

<b>Report on</b>	Burnavon Arts & Cultural Centre 20 <sup>th</sup> Anniversary
<b>Date of Meeting</b>	Thursday 12 <sup>th</sup> March 2020
<b>Reporting Officer</b>	Tony McCance, Head of Culture and Arts
<b>Contact Officer</b>	Tony McCance, Head of Culture and Arts

<b>Is this report restricted for confidential business?</b>	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To update Council on activities and promotion to acknowledge and celebrate the 20 <sup>th</sup> Anniversary of the Burnavon Arts & Cultural Centre, Cookstown (2000-2020).
<b>2.0</b>	<b>Background</b>
2.1	The Burnavon Arts & Cultural Centre officially opened in February 2000. Since its opening, the Burnavon has been implanted in the local community. The Burnavon houses a 351-seat theatre performance space and in addition to staged production and performances the facility also delivers a range of workshops for the general public as well as providing meeting room facilities and an exhibition area.
2.2	Over the last 20 year period, The Burnavon has proven itself to be is one of the most successful Regional Theatres in Northern Ireland and after 20 years it continues to be utilised by both professional and community artists. The Burnavon will remain at the forefront of culture, arts and entertainment provision within Mid Ulster and Northern Ireland with the continued support and investment of Mid Ulster District Council.
2.3	In February 2020 the facility and its long serving staff celebrated servicing the local community for 20 years.
<b>3.0</b>	<b>Main Report</b>
3.1	February 8 <sup>th</sup> 2020 marked the 20 <sup>th</sup> anniversary of the official opening of the Burnavon. To mark this milestone a "Happy Birthday" media campaign was undertaken within local press, social media and on-stage on the night of the 20 <sup>th</sup> anniversary.
3.2	Utilising existing relationships with the two main local newspapers in the area and long-standing partners of the Burnavon, the Tyrone Courier and the Mid-Ulster Mail, four pages of coverage in each newspaper on the week of the anniversary were printed. For our wider audience, the Burnavon also featured in a double-page spreads in both the Ulster Herald (Omagh and West Tyrone) and the Dungannon Herald.

3.3	The content of these articles were a mix of nostalgia and information, reflecting on some of the key memories from the past two decades and the personalities involved, while also reinforcing the Burnavon's position going forward as a strong, stable pillar of our local community.
3.4	It included key facts on the Burnavon including visitor numbers as well as a series of birthday greetings from previous and current performers.
3.5	A soft launch of the new Burnavon website also coincided with the 20 <sup>th</sup> anniversary celebrations, informing new and existing patrons that <a href="http://www.burnavon.com">www.burnavon.com</a> now makes it easier than ever before for customers to browse Burnavon shows and to purchase their tickets across multiple mobile devices.
3.6	Facebook and Instagram channels carried well-wishing videos from some of the biggest names in entertainment, keen to stress their positive sentiments towards the venue. These achieved great interaction online, as did the videos from some of the local and community groups who have been and continue to be regular users of the venue over the last two decades.
3.7	On the night of the 8 <sup>th</sup> February, the venue was fortunate to have an act as amicable and accommodating as David Meade on stage, who made repeated references to the occasion, and helped the venue distribute five £20 gift vouchers to audience members who participated in the show. At the interval, the venue also staged a photo opportunity with a Burnavon birthday cake, joined by David and our two ticket competition winners who were present on the night following a Facebook competition, which drew almost 500 entries.
3.8	The venue will continue to celebrate the Burnavon's 20 <sup>th</sup> year throughout 2020, and will continue to roll out the specially designed logos and brandings through our publications and advertising as Council continues to mark two successful decades serving the entertainment, artistic and cultural needs of the wider Mid-Ulster community.
<b>4.0</b>	
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial:  All activity is delivered within Burnavon Arts & Cultural Centres operating budget.
	Human:  Staff time and commitment to the delivery of the project are being met from within existing budgets and staffing resources.
	Risk Management:

	N/A
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications:  N/A
	Rural Needs Implications:  N/A
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Members are asked to note the activities being delivered to mark the 20 <sup>th</sup> anniversary of the Burnavon Arts and Cultural Centre
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Appendix 1 – Coverage in local press.