1 and Annex B, Elected Members are also asked to give consideration to the adjustment of the event space for the proposed 2024 Air Show.
3. Subject to approval of the event schedule as detailed in Table 1 and Annex B, Elected Members are asked to consider whether the Air Show's budget should be allocated from reserves or factored for within the rates setting process for 2024/25.
4. Agree to work in partnership with Red Bull to deliver on a Red Bull Cliff Diving event in Ballycastle on 18, 19 & 20 July 2024.

Tourism Events Programme 2024-25 ANNEX A

Ballymoney Spring Fair – Fri 19th & Sat 20th April

Ballymoney Spring Fair is an annual event held in April each year to animate the town, support the local businesses/community and to attract visitors to the town. Traditionally this event is organised by the Council's Events Team supported by Ballymoney Chamber of Commerce and Fuse FM to include family entertainment to promote visitor and community participation where possible. The theme of the fair is aligned to the family fun segmentation of Tourism Events.

Friday of the Fair takes place at Castlecroft and consists of live music, Fuse radio and an artisan market. There is also a tea dance at the Town Hall.

Saturday has several aspects to the event over a number of locations, including Quiet Time, Vintage Car Display, live music, amusements, children's activities and a parade through the town.

The event typically attracts 2,000 – 3,000 visitors at the various event activities.

Synopsis of Event Activities includes:

Activities	Locations	Budget Requirement 2024/2025
<ul style="list-style-type: none"> ◆ Naturally North Coast Artisan Market ◆ Live Music – Local Acts ◆ Fuse Radio – Outdoor Broadcast ◆ Tea Dance ◆ Quiet Time for Children with Additional Needs ◆ Children's Craft Activities ◆ Flower Arranging Workshops for Adults ◆ Dog Agility Sessions ◆ Soft Play activities ◆ Children's Amusements ◆ Mobile Farm ◆ Vintage Car Display ◆ Walkabout Entertainment ◆ Circus Skills ◆ Archery ◆ Traditional Games & Horseshoe Toss ◆ Riding for the Disabled ◆ Dance Groups ◆ Carnival Parade throughout Town ◆ New Exhibition, Crafts & Trading Zone at Church Street ◆ Chamber of Commerce promoted discounts & fashion showcase ◆ Biodiversity Outreach ◆ Recycling Team Outreach ◆ Ballymoney Museum exhibitions 	<ul style="list-style-type: none"> ▪ Castlecroft Square & Castle Street Car Pk ▪ Ballymoney Town Hall ▪ Seymour Street Car Pk ▪ Railway Station Car Pk ▪ Church Street ▪ <i>Animation & Parade also throughout: High Street, Main Street, Meeting House Street, Union Street, Queen Street, Victoria Street and Linenhall Street</i> 	<p>£25,440</p> <p><i>(Budget Requirement 2023/2024 £24,000)</i></p>

**NOTE: The activities above are an example of past events and are subject to change to allow for event development and emerging new content.*

Tourism Events Programme 2024-25

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NW200 Race Week Festival – Mon 6th – Sat 11th May

As part of North West 200 Race Week Festival, Causeway Coast and Glens BC, in conjunction with Coleraine and District Motor Club, stage Meet the Riders at the Event Space in Coleraine Town Centre on the Friday. This is a free, no-ticket event giving the public an opportunity to meet the riders and personalities at that year's NW200.

A NW200 Firework Display is held on the Friday of Race Week, at The Crescent, Portstewart. Entertainment will be live music at the Witches' Hat Band stand followed by the Firework Display from Atlantic Circle. Historically a crowd of between 3000 - 5000 is expected depending on the weather.

Synopsis of Event Activities includes:

Activities	Locations	Budget Requirement 2024/2025
◆ NW200 Meet the Riders	▪ Event Space at Coleraine Town Hall	£33,279
◆ Firework Display (late evening approx. 10pm) ◆ Soft walkabout characters ◆ Live band from early evening	▪ The Crescent, Portstewart	(Budget Requirement 2023/2024 £31,395)
Branding activation throughout course week and promotion of race week activities		

**NOTE: The activities above are an example of past events and are subject to change to allow for event development and emerging new content. The proposed dates are subject to change.*

Tourism Events Programme 2024-25 ANNEX A

Rathlin Sound Festival

Proposed Dates: 25th May – 2nd June 2024 (TBC)

Rathlin Sound Festival, previously known as Rathlin Sound Maritime Festival, celebrates the local heritage through 10 days of community organised events featuring music, song, talks, exhibitions, workshops and storytelling on Rathlin Island and Ballycastle. At the culmination of the event Council will showcase a finale in Ballycastle.

