

<b>Tourism and Recreation Event Programme</b>	<b>14<sup>th</sup> February 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 (within forecast budget)

**The purpose of this report is to:**

- **Present to Council the proposed programme of Council's Tourism and Recreation managed events for 2017-18.**
- **Provide detail on those non Council events that have successfully met the funding criteria for the Tourism and Recreation Event Grant Funding Programme. (Report for approval at February L&D meeting)**
- **Provide information on other significant non Council managed events for 2017, supported 'in kind' by Council.**

**Background**

Causeway Coast and Glens Borough Council has an adopted approach that facilitates and delivers events that inspire visitors, and in doing so promotes the area as a unique destination to visit, live, work and study.

Objectives for the event remit include:

- The provision of 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 clear 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.

### **Management and Support**

With a large geographical area and many different individuals, groups and partnership organisations involved in event delivery, the Council's Event Team have a direct management role in delivering Council signature Events, a partnership role working with other key event providers, such as The European Tour, the NW200 and Supercup NI, and a facilitation/support role for non-Council events. The Council also administers a competitive grant application process for event organisers that wish to avail of funding support through the Tourism and Recreation Event Funding Programme.

- The 2017 proposed Council programme is listed in Annex A.
- The 2017-2018 Tourism and Recreation Event Grant Funding Programmes is listed in Annex B (Report for approval at February L&D meeting).
- Other significant non Council managed events for 2017, supported 'in kind' by Council, is listed in Annex C.

### **Recommendation**

Council approval is sought to allow the Tourism and Recreation Event Team to manage and deliver on the proposed Council programme for 2017 as listed in Annex A.

**ANNEX A**

<b>CAUSEWAY COAST &amp; GLENS BOROUGH COUNCIL MANAGED EVENTS 2017</b>				
<b>Month</b>	<b>Dates</b>	<b>Event</b>	<b>Location</b>	<b>Description of Event</b>
<b>April</b>	Sat 15 <sup>th</sup> – Mon 17 <sup>th</sup> (Annual Dates Dependent on Easter)	Easter Seasonal Programme	CCGBC area	Spectacular free street theatre taking place in Ballycastle, Ballymoney, Limavady, Portrush and Portstewart featuring exciting circus shows which incorporate a mix of slapstick comedy and circus skills including fire juggling, giant unicycles, stilt walking and fire breathing.
	Sat 15 <sup>th</sup> (2nd Weekend in April)	Spring Fair (New Signature Event Ballymoney)	Ballymoney	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.
	Fri 28 <sup>th</sup> TBC	Freedom of the Borough Event Coleraine	Coleraine	TBC Working in conjunction with Bann Rowing Club to develop a Mini Regatta with accompanying entertainment to celebrate the Freedom of the Borough for the Coleraine Olympiads. This is an appetiser for a proposed Regatta event in 2018.
<b>May</b>	Sat 6 <sup>th</sup> – Fri 12 <sup>th</sup>	NW200 Race Week Festival	Portrush, Portstewart, Coleraine, Ballymoney	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.
	Fri 26 <sup>th</sup> May – Sun 4 <sup>th</sup> June	Rathlin Sound Maritime Festival	Ballycastle, Rathlin	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.
<b>June</b>	Sat 3 <sup>rd</sup> – Sun 4 <sup>th</sup>	Rathlin Sound Maritime	Rathlin	See above.

		Festival		
	Sat 17 <sup>th</sup> – Sun 18 <sup>th</sup>	Salmon & Whiskey Festival	Bushmills	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.
	23 <sup>rd</sup> – 24 <sup>th</sup> TBC	Cultural Music & Dance Festival (New Signature Event for Coleraine).	Coleraine	A two day festival of global cultural music and dance ranging from traditional to contemporary and international. Venues include outdoor events, bars, restaurants and coffee shops.
	TBC	Bike Week	CC&GBC area (Mark Strong)	Free cycling events for all the family across Causeway Coast & Glens.
<b>July</b>	Sat 1 <sup>st</sup>	Summer Entertainment & Fireworks Evening	Portrush	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.
	Mon 10 <sup>th</sup> -31 <sup>st</sup>	Seasonal Summer Programme	CCGBC area	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.
	Sat 29 <sup>th</sup>	Summer Fireworks Evening (Finale of Red Sails Fest)	Portstewart	The Red Sails Festival is a weeklong festival featuring a variety of free entertainment and workshops organised by Portstewart Community Association. The festival concludes with a magnificent fireworks finale organised by the Council Events Team at The Crescent, Portstewart.
<b>August</b>	Tues 1 <sup>st</sup> Thurs 31 <sup>st</sup>	Seasonal Summer Programme	CCGBC area	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.
	Mon 28 <sup>th</sup> & Tues 29 <sup>th</sup>	Auld Lammas Fair	Ballycastle	Ireland's traditional oldest fair which takes place on the last Monday and Tuesday of August. 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.
<b>September</b>	Sat 2 <sup>nd</sup> - Sun 3 <sup>rd</sup>	Air Waves Portrush	Portrush, Portstewart	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.
<b>October</b>	Fri 27 <sup>th</sup> - Tues 31 <sup>st</sup>	Seasonal -Halloween x 4 events	CCGBC area	Various Halloween events taking place across the Borough in Ballycastle, Ballymoney, Coleraine and Limavady with fireworks, live music and entertainment, spooky parades and workshops.
<b>November</b>	TBC	Atlantic Sessions	Portrush, Portstewart, Portballintrae	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.
	TBC	Seasonal-Christmas Light Switch on's	CCGBC area	Christmas Lights Switch Ons 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 real sense of atmosphere at each event.
<b>December</b>	TBC	Seasonal- Christmas Light Switch on's	CCGBC area	Christmas Lights Switch Ons 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 real sense of atmosphere at each event.

