

December 20th, 2024

**Notice Of Meeting**

You are requested to attend the meeting to be held on **Thursday, 9th January 2025 at 7:00 pm** in **Hybrid Meeting - Church Street, Newtownards & Zoom.**

# Agenda

## Agenda

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1. **Apologies**
2. **Declarations of Interest**
3. **Deputation from the Donaghadee Heritage Preservation Company (Kelly Centre)**

### Reports for Approval

4. **Event Locations 2025, as proposed by Council 30 November 2024, Update Report**

Report attached

[4.0 Events Locations 2025 - as proposed by Council Nov 2024 - Update Report.pdf](#)

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[4.1 - 6b Projected Borough-wide Events Programme 2025 \(1\).pdf](#)

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[4.2 6c Projected Bangor-based Events Programme 2025 \(1\).pdf](#)

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5. **BID Update**

Report attached

[5. BID Update.pdf](#)

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6. **Queen's University Belfast Active Travel Study Proposals**

Report attached

[6. Queens University Belfast Active Travel Study Proposals.pdf](#)

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### Reports for Noting

7. **Paddington Statue, Conway Square, Newtownards**

Report attached

[7. Paddington Statue, Conway Square, Newtownards.pdf](#)

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## **8. Bid for Fund 2024 Update Report**

Report attached

 **8. Bid For Fund 2024 Update Report.pdf**

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## **9. Notices of Motion referred to Committee by Council**

### **9.1. Notice of Motion (639) received from Councillor Morgan, Alderman Cummings, Councillor Douglas, Alderman Smith and Councillor Ashe**

“The Comber representatives are delighted that Comber has won the Best Kept Medium Town Award this year and want to thank all the volunteers who have worked tirelessly to make this happen.

There is, however, a long-standing dilapidated hoarding in Castle Street which badly detracts from this important area of Town.

The Comber representatives recognise that Council officers and the Comber Regeneration Community Partnership have tried to address this issue, but this has not been successful. Considering this, Officers should do a report exploring all further options available to resolve this issue with some urgency.”

### **9.2. Notice of Motion submitted by Alderman Brooks and Councillor Kendall**

This Council acknowledges the success of the United Kingdom Pipe and Drum Major Championships, hosted by this Council in Bangor and Newtownards.

This Council notes that other areas of the Borough have the space, potential locations, and infrastructure are required to host major events, for example 14,000 people attended the Donaghadee light up events, and that a spread of large events across the Borough brings cultural, social and economic benefits, fostering a sense of whole-Borough inclusivity.

Therefore, working with the Royal Scottish Pipe Band Association, this Council will bring back a report considering the potential for these Championships to be held across the Borough on a rotational basis in Bangor, Holywood, Newtownards, Comber and Donaghadee.

### **9.3. Notice of Motion submitted by Alderman McDowell and Councillor McCracken**

That this Council, recognising the opportunities of the Green Economy to bring substantial funding to this Council, make significant savings and create new local jobs, sets up a working group comprised of Councillors and Officers to bring forward detailed proposal to achieve these benefits and in the process, help reduce carbon emissions in the Ards and North Down area.

## **10. Any Other Notified Business**

**ARDS AND NORTH DOWN BOROUGH COUNCIL**

20 December 2024

Dear Sir/Madam

You are hereby invited to attend a hybrid meeting (in person and via Zoom) of the Place and Prosperity Committee of the Ards and North Down Borough Council which will be held in the Council Chamber, 2 Church Street, Newtownards, on **Thursday 09 January 2025** commencing at **7.00pm**.

Yours faithfully

Susie McCullough  
Chief Executive  
Ards and North Down Borough Council

**A G E N D A**

1. Apologies
2. Declarations of Interest
3. Deputation from the Donaghadee Heritage Preservation Company (Kelly Centre)

**Reports for Approval**

4. Event Locations 2025, as proposed by Council 30 November 2024, Update Report (report attached)
5. BID Update (report attached)
6. Queen's University Belfast Active Travel Study Proposals (report attached)

**Reports for Noting**

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8. Bid for Fund 2024 Update Report (report attached)
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10. Any Other Notified Business

**MEMBERSHIP OF PLACE AND PROSPERITY COMMITTEE (16 MEMBERS)**

Alderman Adair	Councillor Hollywood
Alderman Armstrong-Cotter	Councillor Kennedy
Alderman McDowell	Councillor McCollum
Councillor Ashe (Vice Chair)	Councillor McCracken
Councillor Blaney	Councillor McKimm

Councillor Edmund	Councillor McLaren
Councillor Gilmour (Chair)	Councillor Smart
Councillor Hennessy	Councillor Thompson

Unclassified

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**ITEM 4****Ards and North Down Borough Council**

