

<p>Title of Report:</p> <p>Hosting of Clipper 2019-20 Race & Foyle Maritime Festival 2020</p>	<p>Officer Presenting:</p> <p>Author:</p>
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1 Purpose of Report/Recommendations

- 1.1 The purpose of this report is to update members regarding the contractual agreement between Council and Clipper Ventures that will result in the city hosting the Clipper 2019-20 Race in July 2020 and to outline key milestones regarding the planning and delivery of the Foyle Maritime Festival in July 2020

2 Background

- 2.1 In June Derry City and Strabane District Council signed a contractual agreement with Clipper Ventures to host the Clipper 2019-20 Race in its Foyle Marina in July 2020
- 2.2 The continued partnership between Council and Clipper Ventures confirms it as an integral part of Council's international campaign to showcase the city and region as a world class destination for visitors and investors alike
- 2.3 In order to ensure an effective and strategic delivery of the festival Council Officers will work closely with festival partners Foyle Port, Loughs Agency, Visit Derry and Tourism NI as well as other key stakeholders through a Steering Group for the festival chaired by the Head of Culture.
- 2.4 In order to maximize the benefits of this global partnership Council's Business and Investment Team and Invest NI will work alongside Clipper Ventures to identify opportunities for activation in a number of international stopovers within the race route

3 Key Issues

- 3.1 The Clipper 2019-20 Race will commence on Sunday 1st September leaving from St Katherine Docks Marina in London and will stop at a range of international marinas including Uruguay, Cape Town, Fremantle, Airlie Beach, Sanya, Zhuhai, Qingdao as well as several American ports which are due to be announced shortly.
- 3.2 The stopover dates for the Clipper 2019-20 Race are due to be confirmed by Clipper Ventures once the American stopover dates have been finalised.
- 3.3 The Foyle Maritime Festival will be programmed around the race stopover dates and will run for nine consecutive days in the same format as that of 2018 event with a range of on and off water programmed activities and events along the riverfront.
- 3.4 Programme Highlights will include Race Arrivals, Foyle River Races, Science of Water, Taster Sessions, Tall Ships and Performance Boats, Foyle Merchant Market & Maritime Market, Play Me Pianos, Live Music Stage, Festival Bar, Street theatre and Animation Shows, Wilbur the Whale installation, The Ocean Screen, a Showcase Spectacular and Parade of Sail.
- 3.5 Following the success of the road closure that was part of the 2018 festival infrastructure, officers will once again be requesting that one is enabled at certain parts of Queens Quay. The increased depth of the event space along the riverfront facilitated a safer and more enjoyable visitor experience for everyone and this was acknowledged as one of the key factors that contributed to an increased footfall of 211,000 attendees, 29% more than attended in 2016.
- 3.6 An international marketing campaign for the festival and stopover will begin with the Clipper Race Announcement and continue over the course of the next 12 months targeting local, regional, national and international visitors. A dedicated marketing officer will liaise closely with the Communications team at Clipper Ventures to ensure maximum impact and engagement with Diasporas where race stopovers occur.
- 3.7 In order to promote the festival and stopover internationally officers intend to have a draft programme confirmed for February 2020 which will be promoted through Tourism Ireland, Discover NI and Tourism NI as well as the Clipper Race.
- 3.8 Visit Derry has identified 30 key promotions/sales calls and workshops that will be undertaken within our key markets i.e. ROI, GB, North America and Europe over the next 12 months to raise the awareness of the arrival of Clipper Race arrival into our port and Foyle Maritime Festival 2020

- 3.9 FOYLE CUP DATES – The event organiser for the Foyle Cup has confirmed that the 2020 dates for the event are Monday 20th until Saturday 25th July. Members are asked to note that Council cannot influence the dates of the Clipper Race stopover as it is part of a larger timetable with global logistics being taken into account.

4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications

- 4.1 A total budget of £852,216 has been identified as being required for the delivery of the Clipper Race Stopover and Foyle Maritime Festival and includes £500,000 from rates with the balance from income and support from Tourism Northern Ireland which has yet to be confirmed. It should be noted that in previous years officers have been able to identify a dedicated marketing budget £87,500 from existing budgets however with an increased profile of Halloween in particular moving to a more international event more budget has been required to support this marketing effort. Officers will work to realise savings within existing budgets, seek additional resource including sponsorship and ensure the income targets are met. It should be noted if this is not the case officers may need to adjust programming accordingly.
- 4.2 The income target of £116,727 required from the event is expected to come from trade income, corporate bookings, bar takings and sponsorship.
- 4.3 Council Officers are working to attract a range of sponsors for the event hoping to secure at least £48,000 in sponsorship to support programming. In 2018 sponsorship was successfully agreed with DuPont Kevlar, Diageo and the North West Regional College.

- 4.4 The event attracts a large number of trading requests both locally and also on a national and international basis. The 2018 festival team worked alongside the business team to identify new locations and processes for managing trading opportunities at the 2018 event. This resulted in a new tendering process for an external company to manage one market and the development of a more local market with increased locations and fees which was managed internally by Council Officers. The result was a great success with market income increasing from £15,967 in 2016 to £28,000 in 2018. The budget for the delivery of the 2020 festival once again relies on this volume of revenue being achieved through trading opportunities. Officers will bring back specific proposals in relation to trading opportunities subject to available resources and within the context of the wider development of the food and tourism strategies.
- 4.5 In order to secure bespoke animation elements that are highly sought after within the maritime festivals circuit such as Performing Boats like Honky Tonk Sail and installation pieces such as Wilbur the Whale a number of Single Tender Actions will be required to be carried out in line with Council procurement policies and procedures and with the guidance and approval of Council's Procurement Officer.

5 Recommendations

- 5.1 Members are asked to note the contents of this report for information

Background Papers

None.