**ANNEX B**

<b>TOURISM &amp; RECREATION EVENT GRANT FUNDING PROGRAMME 2017</b>				
<b>Month</b>	<b>Dates</b>	<b>Event</b>	<b>Location</b>	<b>Description of Event</b>
<b>May</b>	7 <sup>th</sup> – 13 <sup>th</sup>	NW200 (3 Year funding)	Portrush, Portstewart, Coleraine and Ballymoney	The largest outdoor sporting event in Ireland. An estimated 85,000 fans/visitors are expected to attend. This event generates a revenue for the area estimated at £4 million. Partnerships with BBC Sport, Greenlight TV and CBS means worldwide coverage of the event.
	25 <sup>th</sup> – 29 <sup>th</sup>	County Derry Fleadh (Subject to approval)	Limavady	The County Derry Fleadh is being held for the first time in Limavady. It is a four day festival celebrating traditional Irish music through singing, dancing and musical instruments, in a range of venues throughout Limavady.
<b>June</b>	2 <sup>nd</sup> – 3 <sup>rd</sup>	Ballymoney Show (Subject to approval)	Ballymoney	This will be the 110 <sup>th</sup> Agricultural Show in Ballymoney with expected audience of 8000. It is made up of trade stands, livestock, rural and school crafts. Entertainment from DJs, dancers and children's entertainers. Competitions include tug of war, football and pets.
	7 <sup>th</sup> – 11 <sup>th</sup>	Danny Boy Jazz & Blues Festival (Subject to approval)	Limavady	The Danny Boy Jazz & Blues Festival is a grass roots music festival based within the Limavady area and has been running consecutively for the last 21 years. It is a five day festival taking place in a range of venues throughout Limavady.
<b>July</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	Pirates Off Portrush & Heritage Fair (Subject to approval)	Portrush	A two day programme of events involving drama, costumed characters, floats and a street parade highlighting the exploits of Tavish Dhu a fierce-some Portrush pirate. Sunday takes on a heritage feel with the heritage fair, heritage trail and artisan market at Antrim Gardens.
	17 <sup>th</sup> – 22 <sup>nd</sup>	Hughes Insurance Foyle Cup (Subject to approval)	Limavady	An International youth football tournament held over 6 days with entries from 310+ teams. Matches will be played in 5 venues within Causeway Coast & Glens Borough Council area, namely Limavady/Greysteel area with participants staying in the CC&GBC area.

	22 <sup>nd</sup> – 28 <sup>th</sup>	Supercup NI (3 year funding)	Coleraine, Portrush, Portstewart, Ballymoney and Limavady	Commences with a Welcome Parade through the town of Coleraine with all participating teams from around the world. Competition commences on Monday 24 <sup>th</sup> and is held in 14 different venues within the local area. All teams stay within the tournament area and it is estimated to generate up to 26,000 day visitors.
	23 <sup>rd</sup> – 29 <sup>th</sup>	Armoy Motorcycle Road Racing Race of Legends (3 year funding)	Armoy, Ballymoney	Commenced in 2009 attracting more high calibre national international road racers each year. The week-long event includes a range of community events and activities culminating in the road racing on the Friday and Saturday.
<b>August</b>	5 <sup>th</sup> – 13 <sup>th</sup>	Heart of the Glens (Subject to approval)	Glens, Ballycastle	This event has been running for over 25 years. It provides 9 consecutive days of fun and entertainment. Over the 9 days they organise 100+ events including culture, history, craft and sport.
	11 <sup>th</sup> – 13 <sup>th</sup>	Stendhal Festival (Subject to approval)	Limavady	Stendhal is an award-winning outdoor music and arts festival which is in its 7 <sup>th</sup> year. Stendhal averages between 3,000 and 4,000 visitors each year. It hosts over 100 musical acts across 10 stages over the 3 day period.
	18 <sup>th</sup> – 19 <sup>th</sup>	NW Pipe Band & Highland Dancing Championships (3 year funding)	Portrush	This competition has been held by the RSPBA NI at The Recreation Grounds in Portrush since the 1950's. It attracts up to 50 pipe bands annually to Portrush. The event also includes International Highland dancing and concludes with a street carnival parade through the town on the Saturday evening.
<b>September</b>	8 <sup>th</sup> – 11 <sup>th</sup>	Giants Causeway Coast Sportive (Subject to approval)	Glens, Ballycastle	A road cycling event organised by ORNI which starts/finishes in Ballycastle and travels along the Causeway Coastal route through the Glens of Antrim. Participants have a choice of 3 routes (35, 80 or 115 miles). It currently generates an economic benefit of around £220,000 for the local economy.
<b>October</b>	6 <sup>th</sup> – 8 <sup>th</sup>	Portrush Beer & Food Festival (Subject to approval)	Portrush	A craft beer and food festival which commenced in 2016 organised by Lacada Brewery. It showcases a variety of drinks and food produce from local artisans from the Causeway Coast and Glens area and all of Northern Ireland.
	20 <sup>th</sup> – 30 <sup>th</sup>	World Surf Kayak	Portrush	Organised by CANI this niche sporting event will showcase the best