This Council-led event will be delivered with support from Rathlin Development Community Association and other voluntary organisations and external bodies. For 2024 the main themes will be:

- Island life
- Maritime heritage through storytelling
- Food and drink
- Music and cultural connections

Synopsis of Event Activities includes:

Activities & Planning considerations	Locations	Budget Requirement 2024/2025
<ul style="list-style-type: none"> ◆ Rebranding to Rathlin Sound Festival Ballycastle – Rathlin ◆ Clear communication of marketing themes: Island life Rathlin; Maritime heritage through storytelling Rathlin, Ballycastle and surrounding areas. ◆ Cultural connections with Scottish Isles etc. ◆ Authentic local food and drink ◆ Traditional music festival elements with possible outdoor showcase, Saturday Bank Holiday weekend. ◆ Outdoor family activities over the Bank Holiday weekend ◆ Storytelling sessions in local establishments <p>Amenities & H&S planning to be considered:</p> <ul style="list-style-type: none"> ◆ Hall hire ◆ Facility Hire & Temporary Infrastructure ◆ Security & Stewarding ◆ Estates Staffing Costs ◆ St John Ambulance – Medical ◆ Mobile Accessible Changing Unit ◆ Marketing, PR, Branding and Promotion (incl. signage) ◆ H&S incl. infrastructure such as barriers, lighting and communications ◆ Tannoy system repairs and radio links ◆ Staff O/T for facility and non - events staff ◆ Chair and Project Manage the events with partners such as Community Organisations. 	<ul style="list-style-type: none"> ▪ Rathlin Island ▪ Ballycastle Seafront & Town Centre 	<p>£48,990</p> <p><i>(Budget Requirement 2023/2024 £41,500)</i></p>

Tourism Events Programme 2024-25
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The proposed dates are subject to change.

Tourism Events Programme 2024-25 ANNEX A

Seasonal Summer Programme – July & August

The Summer Street Theatre takes place during July and August in various locations in Ballycastle, Portrush and Portstewart. The programme includes fire manipulators, Punch & Judy shows, unicyclists, stilt walkers and lively circus performers. This fun family entertainment is free to attend.

Activities	Locations	Budget Requirement 2024/2025
<ul style="list-style-type: none"> ◆ Stiltwalkers ◆ Fire Manipulation ◆ Unicyclists ◆ Kite Display ◆ Juggling ◆ Street Theatre ◆ Magic Shows ◆ *Activities for RNLi 200yrs 	<ul style="list-style-type: none"> ▪ Amphitheatre / Kerr St, Portrush ▪ The Crescent Portstewart ▪ Ballycastle Seafront 	£15,862 <i>(Budget Requirement 2023/2024 £9,775)</i>

**NOTE: The activities above are an example of past events and are subject to change to allow for event development and emerging new content.*

Summer Fireworks Evening Portstewart – Sat 27th July

The summer entertainment & fireworks evening held at The Crescent in Portstewart, is a brilliant free fun outdoor summer event. Live concert, family entertainment and Fireworks extravaganza. This is the culmination of the Red Sails Festival.

Activities	Location	Budget Requirement 2024/2025
<ul style="list-style-type: none"> ◆ Concert - Live Band ◆ Fireworks ◆ Walkabout Characters ◆ Fire Poi 	<ul style="list-style-type: none"> ▪ Portstewart 	£13,178 <i>(Budget Requirement 2023/2024 £11,960)</i>

**NOTE: The activities above are an example of past events and are subject to change to allow for event development and emerging new content.*

Summer Entertainment & Fireworks Evening Portrush – Sat 10th August

The summer entertainment & fireworks evening held at Ramore Head, Portrush, is a brilliant free fun outdoor summer event. Live concert, family entertainment and Fireworks extravaganza.