Report Classification	Unclassified
Exemption Reason	Not Applicable
Council/Committee	Place and Prosperity Committee
Date of Meeting	09 January 2025
Responsible Director	Director of Prosperity
Responsible Head of Service	Head of Tourism
Date of Report	12 December 2024
File Reference	TO/EV137
Legislation	n/a
Section 75 Compliant	Yes <input type="checkbox"/> No <input type="checkbox"/> Other <input checked="" type="checkbox"/> If other, please add comment below: screen as per programme agreed
Subject	Event Locations 2025 - as proposed by Council 30 November 2024, Update Report
Attachments	Appendix 1 - Table as presented as Item 6b to Nov P&P Committee re: Projected Borough - wide events programme Appendix 2 - Table as presented as Items 6c to Nov P&P Committee re: Projected Bangor- based Events Programme 2025

**Background to October Council Report (Item 18)**

1. The recommendation to pause Sea Bangor for a period of one year, presented to Council on 30 October 2024, was based on a series of potential challenges, information and projections.

**Site Layout**

2. It should be noted that it was always the intention to host Armed Forces Day (AFD) 2025 alongside Sea Bangor as a 'shared event' on one weekend across Eisenhower Pier, Eisenhower Car Park, (part of the Marina car park, subject to



Not Applicable

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approval) and McKee Clock Arena – with access from either end of the site plus other various entry points).

3. At the time of writing of the October Council report, the first phase of redevelopment works by Bangor Marine Ltd, developer of the Queen's Parade regeneration scheme, was expected to commence on Marine Gardens late 2024/start of 2025, with a programmed construction period of 12 months. This presented limitations to the use of the site for the shared event as it requires a larger footprint than a 'standard' Sea Bangor. The footprint required to deliver the 2017 AFD/Sea Bangor used Eisenhower Car Park, Eisenhower Pier, the Long Hole, part of the Marina owned car park (with special permission) and the McKee Clock Arena. Without all being available, a shared event to replicate previous AFD events and host military assets would not have been possible on this reduced site.
4. The site will be abutting a construction site surrounded by hoardings; therefore, ingress and egress was a consideration for events delivery i.e. attractiveness and limitations.

### **Budget Allocation**

5. The previous anticipated ability to host the shared event (as per Council approval in Nov 23) allowed Council to utilise the then existing core Sea Bangor budget of £75,000 with a projected additional request of £40,000, subject to the rate setting process, representing a total budget £115,000 plus £10,000 grant from RFCA (projected as similar to the shared event at that site in 2017). This budget was anticipated to transfer for AFD delivery as a shared event - thereby minimising the impact on the increase on the overall Events budget for 2025/26.
6. The budget to deliver a committed Armed Forces Day and a separate Sea Bangor event would now require an additional budget of £95,000 (on top of the extra £40,000 to deliver an event of AFD scale), subject to the rate setting process.
7. Delivery of events is becoming increasingly expensive, with officers projecting an increase of around 29% on Tourism events budgets for 2025. There have been considerable increases in costs relating to traffic management, stewarding and medical provision at events. Further to this, the Events Team is proactive in addressing the Council's corporate priorities with regard to recycling, sustainable transport and managing events safely in a very unpredictable weather environment. To meet these legislative requirements and corporate priorities additional costs are borne and as a result the programming budget has diminished.
8. It is considered appropriate, for transparency and understanding of the challenges faced, that Members have full sight of the detail of those Council-delivered events from 2024 in respect of budget and actual cost to deliver, to understand the impact of the full Events Programme for 2025 on the Estimates Process, and in the context of provision of what will now be an 'additional' event

Not Applicable

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for 2025 whereby AFD/Sea Bangor is not proceeding as a shared event. This detail is presented in the table below.

Event	2024/25 budget £	2024 actual cost to deliver* £	2025 projected £	% increase	Comments
May Day	10,000	17,362	21,000	110%	New requirement for stewarding and traffic management - additional costs with new procured contract rates.
Spring Food Festival (incorporating Comber Earlies Food Festival)	70,000	78,786	94,000	34%	DAERA grant secured at £9,022 in 2024. Increased traffic management, park and ride and extra parking (stewarding).
UK Pipe Bands	34,900	34,468	34,000	Static	2025 new site
Sea Bangor	75,000	89,154	95,000	26%	Increased stewarding/security, infrastructure requirements and additional staffing.
Autumn Food Festival (incorporating Tide'n'Turf)	70,000	89,663	98,000	40%	DAERA grant secured at £10,582 in 2024. Increased traffic management, delivery and collection charges, park and ride and food supplies.
Shorelife Celebration	30,000	28,274	30,000	Static	
Bangor Christmas Switch on	20,000	24,492 tbc	30,000	50%	Two cancelled dates for actual 'Switch On' element due to weather. The 23 Nov City activity and passport continued successfully on the original date – final costs yet to be confirmed (c£24k is

Not Applicable

					highest potential cost incurred). Contribution in kind from Chamber only.
Newtownards Christmas Switch on	20,000	31,880	30,000	50%	Chamber contribution of £5k and DfC grant at £5k in 2024 to deliver market aspect of event requested by Chamber.
*Pre final year end by Finance					

- Members must note that the above projected 2025 costs (increase from previous budget) have NOT yet been accepted by Council and are subject to the rate setting process.