		Championships (Subject to approval)		surf kayakers in the world who will compete for the world championships title in Portrush. As the world championships participants will travel from Europe, America and Australia to participate.
	25 <sup>th</sup> – 30 <sup>th</sup>	Roe Valley International Folk Festival (Subject to approval)	Limavady	The annual folk festival has been held since 1997. It is a five day festival incorporating a series of events in song, dance, verse featuring folk, traditional and contemporary music at venues throughout the Limavady area.



## ANNEX C

<b>CAUSEWAY COAST &amp; GLENS BOROUGH COUNCIL EXTERNAL SUPPORTED EVENTS 2017</b>				
<u>Month</u>	<u>Dates</u>	<u>Event</u>	<u>Location</u>	<u>Description of Event</u>
<b>June</b>	4 <sup>th</sup>	Causeway Coast Ford Fair	Portrush	The Causeway Coast Ford Fair is the largest car display event to be held in Ireland and is now in its 13 <sup>th</sup> year. Due to its success and the number of visitors in attendance it will be moving to a new site at West Bay. It attracts over 400 static Ford vintage, modern and sport vehicles on display. Organised by Lindsay Ford, Coleraine.
	TBC	Causeway Triathlon	Bushmills, Portrush	Registration, swim and bike element takes place in East Strand, Portrush with competitors then cycling and running the inland road to Bushmills and returning via the Coastal route. Organised by Causeway Triathlon.
<b>July</b>	1 <sup>st</sup> – 2 <sup>nd</sup>	Grand Slam Beach Volleyball	Portrush	Held at East Strand, Portrush this is a unisex competition and attracts competitors from all over.
	5 <sup>th</sup> – 9 <sup>th</sup>	Dubai Duty Free Irish Open	Portstewart	The Dubai Duty Free Irish Open hosted by the Rory Foundation will return to Northern Ireland to Portstewart Golf Club. This is a fantastic opportunity to showcase the North Coast to the World. It is expected to generate 20,000 visitors a day – 120,000 over the stage of the five days
	15 <sup>th</sup> – 16 <sup>th</sup>	European Beach Volleyball Event	Portrush	The European Beach Volleyball Championships is a unisex competition where national teams compete for their country. This is held at East Strand, Portrush.
<b>August</b>	6 <sup>th</sup>	East Antrim Old Vehicle Club Run	Portrush	The East Antrim Old Vehicle Clubs cavalcade commences at Mossley Mill, Antrim and makes its way to Portrush for a static display at the Dunluce Centre. There will be 100+ cars on display.
	20 <sup>th</sup>	Causeway Coast Truckfest	Portstewart	Causeway Coast Truckfest is a static display of lorries at the Pits area Portstewart followed by a truck convey round the NW200 circuit. There is also entertainment provided at the Pits Area. It is free entry but donations are taken for the NI Air Ambulance.

	26 <sup>th</sup> – 27 <sup>th</sup>	Causeway Mini Weekend	Portrush Bushmills	The Dash 'o' the Irish Commences at Bushmills Distillery on the Saturday evening and makes its way to Portrush. The static display is being moved this year to the West Bay and this concludes with the cavalcade round the town.
	TBC	The Great Landrover North Run (Beyond Performance 4x4)	Portrush	Commencing at Carrickfergus this cavalcade takes the coastal route, going off road at some parts with permission of the Forestry Commission to tour their land before ending in Portrush.
<b>September</b>	23 <sup>rd</sup>	Causeway Coast Marathon	Portballintrae, CCGBC area	One of the most scenic marathons in the world. As well as the marathon there is the half-marathon, ultra-marathon, 10k run and 26 mile challenge walk.
<b>October</b>	TBC	Motorbike Beach Races	Portrush	Organised by Foyle Motor Club this event has never taken place in Northern Ireland before but is very popular on the mainland and the Isle of Man. It is expected to attract more than 100 competitors. They are hoping to utilise East Strand for this event.
<b>December</b>	TBC	Seasonal- Community Christmas Light Switch ons	CCGBC area	Santa will make a number of visits to help switch on the festive Christmas lights for communities within the borough.