Synopsis of Event Activities includes:

Activities	Locations	Budget Requirement 2024/2025
<ul style="list-style-type: none"> ◆ Live music ◆ Soft walkabout characters ◆ Firework Display 	<ul style="list-style-type: none"> ▪ Lower Lansdowne Green, Portrush 	£11,593 <i>(Budget Requirement 2023/2024 £10,465)</i>

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Tourism Events Programme 2024-25 ANNEX A

Ould Lammas Fair – Sat 24th – Tues 27th August

The Ould Lammas Fair is Ireland’s oldest recorded fair dating back for hundreds of years. This event takes place on the last Monday and Tuesday in August each year. The weekend has now been extended to a four day event for all to enjoy. The fair takes place in the beautiful seaside town of Ballycastle with traders lining the streets, selling traditional items, homemade arts & craft, food and more.

The agricultural element takes place on Fairhill Street just off The Diamond in Ballycastle and includes horse trading, farrier displays, pony rides and an animal petting farm. The event attracts hundreds of thousands to the town with many family members returning for this nostalgic event. There are new additions to the fair that have been added to, including family fun entertainment, live music and Agri zones.

The event typically attracts up to 130,000 visitors at various activities over the 4 days.

Synopsis of Event Activities includes:

Activities	Locations	Budget Requirement 2024/2025
<ul style="list-style-type: none"> ◆ Horse Trading ◆ Pony Rides ◆ Horse Shoe Demonstrations ◆ Horse Farrier ◆ Horse beach Races ◆ Heavy Horse Show ◆ Amusements ◆ Vintage Vehicle Display & Parade ◆ Seafront Stage music entertainment ◆ Artisan Market ◆ Live Band on big stage ◆ Fireworks ◆ Falconry ◆ Mobile Animal Farm ◆ Family entertainment/rest area ◆ Traditional market style street trading 	<ul style="list-style-type: none"> ▪ Clare Street ▪ The Diamond ▪ Castle Street ▪ Ann Street ▪ Fairhill Street ▪ Quay Road & Quay Road Playing Fields ▪ Seafront ▪ Sheskburn House & Car Pk ▪ Harbour Area ▪ Marina Car Park ▪ Ballycastle Beach 	<p>£152,640</p> <p><i>(Budget Requirement 2023/2024 £144,000)</i></p>

**NOTE: The activities above are an example of past events and are subject to change to allow for event development and emerging new content.*

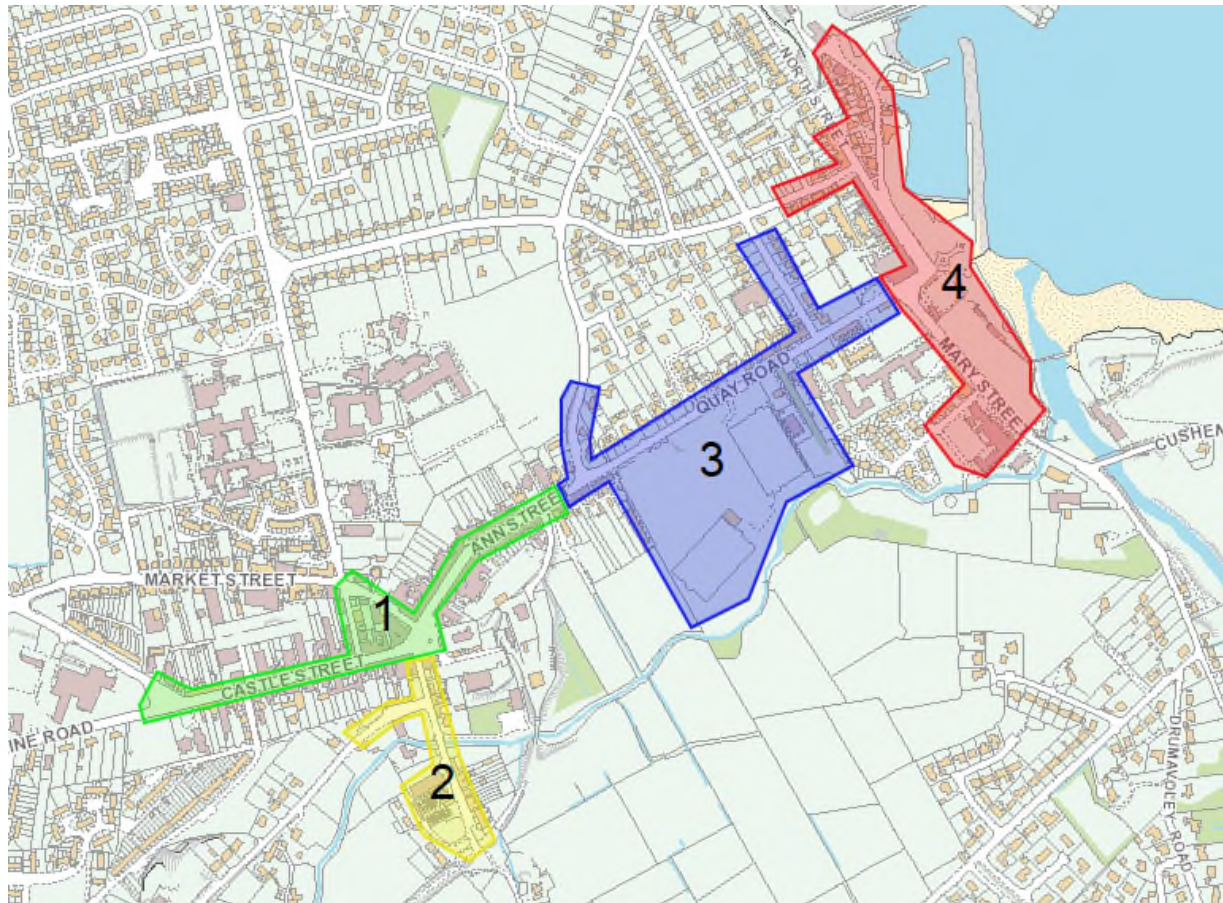
Ould Lammas Fair is split into event zone spaces to indicate the various locations throughout the town.