**Existing Resource**

- The core Events Team consists of a small delivery resource – one Events Officer, one Assistant Events Officer and one Events Assistant reporting to the Events Manager. This small team will be required to deliver seven events of scale over the season (see Appendix 1) but, significantly, the traditional Sea Bangor event date - 21 June 2025 was the date anticipated for AFD (now confirmed) and 28 June 2025 was the only other suitable date for the Comber Earlies Food Festival (due to seasonality of the potato) – closely followed by Pipe Bands on 19 July 2025 (date presented by RSPBANI as suitable in its calendar for the ANDBC Pipe Band competition).

**Delivery of Events**

- Events delivery is becoming increasingly complex, year on year, as it requires more attention in pre-planning and on-day delivery e.g. traffic management, convening of Safety Advisory Groups (with external stakeholders), stewarding programming, marketing and communications, stakeholder engagement and early debriefs post-event. Whilst some of these can be pre-planned, many require attention close to actual event dates.
- The above-mentioned areas all require staff resource from a range of Council Services, each already with competing priorities and programmes – including Communications and Marketing (bandwidth of channels to carry numerous messages), Risk and Compliance, Waste, and Assets and Property.
- Numerous multi-agency personnel are involved in advisory roles along with stakeholder engagement. It is critical to ensure their participation as required for each event of scale.
- The overall Events calendar locally and beyond is currently ‘competing’ with potential resource limitations on ‘hire in’ infrastructure and resources such as stewarding (logistics are now required at each event over and above the normal stewarding team).

Not Applicable

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### **Range of Events already delivered in Bangor**

15. Reference was made at the November Council meeting of it being unacceptable not to have a Council-funded event in Bangor in the summer months. As detailed in Appendix 2 there are numerous Council-funded events delivered in Bangor over the summer, in addition to various events delivered by third parties and funded by Council.
16. Appendix 2 outlines the range of Council direct-delivery events in and around Bangor of varying range and type during the April – September period with considerable number of expected attendees.
17. In addition to the Council's delivered events as set out in the aforementioned Appendix, Members should also note the anticipated number of other events being delivered in and around Bangor, as potentially delivered by Council partners, or grant-aided by Council, additionally contributing to attendees and footfall within the City.

### **Council Proposal**

18. At its meeting of 30 November the Council agreed the following:

*“That officers bring back a report detailing how the Sea Bangor Festival can, despite site limitations, be included at a time in May-August in the 2025 events programme. The report will also examine alternatives such as additional family/music in Ward Park and an Autumn event for Bangor.”*

19. It should be noted that Officers advised in the Addendum Report to November's Place and Prosperity Committee that to enhance the programme elements across four Saturdays in June 2025 would require a much higher budget than originally suggested (original estimate £10k, revised to £15-20k).

### **Response to Council Proposal**

20. In line with the above proposal, Officers have proposed three options, as set out in the table below, in the context of indicative budget, staffing, programming, and pros and cons associated with each event accordingly.

Not Applicable

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	<b>Proposal</b>	<b>Location</b>	<b>Pros</b>	<b>Cons</b>	<b>Indicative cost</b>
1.	Sea Bangor 24 & 25 May	Eisenhower Pier Car Park	<ul style="list-style-type: none"> <li>• Existing event plans can be used, and officers are familiar with the site for management and programming purposes.</li> <li>• Popular with City residents and visitors.</li> <li>• Passport initiative previously run to encourage footfall into the local businesses.</li> <li>• Proposed date to coincide with late May Bank Holiday.</li> </ul>	<ul style="list-style-type: none"> <li>• Eisenhower Pier Car park closed from Monday 19 – Mon 26 May for event set up (normal practice to bring in event infrastructure) in addition to Marine Gardens car park out of use due to Queen's Parade redevelopment.</li> <li>• Visual appearance to visitors in locale of construction works.</li> <li>• Significant pressure on existing resources both financial and staff.</li> </ul>	£95,000
2.	Additional family/music events in Ward Park across Saturdays in June	Ward Park	<ul style="list-style-type: none"> <li>• Established popular event destination with audiences of approximately 3,000 (based on per week attendees re 'Sunday' Picnic in the Park model delivered by Open House).</li> <li>• Saturday offers more opportunities to link with shops and restaurants</li> </ul>	<ul style="list-style-type: none"> <li>• Disconnect from City Centre and therefore less potential footfall for businesses.</li> <li>• Subject to a procurement exercise – including securing support from Procurement.</li> <li>• Saturday model may impact existing Sunday 'brand' or be misinterpreted by audience.</li> <li>• Regardless of being procured, would necessitate project management by</li> </ul>	£20,000

