

Report on	2017 Events Review
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Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	x

1.0	Purpose of Report
1.1	To review the Corporate Events delivered during 2017 and to make recommendations for improving the 2018 schedule.
2.0	Background
2.1	This report includes events that are outside the normal scheduling of facilities and attractions.
2.2	The aim of our strategic events is to maintain/improve the reputation of Mid Ulster District Council as an area that delivers high quality public facing events.
2.3	Besides being enjoyable, special events provide important economic, social and cultural benefits to our local community. Council events also increase community spirit and pride while broadening the cultural and recreational activities of the district.
3.0	Main Report
3.1	<p>Although events may vary, the planning process, considerations and management issues are similar. We aspire to be at the heart of our community, our aim is to:</p> <ul style="list-style-type: none"> • Consistently strive to exceed the expectation of our customers by knowing what to do, how to do it, when to do and why we do it. • Delivering quality driven events, making the best use of the resources we have. • Working together to achieve the best results possible with a team focussed approached. <p>Design and deliver customer focussed events, in response to and around the needs of our customers within our resources.</p>
3.2	During the last 12 months the Council's events team have been involved in the planning and delivery of the Strategic Events, either directly or in a supporting role to other departments. The cross departmental teams are continuously researching and evaluating the events to identify areas of improvement or changes which could make a positive impact in the delivery of our programme of events.

<p>3.3</p> <p>3.4</p>	<p>Each year we are developing and enhancing our processes to make the events planning and delivery more efficient. During 2017 the events teams made improvements in the following areas:-</p> <ol style="list-style-type: none"> 1. Increased coordination within the interdepartmental working teams. 2. Greater coordinated Marketing and Communication delivery. 3. Interdepartmental Support 4. Procurement 5. Health & Safety <p>During 2017, 98557 people attended Mid Ulster's corporate events which showed an increase of 3.9% from the previous year, which was 1.1% short of our estimate.</p> <p>However the following contributing factors should be considered:-</p> <p><u>Issues affecting the target:</u></p> <ul style="list-style-type: none"> • The Magherafelt Straw Festival was re-vamped into two smaller Never Felt Better Days, thus reducing the audience figures. With this in mind, we are looking into maximising the town Centre potential in 2018 by delivering either one or a series of events during the summer. • Due to another community event taking place in Railway Park in August, Play in the Park was cancelled. • The weather significantly reduced the visitor's numbers at Picnic in the Park. • The Christmas Lights Switch On in Cookstown took place at 6.30pm on Friday 24th November, which we feel had an impact on attendance numbers and with this in mind we would recommend to move it to the later slot of 7.30pm. • BBC's Mr Bloom attracted 5000+ at the initial 2016 Walled Garden event in Maghera, however the 2017 event attracted 4000 which was a drop of 1000, however still very good numbers which reinforces the popularity of the site and format.
<p>4.0</p>	<p>Other Considerations</p>
<p>4.1</p>	<p><u>Financial & Human Resources Implications</u></p> <p><u>Financial:</u></p> <p>Delivered within budget</p> <p>Human:</p> <p>Officer commitment from various different departments.</p>

4.2	<p><u>Equality and Good Relations Implications</u></p> <p>Linking with our Corporate plan, we design and deliver corporate events which are customer focussed events, in response to and around the needs of our customers. Each year, more people are positively engaging and taking pride in their towns and surrounding areas. Events bring cohesion within communities, creates lasting memories, and builds relationship and even dreams.</p>
4.3	<p><u>Risk Management Implications</u> N/A</p>
5.0	<p>Recommendation(s)</p>
5.1	<p>Recommend that officers develop the scheduled list of strategic events for the year ahead, taking into consideration the recommendations and issues set out in this report.</p>
6.0	<p>Documents Attached & References</p>
6.1	<p>Appendix 1 – Recommended Corporate Events 2018</p>

Appendix 1 . 2018 Corporate Event purposed Dates and Recommendations

Date of Event	Name of Event	Location	Developments moving Forward
12 May 2018	Hidden Heritage On Your Doorstep Summer 2018	The O'Neills Story, Tullaghoge Fort and Hill of the O'Neill	Continue to promote Mid Ulster's Hidden Heritage and attractions.
02-03 June 2018	Continental Market	Cookstown	Upscale the street entertainment and increase the children's offering. Keep the two day format for the event.
21 June 2018	Hidden Heritage On Your Doorstep Summer 2018	Summer Solstice at Beaghmore Stone Circles	Continue to promote Mid Ulster's Hidden Heritage and attractions.
16 June 2018 TBC	Magherafelt Summer Event TBC	Magherafelt TC	Develop a town centre event or a series of events to promote the Magherafelt town Centre. Currently consulting businesses within the town Centre.
7 July 2018	Hidden Heritage On Your Doorstep Summer 2018	Discover Maghera's Hidden Heritage	Continue to promote Mid Ulster's Hidden Heritage and attractions.
August 2018 TBC	Coalisland Town Centre Event TBC	Coalisland	Meet and agree an event with local community and businesses. Currently

			consulting businesses within the town Centre.
17/18 August 18	Lumarina,	Ballyronan Marina	Continue with similar format to last year, along with increased illuminations and added features.
27 August 2018	Picnic in the Park	Dungannon Park	Develop the family fun event of this event. Increase the family offering and review the musical element.
08 September 2018	Walled Garden Event	Maghera	Continue to host this annual event with a strong thematic focus on families. Package the event under one theme.
15 September 2018	Hidden Heritage On Your Doorstep Summer 2018	Who lives in a house like this –Blessingbourne Estate	Continue to promote Mid Ulster's Hidden Heritage and attractions.
24 September 2018	Heels on the Hill	Dungannon	Replace the Busking Festival with this Fashion Event in the Hill of The O'Neill to help showcase the Hill.
26 October 2018	Dungannon Halloween	Hill of The O'Neill	New format and fireworks site was very successful. The wide variety of activities and programming was very popular. Continue to develop the programme and upscale the family offering.

27 October 2018	MUSA Halloween	MUSA	Continue to develop this event, to attract new audiences. Develop the spooky trial.
31 October 2018	Maghera Fireworks	Maghera	The additional entertainment on-site enhanced in the event.
31 October 2018	Maghera Halloween Hooley	Maghera Leisure Centre	Develop the programming to include activities outside the centre. This was a first event, and was very well attended.
31 October 2018	Coalisland Halloween	Coalisland	The developments at Gortgonis Park may have an impact on next year's event (2019).
23 November 2018	Cookstown Switch On	Cookstown	Last year the event was moved to the early Friday evening. Move the event to 7pm on the Friday night. Develop the children's entertainment.
24 November 2018	Maghera Christmas Lights Switch On	Maghera	Similar format to last year, utilising the Walled Garden.

24 November 2018	Dungannon Christmas Switch On	Dungannon	Christmas Lights switch on Saturday night.
24-25 November 2018	Dungannon Magical Kingdom	Hill of The O'Neill	Re-evaluate the Friday Evening, consider changing this to a two day event. Build the children's entertainment programme.
01 December 2017	Coalisland Christmas Lights	Coalisland	Considering moving this event to a Saturday. Engage with local businesses to finalise day.
01 December 2017	Magherafelt Switch On	Magherafelt	Street Party theme worked very well with the fireworks. Continue similar theme this year.
01-02 December 2018	Magherafelt Christmas Event	Magherafelt	Consider reducing to a two day event and review and upscale the format.