

<b>Committee:</b>	<b>Date of Meeting:</b>	<b>Classification:</b>	<b>SD Initials &amp; Date:</b>
<b>Business &amp; Culture</b>	<b>9<sup>th</sup> July 2019</b>	<b>Open/Decision</b>	

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<b>Title of Report: Market Trading Opportunities at Councils events - Derry/Londonderry Halloween Festival</b>	<b>Officer Presenting: Head of Business</b>  <b>Author: Officers from across Business, Tourism and Events teams</b>
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## **1 Purpose of Report/Recommendations**

- 1.1 To seek members' approval on the proposed Market Trading Opportunities at Council's events commencing at Derry/Londonderry Halloween Festival 2019.

## **2 Background**

- 2.1 Officers presented a proposal at the June B&C committee outlining a proposed approach to providing a range of market trading opportunities throughout the year within the DCSDC area. This included an agreed approach to the Walled City and Strabane Market trading calendar and the outsourcing of the operational management of the Halloween and Christmas Market trading opportunities. Members asked Officers to review the proposed outsourced elements of the Halloween and Christmas Markets following concerns in relation to safeguarding local traders and ensuring that the pricing level was fair and equitable.
- 2.2 Officers from across Business and Culture (including Business Development, Festival and Events and Tourism) have engaged with traders involved in the Walled City and Strabane Markets as well as members from the newly established Food Network to outline their plans in relation to the Halloween Trading proposals and to alleviate concerns in relation to the management and selection criteria used for the event.
- 2.3 DCSDC have been working with Tourism NI who have increased their subvention to the overall Halloween Festival. As part of the increased subvention TNI are keen that the event aligns to national campaigns in particular the Taste the Island campaign and any food offerings align with the principles of that campaign.

- 2.4 Members previously endorsed both the DCSDC Tourism Strategy and the more recently the Food Strategy. A key aim of the Food Strategy is 'To build on the achievements and successes to date, integrating our local strengths into a common approach to benefit the entire sector and ultimately placing Derry~Londonderry as the number one food destination on the Island of Ireland by 2025'
- 2.5 Key proposition include – A cultural vibrant food scene - There is an emergence of a cluster of street food vendors who are carving out their own niche following, with their distinctive, authentic food and vibe. This is also reflected in unique food experiences and festivals which are an integral part of the city and region's event and festival programme, both through standalone events such as the Slow Food Festival and wider events such as Halloween and Foyle Maritime Festival featuring Flavours of the Foyle.
- 2.6 The tourism strategy defined the need 'to work closely with food and drink sector and related businesses to continue raising the bar in terms of visitor experience'. The Food and Drink Strategy commits to review and develop the food and drink element of council led monthly market and the annual programme of local food and drink events, specifically investigating the opportunities to promote the local food element within existing events.
- 2.7 Officers within Tourism Development Department are currently working with partners and the local sector on maximising opportunities as part of the newly launched Taste the Island initiative. This 3 year programme developed in partnership with Tourism Northern Ireland, Failte Ireland and Tourism Ireland is an annual celebration of our food and drink culture across September, October and November and allows our city and district to build on the success of the Year of Food and Drink Initiative in 2016

### 3 Key Issues

3.1 The Halloween Festival within the City in 2019 will allow for 7 days trading across both Waterloo Place and Guildhall Square. The breakdown of trading opportunities at the 2017/18 festival was as follows:

<b>2018 (7 days trading)</b>	<b>Food Offering</b>	<b>Craft Offering</b>	<b>Total</b>
<b>Guildhall Square</b>	<b>Local = 5</b>	<b>Local = 2</b>	<b>13</b>
	<b>Outside = 4</b>	<b>Outside = 2</b>	
<b>Waterloo Place</b>	<b>Local = 2</b>	<b>Local = 4</b>	<b>12</b>
	<b>Outside = 4</b>	<b>Outside = 2</b>	
<b>Total</b>	<b>15</b>	<b>10</b>	<b>25</b>

3.2 It is proposed that the 2019 festival trading opportunities will be allocated within two distinct zones:

- **Zone 1 – Waterloo Place** – Taste the Island Local Food and Provenance – This zone will be a world-class showcase of our Local Food offering with the criteria for selection being weighted towards authentic, quality local food that is unique to this place.
- **Zone 2 – Guildhall Square** - The Guildhall Square zone will showcase the best of the Walled City and Strabane Markets and will be limited to Craft and Fast Selling Items. The criteria for selection of traders will give priority to Walled City and Strabane Market Traders. No food vendors will be permitted to trade in this zone.
- It is hoped that the two event zones will be able to cater for the same quantity of trading opportunities but this will ultimately be dictated by the make-up of the trading stalls, vehicles, and pitches that are successful through the application process.

3.3 Pricing – The pricing of the trading opportunities will be capped at the same level as the 2018 Halloween Market across the key categories.

- 3.4 Management – Officers have reviewed the overall operational management of the market trading within the Halloween Festival. Members will be aware that Officers outlined the challenges that have developed in the management of a market that encompasses 7 days trading. This involves Trader selection, Logistics, Event Management, and dealing with Trader Queries primarily. The growth of both the size of the event zone and the length of the event have a major impact in terms of Council’s capacity to deliver the Trading element of the overall event within existing resources. Officers are proposing to procure an event management resource/s to manage the day to day operational management of the trading elements of the event across the two zones. This will alleviate resource pressures in relation to the trading element of the event and deliver a world-class Markets offering.
- 3.5 Council Events – The approach proposed for Halloween will assist Council in meeting the objectives contained within both the Tourism and Food Strategies. Council will work with Walled City and Strabane Market traders, existing and potential new food network members and local stakeholders to mainstream the approach taken at Halloween across Councils events calendar (e.g. Christmas, St. Patrick’s Day, Jazz, Foyle Maritime Festival).
- 3.6 Walled City and Strabane Markets – Officers will identify support opportunities to assist the current WCM/Strabane Market traders to transition towards meeting the key objectives within the tourism and food strategies. This will help grow their businesses and assist traders from the region to avail of the market trading opportunities through Council’s extensive events programme.

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

- 4.1 Funding opportunities are available to support food events that complement the Taste the Island Initiative. Officers will submit an application for the food element of Halloween.
- 4.2 The cost of managing the trading elements of the Halloween Festival will be met through a combination of the income raised, funding from the Taste the Island Initiative and within existing Business & Culture Budgets.

#### **5 Recommendations**

- 5.1 That members endorse the proposal set out for Market Trading Opportunities at Councils events commencing at Halloween 2019.

#### **Background Papers**