

<b>Report on</b>	Balmoral Show Stand 2018
<b>Reporting Officer</b>	Michael Brown
<b>Contact Officer</b>	Mary McGee

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To inform Council of Balmoral Show 2018 and seek approval for purchase of stand and associated electrics and stand furniture.
<b>2.0</b>	<b>Background</b>
2.1	Balmoral Show now in its 150 <sup>th</sup> year continues to attract record numbers to its 4 day show. In 2017 over 115,000 people from all over UK & Ireland visited the Balmoral Show at Balmoral Park, Lisburn. The Eikon Shopping Village in the heart of the show is a must visit section of the show for visitors who enjoy the retail experience alongside the livestock, food and other attractions of Balmoral.
<b>3.0</b>	<b>Main Report</b>
3.1	Mid Ulster Council tourism section plan to exhibit at Balmoral Show from 16 <sup>th</sup> – 19 <sup>th</sup> May in the Eikon Shopping Village.
3.2	Tourism businesses from across the region will be invited to participate on the stand and promote their business. As part of our Service Improvement Plan delivery we have delivered training on exhibiting and sales at shows to businesses and aim to increase trade participation at this event.
3.3	We plan to book a 7.5 x 3m corner stand plus associated furniture and electrics at a cost of £3,000. This will give us additional space for local tourism business and Council promotion and increase the space we have reserved in past years. This additional space will allow us to incorporate graphics and promote key Mid Ulster attractions including Hill of The O'Neill & Ranfurly House, Dungannon, Tullahoge Fort, Cookstown, Seamus Heaney HomePlace, Bellaghy and allow us to roll out initial marketing of the new Dark Sky Park and trails proposed for Davagh Forest.
3.4	All businesses in Mid Ulster will be invited to participate and we have set a target of 10 businesses from across the region promoting on the stand. Evaluations will be carried out after the show to assess the benefit to business in terms of sales, networking opportunities, database development and others.

<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b><u>Financial &amp; Human Resources Implications</u></b> Purchase 7.5m x 3m stand, furniture and electrics at cost of £3,000 at Balmoral Show.
<b>4.2</b>	<b><u>Equality and Good Relations Implications</u></b> N/A
<b>4.3</b>	<b><u>Risk Management Implications</u></b> N/A
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Purchase stand and associated electrics and stand furniture - 7.5m x 3m in the Eikon Shopping Village at Balmoral Show at a cost of £3,000.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	N/A