Zones	Event Space - Proposed Activities & Zones
Zone 1 Clare Street, Diamond, Castle Street, Ann Street	Activity includes: Rest area, street traders, music concert and craft stalls.
Zone 2 Fairhill Street	Fairhill Street by tradition is the home of the agricultural elements of the fair, which in the main is a horse-trading area. Over the last few years this zone has expanded to include activities for children such as pony rides and animal farm. Additional horse related showcase activities have been developed including, horseshoe demonstrations and horse farrier.
Zone 3	Amusements and rest area. Family entertainment.

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Quay Road & Playing Fields	
Zone 4 Seafront / Harbour / Sheskburn/ Beach	Horse Racing at the beach, Fireworks display at the seafront, Artisan Market, Non Mechanical Amusements, Artisan market, hot food vendors.

Below is a layout of the zones across Ballycastle.



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Tourism Events Programme 2024-25 ANNEX A

NI International Air Show – Fri 6th – Sun 8th September

Northern Ireland’s flagship air display is a two-day International Air show and festival with no admission fee in Portrush, Co Antrim. It is organised by Causeway Coast and Glens Borough Council in consultative partnership with Mr. Roger Steele, Air show Flying Display Director (FDD), with the assistance of many external agencies. The popular event attracts between 80,000 and 100,000 people of all ages outside of the peak holiday period over the two days.

The weekend includes air displays, ground displays, trade village, entertainment shows and exhibitions. There will be 2 days of family entertainment on the ground, including simulators, inflatables, climbing walls and many event stalls selling local artisan products and event related goods. Catering suppliers will be dispersed throughout both event venues.

Synopsis of Event Activities includes:

Activities	Locations	Budget Requirement 2024/2025
<ul style="list-style-type: none"> ◆ Aircraft: In previous years the event has welcomed The Typhoon, the Belgian Air Force, the Irish Air Corps and aircraft from France, Lithuania and Germany as well as the only two flying Lancaster’s in the world. Bids for aircraft will be explored in the New Year by the FDD. ◆ The air event typically runs from approx. 13:00hrs until 16:30 hrs on both Saturday and Sunday. The ground event will begin at 11.00 hrs and continue until 18:00hrs each day. <p>Other activities include:</p> <ul style="list-style-type: none"> ◆ Quiet Time ◆ STEM Village ◆ Circus skills workshops ◆ RAF Band (tbc) ◆ Live Music Stages ◆ Radio Station outdoor broadcasts ◆ Naturally North Coast & Glens Artisan Market ◆ Food & Trade Stalls ◆ Armed Forces Zone ◆ Static Displays ◆ Amusement Rides 	<ul style="list-style-type: none"> ▪ Event location: A2 Coast Road between Portrush and Portstewart. ▪ Viewing: Between West Bay and Ballyreagh. ▪ Flight line: Over the sea from Portstewart to Portrush (flight line varies slightly depending on aircraft type). ▪ Ground events: Displays and exhibits along the Coast Rd including – <ol style="list-style-type: none"> 1. Ballyreagh pitch & putt and Ballyreagh main golf course 2. Black Hill 3. West Bay (incl. of Green space and Car Park) 4. Portrush Harbour & West Strand Beach 	<p>£440,000</p> <p><i>(Budget Requirement previously £400,000 net from reserves in 2022)</i></p>

