

Report on	Christmas Corporate Events
Date of Meeting	10 January 2019
Reporting Officer	Michael Browne
Contact Officer	Sharon Arbuthnot

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 provide an update on the Christmas events which took place within the district.
2.0	Background
2.1	<p>The aim of our events is to :</p> <ul style="list-style-type: none"> • Enhance the reputation of the Council, by instilling Civic Pride and raising the profile of Mid Ulster. • Bring communities together. • Increase footfall in our Town Centres boosting the local economy
3.0	Main Report
3.1	<p><u>Cookstown Christmas Lights Switch On</u> The Christmas activities in Mid Ulster were launched on Friday 23 November. 4,000 people enjoyed the free family entertainment, Art Cart, Gaming bus, balloon modelling as well as a host of cartoon characters.</p> <p>Local band, Crafty Crows were on stage with their renditions of classic Christmas tunes. The musical entertainment continued with Tullylagan Pipe Band. The cast of Stewartstown Amateur Dramatic Society also gave a sneak peek from their pantomime 'Alice in Wonderland' (playing in the Burnavon, Cookstown from Friday 4th – 26th January 2019).</p> <p>A magical theatrical street parade by Bardic Theatre's Showstoppers, made its way through the town just prior to the arrival of Santa.</p>
3.2	<p><u>Dungannon Magical Christmas Kingdom</u> Returned for the third year on Saturday 24 and Sunday 25 November at Hill of The O'Neill and Ranfurly House with the lights switch on taking place in the town centre on the Saturday evening. Over 14,000 people attended over the weekend!</p>

3.3	<p>Ranfurlly House once again formed the gateway to the Magical Christmas Kingdom with an array of Christmas activities including all the favourites – arts and crafts, face painting, balloon modelling and jump jiggle and jive.</p> <p>The Hill of the O’Neill was transformed into a Magical Christmas Grotto experience. Activities included, toasting marshmallows on an open fire, letter writing to Santa Claus, a naughty or nice machine, a giant selfie teddy bear, Fun Fair amusements and much more.</p> <p><u>Magherafelt Christmas Market and Christmas Lights Switch On</u> The streets of Magherafelt were filled with festive shoppers, with over 20,000 people having attended this year’s Magherafelt Christmas Market & Christmas Lights Switch On event on Saturday 24 and Sunday 25 November 2018.</p> <p>A fantastic array of local entertainment, artisan food, and craft stalls selling local high quality products was the centrepiece of the 2018 market. This year the format and layout were changed to make the environment friendlier. This proved very popular.</p> <p>The Lights Switch On and spectacular fireworks display, which was undoubtedly the highlight of the weekend, took place on Saturday evening where a record crowd gathered for the Magherafelt Christmas Street Party on Broad Street.</p> <p><u>Road Closures</u> Initially we were unsure how the road closures would impact our corporate events. Two road closure applications were required for our Christmas events, Cookstown and Magherafelt. Feedback from these events suggests that employing a Traffic Management company to provide and execute the Traffic Management plan has improved the efficiency of the Road Closures at these events.</p> <p><u>Interdepartmental Support</u> Without the instrumental support of other departments it would be impossible to provide the high standard of events delivered. It is evident that the various interdepartmental teams take pride when working corporate events.</p>
4.0	Other Considerations
4.1	<p>Financial, Human Resources & Risk Implications</p> <p>Financial: All events were delivered within budget.</p> <p>Human: Staff from various departments contributed to the successful events delivery.</p> <p>Risk Management: N/A</p>
4.2	Screening & Impact Assessments

	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	N/A
6.0	Documents Attached & References
	N/A