

Event Information

NWAF 2016 28 th – 29 th May 2016	2016 Attendance: up to 3000 over 2 days
NWAF 2017 8 th – 9 th April 2017	2017 Attendance: 2000–2500 over 2 days
NWAF 2018 7 th – 8 th April 2018	2018 Attendance: 3500 over 2 days

Derry City and Strabane District Council have successfully developed and hosted the North West Angling Fair for the past three years, a two-day event previously located at Melvin Complex, Strabane. Previously the Loughs Agency hosted angling events in the Derry City area, as has Strabane Council within the district areas. The event has enhanced the position of the Strabane district as a quality visitor destination, has increased visits and overnight stays in the region while it has also encouraged greater involvement from local people through outdoor recreation participation programmes.

The event delivers a comprehensive integrated programme of activities and acts as a tourism programme, in turn enhancing the location as a quality visitor destination. The event showcases an authentic, memorable and enjoyable experience of Northern Ireland by uncovering and promoting stories of the Mourne River and further afield which are unique to the region. It has been developed as a sustainable rural tourism product which capitalizes on the natural resources and assets available within the Strabane District.

Going forward, it has been noted that it is essential that focus of youth, ladies angling and accessible angling be incorporated into the strategy which will provide a holistic offering for all and develop the festival further. The Loughs Agency have agreed to get involved with the event to further enhance the offering in terms of youth angling activities.

Target Visitor Segments

- Angling Enthusiasts
- Family Fun
- Great Escapers

Implications and Impacts hosting the event outside of Melvin Complex

Melvin Sports Complex offers leisure and sports facilities ideal for the festival. The building has on site – a large main hall, activity hall, and committee room along with outdoor pitches and is ideally located along the River Mourne. There is adequate space indoor for a wide range of trade stands and fly tying activity and outdoor for casting and demonstrations and other outdoor activities. If required, there is sufficient space to locate a marquee on the pitches should the event grow and demand increases.

The total cost for hiring Melvin is **£3773.50** (*This includes staffing and full use of the facilities from Friday for set up to Sunday*)

Should the event move location to a green field site, consideration will need to be made toward the following;

- Temporary/permanent Infrastructure in place
- Costs of hire for suitable space (proposed location green field site)
- 24 hour security – for open green field sites
- Car parking
- Willingness of locals and visitors to attend the new location(s)
- Marquee hire costs – trade stand/exhibitor area
- Location in relation to river access for demonstrations
- Permissions from land owners
- Toilet Facilities
- Traffic management
- Extra marketing costs
- Dependence on ideal weather conditions i.e. marquee in high winds and heavy rain fall on marsh ground

Possible incurred costs outside of Melvin:

The locations of Castlederg, Newtonstewart and Sion Mills do not have in place adequate infrastructure to host the event in a greater capacity. There will be a requirement of a marquee to provide covered accommodation for demonstrations, workshops, trade stalls and other activities along with other site infrastructure.

The below outlines a guideline of projected requirements followed by costs;

1. 15m x 20m area marquee (frame and covers only) for 3 days - *On 3m legs; PVC (or similar) marquee; solid wood (or similar) floor; 2 x 2.5m sets of double fire exit doors (or as required by regulation)*
2. Furniture hire for inside the marquee (tables, chairs, herras panels, lighting)
3. Extra barriers and fencing will be required if the event is located in a public space/green field site.
5. 24 hour security x 2

Feedback from local angling associations

<p>Club A</p> <p>Castledearg</p>	<p>The representative noted that not too many from the local club would be opposed to the idea of the event taking place in Castledearg. Also noted that a minority of the clubs members would be precious toward river resources and would not want other anglers from outside of the local area coming into Castledearg. Regarding infrastructure, there is no suitable premises for the event and a marquee would be the only option. <i>Possible locations identified:</i> Mitchell Park, Lower Strabane Road, grounds.</p>
<p>Club B</p> <p>Omagh</p>	<p>The representative noted that the event worked well in Newtonstewart in 2014. Locals were very receptive to the event as it was good for businesses. The location provided on-site parking, a good location for marquee. The Omagh Anglers would be happy to come on board should the event location change. <i>Possible location identified:</i> Douglas Bridge</p>
<p>Club C</p> <p>Sion Mills</p>	<p>Two representatives from the club indicated the belief that the local community and angling club would be receptive to hosting the event in the local area. The event lends itself naturally to the area given the beautiful stretch of water on their doorstep ideal for demonstrations. It would also benefit the local economy. A marquee would be required to host the event. One of the representatives also noted that both Strabane and Sion Mills clubs are keen to see a Greenway link in place that would link both areas seamlessly while providing easy access for older people to fish. They cannot see any reason for opposition to hosting the NW Angling Fair.</p>
<p>Club D</p> <p>Loughmacrorry Anglers</p>	<p>The representative said the event has been a great success in Strabane – an ideal location as it has ease of access for those travelling to the area.</p>
<p>Club E</p> <p>Strabane and Lifford Anglers</p>	<p>The representative indicated that the current location is ideal and wishes to continue participating in the event, also made suggestions for other activities to be included.</p>