Not Applicable

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				<p>Events team member/s.</p> <ul style="list-style-type: none"> <li>• Additional costs associated with hire of all required equipment as existing equipment already in use at two major ANDBC events in June.</li> <li>• No Council electrician available for two of the Saturdays in June – the procurement exercise would also require management of electricians.</li> <li>• Potential clash with existing commitments for families – sports etc. to attend a regular Saturday model.</li> </ul>	
3.	<p>Hallowe'en Event 3-4 days end of October. Themed theatrical light trail at relevant positions throughout City Centre</p>	<p>Bangor City Centre Locations</p>	<ul style="list-style-type: none"> <li>• Capture half term family and existing activity holidays.</li> <li>• Opportunity to work with hospitality to produce offers and promote.</li> <li>• Unique event over a 4-day period.</li> </ul>	<ul style="list-style-type: none"> <li>• Evening event therefore many retail shops closed and uncertainty around hospitality businesses – as such may not drive appropriate level of footfall for businesses.</li> <li>• Initial discussions with Chamber indicate that <u>it is not in favour</u> of this event.</li> </ul>	<p>£95,000</p>

Not Applicable

				<ul style="list-style-type: none"> <li>• Procurement required, earliest slot March, meaning decisions and planning could not commence until much later in the year.</li> <li>• Risk – that the procurement exercise does not complete within timeline, i.e. no provider appointed.</li> <li>• If successful, expectation of repeat event in subsequent years – not strategically aligned to existing Council's BESD.</li> </ul>	
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**RECOMMENDATION**

It is recommended that Council selects its preferred option, which will be subject to securing budget through the rate setting process.

## ANDBC Draft Programme of Events 2025

Date 2025	Council Event	Location	Budget 2024	Projected 2025 Attendees
April	Ards Guitar Festival	Newtownards	£28,000	1,800
Mon 5 May	May Day	Hollywood	£10,000	8,000
Fri 9 May	VE Day 80	Bangor	£2,000 (2025)	1,500
Sat 14 or 21 June tbc	Armed Forces Day	Newtownards	£115,000 (2025)	20,000
June	Summer Food Festival incorporating Comber Earlies Food Festival, (Sat 28 June)	Borough-wide & Comber	£70,000	12,000
Sat 19 July	AND Pipe Bands (rotas Bangor & Newtownards)	Newtownards	£34,000 (2025)	10,000
August	Creative Peninsula	Borough-wide	£20,000	7,000
September	Autumn Food Festival, incorporating Tide and Turf at Portavogie (Sat 6 Sept tbc)	Borough-wide & Portavogie	£70,000	12,000
Sat 13 Sept tbc	Parks led with Tourism support (13/14 Sept) Chilli Fest in the Walled Garden (as above)	Bangor	£5,000	5,000
September	Aspects Literary Festival	Bangor	£30,000	2,000
Sat 4 Oct tbc	Shorelife Celebration	Mount Stewart & Castle Espie	£30,000	5,000
October	Puppet Festival	Newtownards	£20,000	1,500
Sat 22 Nov	Christmas Switch On	Bangor	£20,000	10,000
Sat 29 Nov	Christmas Switch On	Newtownards	£20,000	7,000

NB

2025 are allocated as per Council approvals to date, all subject to the Rates Setting process.



## Projected ANDBC Bangor Events 2025

Bangor Events	Date	Organiser	Budget <sup>1</sup>	Notes	Projected attendees <sup>2</sup>
VE Day 80	9 May 2025	Council	Existing civic budget circa £1500-2000	Concert by the Band of the Royal Irish Regiment at Castle Park, Bangor.  Beacons lit on 8 May in Bangor, Ballyhalbert and Newtownards	Circa 1,000-1,500
Ward park Saturdays in June	7, 14,21 and 28 June 2025	Council	c£15,000- £20,000 revised budget to enhance activity	Programmed from 3.00 – 5.00 pm. This would be aimed at a family audience with a combination of music and complementary activity e.g. crafts and local food stalls. Running in parallel, officers would work with the Chamber to develop a passport scheme which has run successfully at other events through the city, as well as liaison with local hospitality providers to devise a range of pop-up activities to increase dwell time and spend.	Circa 8-10,000
<b>TASTE Summer Food Festival</b> Comber Earlies Food Festival (CEFF) – 28 June	June/July	Council	Campaign marketing cost £7,000	This is the umbrella food and drink festival supported by a range of events in the Borough to showcase Food and Drink – 20 shoulder events in 2024.  One 3 <sup>rd</sup> party event delivered in Bangor in 2024.  ** does not include 11,000 attendees for CEFF	Circa 300 – 500**

