

<b>Coleraine and Ballymoney Signature Events</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
<b>Lead Officer</b>	Peter Thompson – Head of Tourism and Recreation
<b>Cost: (If applicable)</b>	£ 30,000 Revenue Cost (within forecasted budget)

**The purpose of this report is to seek Councils approval to develop two new council managed events for the towns of Ballymoney and Coleraine.**

### **Background**

Council has a major role to play in event delivery and facilitation, and through partnership with others, aims to provide a balanced portfolio of events across the Borough. As part of this approach, at the Council meeting on the 24<sup>th</sup> November 2015 it was agreed that the portfolio should include signature events for Ballymoney and Coleraine subject to budget allocation.

### **Key Objectives for Council Event Remit**

- Recurring events that complement the Councils corporate aims and objectives.
- Create a core number of signature events which are unique and embedded in the character of the area.
- Take place throughout the calendar year.
- Work in collaboration with public, private and voluntary sectors to ensure delivery.

For each of the two towns, the Tourism and Recreation Team has attempted to develop proposals for events that fit with the character and personality of Coleraine and Ballymoney and if approval is given, would wish to pursue these event concepts by testing, initially by limited scale activities for year one, with a view to expansion, if analysis shows scope for further growth and development.

### **Proposed Events for Consideration**

#### **1. Ballymoney Spring Fair. (2<sup>nd</sup>/3<sup>rd</sup> Week in April 2017, dates to be confirmed)**

##### **Purpose of the Event**

To benefit the local economy through the development of a recurring event that celebrates and utilises the character of the town, through a Spring Fair. It is proposed to promote the event as part of the Councils' Northern Ireland Spring Marketing Campaign, based on an 'invitation to visit Ballymoney' and targeting early spring visitors to the area.

## **Content of the Event**

Multi-site event in Ballymoney on the second weekend in April, initially over two days and celebrating the town's culture, heritage and landscape connections.

### **Suggested activities include:**

- Country/Speciality Market.
- Live Music.
- Family Fun Entertainment.
- Community Parade.
- Classic Car and Motorbike Show and Cavalcade.

### **Further Development Options**

- A photography based festival taking place in the preceding week, with seminars, competitions and gallery exhibitions. This element will be linked to the town's history and connection with the production of the Corfield Camera.
- A storytelling festival taking place in the preceding week, with recitals through prose and song, school competitions, community events and special performances

## **Proposed Locations**

Joey Dunlop Leisure Centre, Megaw Park, Castlecroft, Lower Car Park, Town Centre, Arts Museum.

## **Budget for the Event**

£15,000 in year one subject to budget approval.

## **2. Coleraine Music and Dance Festival. (3<sup>rd</sup> or 4<sup>th</sup> Week in June 2017)**

### **Purpose of the Event**

For the benefit of our economy and social cohesion, the purpose is to create a multi-day festival in the Borough, which celebrates our music and dance and its connections to cultures across the globe.

### **Content of the Event**

Celebration of tradition/roots, music and dance including Ulster Scots, Traditional Irish, Scottish, European Celtic and American Roots. (Influences from the diaspora).

### **Proposed Musical Linkages**

Hillbilly, Cajun, Appalachian, Folk & Fiddle, Country/Blues.

### **“The History of Ireland Starts Here - Coleraine”**

Inward migration and man kinds influence on the landscape and its culture, music, dance etc. over the last 10,000 years.

### **Proposed Location**

The festival will initially be focused on Coleraine (the earliest known settlement of man on the Island of Ireland), with the intention to create satellite events and activities throughout the Borough.

### **Education and Fun**

To celebrate our common heritage with children's workshops, concerts, tutorials dedicated to entertainment, learning while promoting understanding of global influences.

**Budget for the Event**

£15,000 in year one subject to budget approval.

**Next Steps**

Development of event/business plans and action plans for implementation.

**Recommendation**

It is recommended that the Council's Leisure and Development Committee approve the development of two new council managed events for the towns of Ballymoney and Coleraine, based on the concepts outlined within this report.