NOTE: The activities above are an example of past events and are subject to change to allow for event development and emerging new content. For further information please see **Annex B*

Tourism Events Programme 2024-25 ANNEX A

Bushmills Salmon & Whiskey Festival – Fri 4th – Sun 6th October (dates TBC)

The Bushmills Salmon & Whiskey Festival, which celebrates the local heritage and fine produce in the area, is held in October. Three days of fantastic entertainment and activities spread across Bushmills Main Street, Millennium Park, Bushmills Distillery and local businesses.

This is a flagship food and drink event within Causeway Coast and Glens. The festival has been based on extensive research into other leading UK food and drink festivals such as Ludlow Food Festival.

The Programme will consist of cookery demonstrations, market stalls, whiskey tastings, musical acts, and entertainers across the weekend. Traditionally this is a busy street festival. The festival encourages smaller crowds through pockets of entertainment and frequent cookery demonstrations.

The Salmon & Whiskey Festival typically appeals to food and drink enthusiasts and attracts an attendance of approx. 5,000 visitors.

Activities	Locations	Budget Requirement 2024/2025
<ul style="list-style-type: none"> ◆ Cookery demonstrations by celebrity and local chefs, using local ingredients ◆ Opportunity for young upcoming chefs to showcase their talents ◆ A two-day artisan market showcasing local and NI food and drink produce and producers ◆ Salmon or whiskey inspired menus by local establishments ◆ Music entertainment will take place all weekend at various hospitality venues ◆ STEM related elements for children ◆ Bushmills Taste Trail throughout the village ◆ Circus skills workshop ◆ Arts and crafts ◆ Themed walkabout characters ◆ Musical walkabouts ◆ Community art projects i.e. barrel painting ◆ Fishing demonstrations ◆ Have a go fly fishing casting ◆ Artisan market 	<ul style="list-style-type: none"> ▪ Main Street Bushmills ▪ Millennium Park ▪ Sharvagh House ▪ Designerie Car Park ▪ Main Street Car Park ▪ Bushmills Distillery ▪ VIC ▪ Community Garden 	<p>£55,968</p> <p><i>(Budget Requirement 2023/2024 £52,800)</i></p>

**NOTE: The activities above are an example of past events and are subject to change to allow for event development and emerging new content. The proposed dates are subject to change.*

Tourism Events Programme 2024-25 ANNEX A

Seasonal Halloween Events x4 - 26th – 31st October

Ballymoney Saturday 26th October

Limavady Monday 28th October

Ballycastle Tuesday 29th October

Coleraine Thursday 31st October

Halloween happenings brings some spooky themes into the local towns of the Borough. These include parades, spooky characters, fire poi, live music, amusements and fireworks. These events are organised by Council and local voluntary organisations. Each event attracts at least 4,000 visitors.

Synopsis of Event Activities includes:

Activities	Locations	Budget Requirement 2024/2025
<ul style="list-style-type: none"> ◆ Fireworks Displays ◆ Quiet Time for Children/Adults with Additional needs ◆ Balloon Modellers ◆ Amusements ◆ Circus Skills workshop ◆ Bushcraft workshop ◆ Live Music ◆ Fire Poi ◆ Halloween Performers within the event space ◆ Stilt walkers ◆ Fireworks Displays ◆ Spooky Trail with live animation, sound and smoke ◆ Food Traders ◆ Magician ◆ Glow Poi ◆ Dance Displays ◆ Local school children artwork displays ◆ Scarecrow workshops/ displays 	<ul style="list-style-type: none"> ▪ Ballymoney Showgrounds ▪ Roe Mill Playing Fields ▪ Seafront Ballycastle ▪ Ulster University Coleraine 	<p>£82,390</p> <p><i>(Budget Requirement 2023/2024 £75,840)</i></p>

**NOTE: The activities above are an example of past events and are subject to change to allow for event development and emerging new content. The proposed dates are subject to change.*

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Atlantic Sessions – Thurs 14th – Sun 17th November

The Atlantic Sessions Festival is a high-quality music event now well established on the NI Festival calendar, featuring a broad range of live original music performers in bars, bistros, hotels and coffee shops across the seaside resorts of Portstewart and Portrush throughout the 4 days, with 40 + FREE gigs plus some showcase ticketed events.