<sup>1</sup> Council budgets provisional and subject to rates setting

<sup>2</sup> Projected attendees or equivalent approximate baseline

## Projected ANDBC Bangor Events 2025

Bangor Events	Date	Organiser	Budget <sup>1</sup>	Notes	Projected attendees <sup>2</sup>
Symphonicity, Virginia Beach Orchestra Concert, Elim Church, Bangor	28 June	Twinning event - Council	c£2,500 To be approved	Orchestra's planned tour of Ireland in 2025 with the group comprising around 30-35 musicians from the Orchestra and a Compere, and joined by Bangor Ladies Choir	500
FORM Sculpture in the Walled Garden	Month of June	Council	£2,500	A month-long celebration and showcase of local sculpture throughout the walled garden	3,000
Picnic in the Park	6,13,20 and 27 July and 3, 10, 17, 24 and 31 August 2025	Open House	Grant	A series of music events each Sunday attracting locals and visitors	Circa 20,000 (18,200 based on 8-week period in 2024)
Open House Festival	1-31 August 2025	Open House	Grant	Events in The Court House and The Walled Garden plus other Bangor venues  All data subject to post event evaluation.	Circa 57,000 as per projection for 2024
Seaside Revival replacement event (theme tbc)	Date tbc	Open House	Grant	Event to be reimagined in a different location/s – early discussions include possible changed theme and venue/s embracing the music scene in the city. This will be part of the post evaluation review.	Included in projection as above
Creative Peninsula	August	Council	£24,000	Range of creative events throughout the Borough.	3 events in Bangor at 4 venues  Circa 6,200

## Projected ANDBC Bangor Events 2025

Bangor Events	Date	Organiser	Budget <sup>1</sup>	Notes	Projected attendees <sup>2</sup>
Range of events held in the Walled Garden and other City venues	Throughout the year	Council (Parks Service)	Budget allocated per event	Hallowe'en Trail, National Tree Week and Christmas Trails	Projected tbc
Awakening the Garden – The Walled Garden	Easter	Council (Parks Service)	Budget allocated per event	Family day out in the beautiful Bangor Castle Walled Garden in celebrating the 'Awakening of the Garden' with food and entertainment, as well as garden themed demos	Projected tbc
Love Parks Week (incorporating Garlic in the Garden event) – Borough-wide and City	End July/Early August	Council (Parks Service)	Budget allocated per event	This week brings together the Council, green space managers, landowners, residents and community organisations to celebrate and support our fantastic green spaces. 2024 started with a bird walk in Kiltonga Nature Reserve, Newtownards, and a bat night in Lisbane on Friday 26 July, with many more activities including a biodiversity walk at Whitespots, art activities in Bangor Castle Walled Garden and Holywood's Ballymenoch Park, environmental storytelling in Portaferry, a bird walk in Donaghadee, a history tour in Bangor's Castle Park, plus a series of events in Cairn Wood, Newtownards	Projected tbc
<b>TASTE Autumn Food Festival</b> inc. Tide and Turf and Chilli Fest - Sept	Sept/Oct	Council	Campaign marketing cost £7,000	This is the umbrella food and drink festival supported by a range of events in the borough either side of core event to showcase Food and Drink – 18 shoulder events in 2024.  Two 3 <sup>rd</sup> party events delivered in Bangor in 2024.	Circa 300-500**

## Projected ANDBC Bangor Events 2025

Bangor Events	Date	Organiser	Budget <sup>1</sup>	Notes	Projected attendees <sup>2</sup>
				** does not include Tide and Turf at 11,000 nor any further TASTE Clondeboye event tbc (9,000 in 2024)	
Chilli Fest, Walled Garden	13/14 September 2025	Council	£5,000	Joint event collaboration between Parks and Tourism – showcase for entertainment, food demos and food traders.	5,000
Aspects Literary Festival	End Sept early October 2025	Council	£30,000	Irish writing, poetry and literature festival in a range of venues in Bangor.	28 venues, 2,000 attendees and 1,329 paying customers
Fun and Hallowe'en Activity at North Down Museum	March and October 25	Council	£2,000 and existing	Storytelling and fun at the Museum	500 and 160
Christmas Switch On	22 November 2025	Council	£20,000 (2024)	Bangor Christmas switch on entertainment (plus North Down Museum Twilight Christmas event)	Circa 10,000
Range of anticipated Tourism grant-aided Events (provisional)					
Camerata at Clondeboye Estate	Held August 2024	Council grant funded		Camerata Ireland Gala Concert	
Bangor Regatta	Held over 4 days in June 2024	Council grant funded			
Columbanus Folk Festival	Held over 8 days in June 2024	Council grant funded		Incorporated a wide variety of cross-community events, including Celtic Soul (Sir Van Morrison Tribute Band), The Sands Family Folk Band, Folk	

## Projected ANDBC Bangor Events 2025

Bangor Events	Date	Organiser	Budget <sup>1</sup>	Notes	Projected attendees <sup>2</sup>
				Night Concert, Rock Night Concert, Youth Concert, Music/Singing Sessions and a Trad Boat Tour	
Bangor International Choral Festival	Held over 3 days in 2024	Council grant funded		Choral Festival showcasing competing choirs of all abilities and backgrounds from school level to adult level including special school choirs.	
Range of tourism grant aided events (provisional)	Throughout season	Range of providers	Council grant aid Dependent upon applicants (circa £32,348 in 2024)	In 2024 five event were supported by Council and delivered in Bangor : <ul style="list-style-type: none"> <li>• Camerata at Clandeboye</li> <li>• Bangor International Choral Festival</li> <li>• Columbanus Folk Festival</li> <li>• Bangor Swimming event</li> </ul>	It is assumed a range of applicants will apply for 2025 and supplement the event offering in Bangor.  Total attendees in 2024 circa 10,500

NB It is anticipated a range of Experiences Walks and Tours will also be delivered in Bangor in 2025 as part of the Experience Development Programme.

Unclassified

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**ITEM 5****Ards and North Down Borough Council**

Report Classification	Unclassified
Exemption Reason	Not Applicable
Council/Committee	Place and Prosperity Committee
Date of Meeting	09 January 2025
Responsible Director	Director of Place
Responsible Head of Service	Head of Regeneration
Date of Report	09 December 2024
File Reference	RDP164
Legislation	
Section 75 Compliant	Yes <input type="checkbox"/> No <input type="checkbox"/> Other <input type="checkbox"/> If other, please add comment below:
Subject	BID Update
Attachments	

**Background**

Members will be aware of a previous Business Improvement Districts (BID) report to the Place and Prosperity Committee in September 2024. As requested by the Department for Communities (DfC), officers consulted with each of the five C/TAGs and gained an understanding of the level of interest in BID proposals within the Borough. Bangor and Newtownards C/TAGs expressed an interest, with the other three towns not considering a BID proposal at this time.

The approved recommendation of the report was that Officers should contact both groups interested in proceeding with a Bangor BID proposal and encouraging them to, if possible, work together. This was considered necessary by internal and external stakeholders to enable further progression with a Bangor BID proposal.

Upon approval, officers contacted both groups to arrange a meeting. However, the two Bangor groups had been in communication with each other and the decision has been made to open the BID Steering Group to new applications to include eligible

Not Applicable

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local businesses and Board members of the Bangor Chamber of Commerce in alignment with the Steering Group's Terms of Reference.

This positive update has been communicated with DfC.

### **Next Steps**

Officers will continue to work independently and in collaboration with DfC to assist the Bangor BID Steering Group in progressing their BID proposal to the ballot stage. This assistance will take the form of officer engagement and resources, in addition to a financial funding amount from the Council which will be match funded by DfC, subject to their budget availability. The financial support will be crucial in enabling the BID proposal to adequately progress to the ballot stage.

Given the progress made to date and the anticipated length of time required to progress the proposal from its current stage to the ballot stage, it is considered timely that the match funded amount, £40,000, be included in the Council's 2025/26 rate setting process.

The Newtownards BID proposal is at an early stage of development and officers are supporting the Chamber of Commerce with this proposal. A supporting letter has been provided by DfC to enable financial data to be shared between Land and Property Services (LPS) and the Chamber of Commerce.

### **RECOMMENDATION**

It is recommended that the Council approves the match funded amount to be considered during the 2025/26 rate setting process, and if approved, the Council communicates this to DfC in support of a Bangor BID proposal.

Unclassified

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**ITEM 6****Ards and North Down Borough Council**

Report Classification	Unclassified
Exemption Reason	Not Applicable
Council/Committee	Place and Prosperity Committee
Date of Meeting	09 January 2025
Responsible Director	Director of Place
Responsible Head of Service	Head of Regeneration
Date of Report	10 December 2024
File Reference	RDP101
Legislation	
Section 75 Compliant	Yes <input type="checkbox"/> No <input type="checkbox"/> Other <input type="checkbox"/> If other, please add comment below:
Subject	Queens University Belfast Active Travel Study Proposals
Attachments	

**Introduction**

In November 2024 an introduction was made between an Officer and two members of staff from Queens University Belfast (QUB). In subsequent meetings the QUB Assistant Estates Manager (Sustainable Travel and Transport) and Programme Director (BSc Planning Environment and Development) outlined two Active Travel Study Proposals to be completed in Bangor.

**Proposal One: Active Travel Solutions as part of the redevelopment of Queen's Parade**

Given the planned redevelopment of Queens Parade and the Department of Infrastructure (DfI) Active Travel Delivery Plan, an opportunity has been identified to undertake qualitative and quantitative analysis to achieve a benchmark of active travel to, from, and within, Bangor City Centre.

It is proposed that surveys, footfall, and vehicular counts are completed at regular intervals during the day/early evening over the space of 2-3 days in mid-February



Not Applicable

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2025. QUB will work in collaboration with Officers to ensure the data collection is focused on the appropriate stakeholder groups, for example to include local businesses and shoppers. The survey content and methods will be subject to a QUB Ethical Safeguarding Framework Assessment and if approved will be undertaken by QUB students.

The study process will culminate in a student presentation to relevant stakeholders of data analysis in addition to active travel suggestions, best practice examples, and case studies. A similar study was completed by QUB in the Botanic area of Belfast and positively contributed to the Open Botanic 2022 Pedestrian Trial and Open Botanic 2024.