Council appoints a Management Services Provider within the music industry to liaise with all artists and venues to deliver the Atlantic Sessions Festival.

Activity	Locations	Budget Requirement 2024/2025
<ul style="list-style-type: none"> ◆ Music trail ◆ Original artists music ◆ Emerging artists ◆ High profile artists ◆ Unique artists ◆ Local hospitality venue participation ◆ Various genres: traditional, contemporary, blue grass, electronic, indie, acoustic 	<ul style="list-style-type: none"> ▪ Portrush ▪ Elephant Rock Hotel ▪ Holy Trinity Church ▪ KIWI's Brew Bar ▪ Kelly's Complex ▪ Portrush Town Hall ▪ Portrush Yacht Club ▪ Safehouse Café Bar ▪ Springhill Bar ▪ The Atlantic Hotel ▪ The Playhouse ▪ The Station Bar ▪ The Quays ▪ Portstewart ▪ Flowerfield Art Centre ▪ Me and Mrs Jones ▪ Portstewart Arms ▪ The Anchor ▪ Star of the Sea 	<p>£27,730</p> <p><i>(Budget Requirement 2023/2024 £26,160)</i></p>

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Tourism Events Programme 2024-25 ANNEX A

Seasonal Christmas Light Switch On's

Proposed 2024 Dates:

- Ballymoney - Thursday 21st November
- Limavady - Saturday 23rd November
- Ballycastle - Thursday 28th November
- Coleraine - Friday 29th November

Christmas switch ons and parades within the borough. These are a chance to kick-start your Christmas shopping with late night openings, parades featuring local children, walkabout characters, live music and meet Santa!

These events typically attract between 1,500 and 5,000 people.

Activities & Planning considerations	Locations	Budget Requirement 2024/2025
<ul style="list-style-type: none"> ◆ Santa ◆ Mrs Claus storytelling ◆ Santa's Grotto ◆ Quiet Time with Santa ◆ Santa's Transport ◆ Children's gifts (selection boxes) from Santa ◆ Local children in parade ◆ Dance troops ◆ Parade items incl. Hire of Floats, Children's Costumes and Lanterns ◆ Live Pipe Band performances ◆ Bubble Car and Elves ◆ Festive Walkabout Characters – soft ◆ Festive Walkabout Characters – stilt walkers ◆ Hire of DJs with Festive Music ◆ Compere for Council floats ◆ Balloon Modellers <p>Amenities & H&S planning to be considered:</p> <ul style="list-style-type: none"> ◆ Hall hire ◆ Facility Hire ◆ Security & Stewarding ◆ Estates Staffing Costs ◆ Traffic Management Costs ◆ PSNI Cost Recovery for Parade ◆ St John Ambulance – Medical Cover ◆ Accessoloo to operate the Council's Mobile Accessible Changing Unit ◆ Marketing, PR, Branding and Promotion (incl. signage) ◆ H&S incl. infrastructure such as barriers, lighting and communications ◆ Tannoy system repairs and radio links ◆ Purchase of Christmas decorations for all zones incl. Grotto ◆ Staff O/T for facility and non - events staff 	<ul style="list-style-type: none"> ▪ Ballymoney Town Centre ▪ Limavady Town Centre ▪ Ballycastle Town Centre ▪ Coleraine Town Centre 	<p>£63,600</p> <p><i>(Budget Requirement 2023/2024 £60,000)</i></p>

Tourism Events Programme 2024-25
ANNEX A

◆ Chair and Project Manage the switch on events with partners such as Chambers of Commerce and Community Organisations.		
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**NOTE: The activities above are an example of past events and are subject to change to allow for event development and emerging new content. The proposed dates are subject to change.*

Tourism Events Programme 2024-25

ANNEX B – NI International Air Show 2024 Proposal

NI International Air Show – Sat 7th – Sun 8th September

The Tourism Events Team have started the planning process and have detailed the proposed model below for planning and delivery. Procurement for the Air Display Director and the employment of a Sponsorship / STEM / Industry liaison consultant has taken place. (£50,000 has been budgeted for within the 2023/24 financial year). This appendix also details the projected income and expenditure summary for the 2024 Air Show.