### **Context**

The completion of this qualitative and quantitative data collection is timely given the recent DfI Active Travel Delivery Plan and the Council's own active travel, wellbeing, and Sustainability aspirations. The data will provide a useful benchmark of current active travel within Bangor city centre and therefore be beneficial in informing future Regeneration or other Council projects, active travel infrastructure, or potential funding applications aimed at facilitating a transition towards active travel within the Borough. It is anticipated that this process will further enable some of the following aspects of the Masterplan to be achieved:

1. 'Make the Streets more people friendly'
2. 'Connect with the centre'

### **Proposal two: Active Travel/Low Traffic Neighbourhood (LTN) School Zone Proposal, Castle Park Road and Gransha Road, Bangor**

QUB have stated that the Castle Park and Gransha Road areas are situated in a 'schools district' including:

- Bangor Central Integrated Primary School
- Bangor Academy and Sixth Form
- SERC
- Glenlola Collegiate
- And to a lesser extent, Bangor Grammar School

Given the perceived high volume of students in this area and subsequent travel to and from the various facilities there is an opportunity to consider potential active travel or LTN options around this area during the start and end of the school day, in a bid to create a safer, cleaner, and more sustainable school environment and reduced impact on local residents.

The survey content and methods will be subject to a QUB Ethical Safeguarding Framework Assessment and if approved will be undertaken by QUB students. QUB students would plan to undertake intensive qualitative and quantitative analysis of relevant stakeholders in the Castle Park Road and Gransha Road area.

This would include surveys and footfall and vehicular counts at regular intervals during the day/early evening and weekend over the space of 2-3 weeks, as part of a

Not Applicable

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Level 3 Infrastructure and Transportation Module taking place in the spring semester from January –April 2025. There is also potential to engage with schoolchildren in a less intensive manner, subject to ethical approval and school/parental consent.

The study would culminate in a student presentation of findings alongside active travel school zone solutions to relevant stakeholders.

### **RECOMMENDATION**

It is recommended that the Council agrees to the QUB students undertaking these studies and looks forward to reviewing the data collected.

Unclassified

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**ITEM 7****Ards and North Down Borough Council**

Report Classification	Unclassified
Exemption Reason	Not Applicable
Council/Committee	Place and Prosperity Committee
Date of Meeting	09 January 2025
Responsible Director	Director of Place
Responsible Head of Service	Head of Regeneration
Date of Report	10 December 2024
File Reference	RDP247
Legislation	
Section 75 Compliant	Yes <input type="checkbox"/> No <input type="checkbox"/> Other <input type="checkbox"/> If other, please add comment below:
Subject	Paddington Statue, Conway Square, Newtownards
Attachments	

**Background**

As Members may be aware, officers have worked collaboratively with Studio Canal, the production company behind the Paddington films, as part of a nationwide initiative 'Paddington Visits' whereby Paddington statues were placed in key destinations across the UK and Ireland to create a trail to celebrate the release of the 'Paddington in Peru' movie.

In May 2024 the Council agreed to host a Paddington Statue in Ards and North Down, with Newtownards being selected as the only location in Northern Ireland and one of the 23 locations across the UK and Ireland.

**National Announcement, 16 September 2024**

Studio Canal officially announced 'Paddington Visits' on 16 September 2024.

Not Applicable

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The official announcement accumulated significant national media coverage, highlighting each of the statue locations. Accompanying the announcement were maps and descriptions of the statue's unique design and encouraging the public to embark on a Paddington themed adventure.

### **Statue Unveil in Conway Square, 10 October 2024**

On Thursday 10 October 2024, the Paddington Bear statue in Newtownards was unveiled by the Mayor of Ards and North Down, Councillor Alistair Cathcart, alongside invited guests.

Following the unveil, there was an overwhelming positive response from residents and visitors. Local businesses embraced the opportunity to be part of this initiative and offered a range of promotions and themed menus.

### **Family Fun Day, 9 November 2024**

A family fun day took place on Saturday 9 November in Conway Square, where residents and visitors were invited to come along and enjoy the free family activities whilst enjoying a visit to see Paddington. The timing of the event coincided with the release of the movie, Paddington in Peru, maximising publicity and audience engagement.

The event attracted over 1,400 visitors to Conway Square (approx. 350 per hour).

Following the event, Manager of the Newtownards Weekly Market, Clive O'Neill, expressed his thanks to Elected Members and officers for the successful event, stating *'it was one of the most successful events in the town centre for a long time'*.

### **Marketing and Promotion**

ANDBC Communications and Marketing Service have worked closely with Regeneration Officers and representatives from Studio Canal to ensure the presentation of Paddington in Newtownards is maximised, while complying with the various guidelines stipulated by Studio Canal.

Press releases have been issued in line with Studio Canal timescales. The national trail announcement and local launch achieved coverage on radio, daily, and weekly press, as well as mentions in a wide range of online event and activity publications with national reach.

Digital impressions reached 260,000 via corporate visit and culture social media channels.