International Airshow Event Delivery Group

The Working Group, with direction from the Project Board has developed an outline approach for the coordination and delivery of this event in 2024.

Key designated areas for development include:

- Air activity programme.
- Ground activity programme.
- STEM and Corporate Business Engagement.
- Communication and Media.
- Traffic/Transport/Parking.
- Emergency Planning and Safety.
- Physical Resource Provision, Waste and Cleansing.

Proposed Spatial Adjustments to the Event Area for the International Air Show

At the September 2021 Leisure and Development Committee meeting, approval was given to relocate the planned air show to the coastal lands between Portrush and Portstewart (spanning Westwards from Ballyreagh Golf Course to the Rinagree Coastal Park and Northwest 200 Paddock area). Analysis by the Tourism and Recreation team and consultation with stakeholders found that the proposed layout for the 2022 event was spatially disconnected. The area between the western end of Ballyreagh Golf Course (main viewing area) and the Paddock area does not allow for a seamless event space, with approx. a 1,300 metre separation.

Officers are recommending adjustment to this space, whereby the event area starts at Westbay Promenade (Portrush) and finishes at Ballyreagh Golf Course. By adjusting the event space westwards, better connectivity can be achieved, with a shorter distance of disconnect between the Blackhill end of Westbay and the 'pitch and putt' area at Ballyreagh. This proposed new event space reduces the amount of 'broken' areas where air show activities cannot take place.

The revised format for the ground exhibitions and viewing areas by reducing the spatial footprint will allow for efficiencies and the Tourism Events Team can relocate ground display items for a better visitor experience. Savings can be made in infrastructure and resources which will in turn allow for greater investment in air assets.

Tourism Events Programme 2024-25
ANNEX B – NI International Air Show 2024 Proposal

NI International Air Show is split into event zone spaces to indicate the various locations in line with the flight display line.

Zones	Event Space - Proposed Activities & Zones
Zone 1 Ballyreagh (Golf Course, Pitch & Putt & Car Park) (Event Space & Viewing)	Activity includes: STEM Village, Ulster Aviation Society, Artisan Market, Soft Play zone, flight line viewing area, seated rest areas, Corporate Hospitality marquee, live music stage, concessionary traders, climbing wall, military exhibits and amenities.
Zone 2 Black Hill (Exhibits & Viewing)	Thoroughfare area linking Portrush town with Ballyreagh with re-enactment displays, concessionary traders, information displays and amenities.
Zone 3 West Bay (incl. of Green space and Car Park) (Event Space & Viewing)	Activity includes: Military Ground Displays and Exhibitions from the: Army, Navy and RAF. Trade Village, Car Dealership village, re-enactment zones, soft play amusements, radio station broadcasts, food village, live music stage, seated rest areas and amenities.
Zone 4 Portrush Harbour & West Strand Beach (Activities)	Opportunities to facilitate visiting Navy Vessels into the Harbour outside of display times and opportunities for beach displays at West Strand.

Below is a layout of the proposed zones between West Bay and Ballyreagh.



Tourism Events Programme 2024-25
ANNEX B – NI International Air Show 2024 Proposal

NI INTERNATIONAL AIR SHOW PROJECTED INCOME & EXPENDITURE 2024	
Projected Expenditure	£581,585
Projected Income	£150,000
Total (Budget Requirement)	£440,000
Projected Expenditure	
Ground Budget: (Entertainment / Event Planning & Safety)	
Total	£180,510
Ground Infrastructure: (Marquees / Comms / Seating / ATC / Catering / H&S Costs / Estates Infrastructure Setup & Amenities)	
Total	£123,475
Marketing and Promotion Costs: (Event Re-brand, Website, Social and Digital, Programme, Site Branding etc)	
Total	£44,000
Staffing Costs: (STEM and Air Coordinator / Estates / Operations / Events Team / Marketing / PR / Prosperity & Place Dept / Media Consultancy)	
Total	£83,600
Air Programme Budget: (Air Display Assets / Air Assets Insurance / Accommodation for Pilots & Key Personnel)	
Total	£150,000
Expenditure	£581,585
Projected Income Sources 2024	
Central Government Funding (Tourism NI / DfE / Invest NI)	£25,000
Sponsorship	£70,000
Hospitality Income	£12,000
Trade & Exhibition Income	£43,000
Total	£150,000