100+ business information packs were distributed throughout the town centre to enable the businesses to get involved and support the initiative.

Not Applicable

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#### Headline Statistics:

- Announcement Event
- Hello Rayo – audience 2,036,000
- Belfast Newsletter – audience 673,551
- ANDBC online – audience 58,154

#### Launch Event:

- The Sunday Mirror – audience 203,965
- Cool FM – audience 30,565
- ANDBC online – audience 39,684

Some national highlights include The Evening Standard piece on the entire trail, reaching an audience of 10,820,000; Time Out's piece which reached an audience of 13,470,000 and a BBC piece to an audience of 13,049,488.

#### Outcomes

The arrival of Paddington has welcomed heightened interest and substantial economic advantages for the town, evidenced by a notable increase in footfall and enhanced publicity. This has positively impacted local businesses in addition to promoting community engagement and increasing footfall into Conway Square making Newtownards a more vibrant destination.

To capitalise on the interest generated by Paddington, plans are in place to identify key milestone opportunities to highlight the statue's significance. With the aim to create a focal point for tourism and local pride, driving both awareness and economic development of the town centre. Officers will continue to provide inspection reports of the statue to Studio Canal and address any issues as required.

#### RECOMMENDATION

It is recommended that the Council notes this report.

Unclassified

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**ITEM 8****Ards and North Down Borough Council**

Report Classification	Unclassified
Exemption Reason	Not Applicable
Council/Committee	Place and Prosperity Committee
Date of Meeting	09 January 2025
Responsible Director	Director of Prosperity
Responsible Head of Service	Head of Tourism
Date of Report	29 November 2024
File Reference	TO/EG68
Legislation	n/a
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Other <input type="checkbox"/> If other, please add comment below:
Subject	Bid For Fund 2024 Update Report
Attachments	

**Background**

In January 2024, Council approved a Bid For award of £25,000 to Ballyholme Yacht Club (BYC) towards the delivery of the 2024 ILCA 6 Youth European Championships and Open European Trophy.

The 2024 ILCA 6 Youth European Championships and Open European Trophy was successfully delivered during the period 27 July to 3 August 2024.

Officers have now completed a post evaluation exercise with BYC and key data is reported below.

Not Applicable

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### Participants

Participants at the event were recorded as 368 youth sailors, 73 coaches and 10 judges from across 37 countries, as well as over 300 volunteers from across the Borough and further afield.

There were approximately 140 volunteers present per day from BYC along with the local community who were instrumental in delivering the event. Overall, 200 volunteers were trained in various courses such as First Aid, Fire Warden duties, Level 2 Food Hygiene and Safety Certificate skills. All volunteers were briefed each morning, and many received training working with the international Equipment Inspection Team at the event.

### Spectators

This was recorded as approximately 3,000 attendees throughout the event's duration. Over 1,000 attended the Opening Ceremony alone, plus approximately 100 general spectators per day over the 10 days of sailing, with additional passersby and families of sailors throughout the course of the event.

### Economic Impact

Market research and subsequent economic impact was undertaken on behalf of BYC by RYA. The below represents their findings. It should be noted that although some sailors and teams started to arrive for the event from the beginning of July, all calculations are for 10 nights only as this was when the majority of participants arrived.

The report indicates total competitor spend of £547,758, which includes £315,136 of accommodation spend. When the event spend in the local area from the host organiser is added, it reports the total direct economic impact of the event as **£712,861** meaning a return on Council investment of **£28.51 per £1** of funding.

Participants – 451

Participant bednights – 4,660\*

Overnight spend - £315,136

Participant day spend – £232,622

\*4,660 bednights from the participants only. This does not include volunteers or friends and family and therefore it could be assumed this was actually higher, however for the purposes of economic calculations this figure has been used.

NB. Similar outputs are generated using the figures from Tourism NI's economic calculator. This calculator was used at application stage by officers to set targets with BYC. The total estimated economic impact is £737,513 compared to a projected figure of £377,355 at time of application. This means a return on Council investment of £29.50 per £1 of funding.

Not Applicable

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Further to this, BYC reported partnerships were delivered with local companies attributing spend locally such as Regency Tea Rooms (event catering), Elite Electrical Services (on-site electrics) Bangor Marina and Balloo Hire (event infrastructure).

### **Budget**

BYC projected the event costs as £114,550 to host. The actual cost to deliver the event was £122,251. They secured 20% of the income total by sponsorship from several private companies with the remainder of the income from entry fees and Council contribution. The final loss recorded for BYC for the event was £4,515.

### **Support Services**

In addition to financial support from Council, the Tourism Events Team offered the following additional support:

- A dedicated Case Officer who offered advice on completion of risk assessments and Event Management Plan alongside preparing the organisers for presenting the paperwork to a Safety Advisory Group.
- Event Management Toolkit to ensure all event organisers are equipped with skills/knowledge to run their event safely, the Council has established an online toolkit, which is a valuable resource for all event organisers, irrespective of the size of the event.
- Festivals Forum – A member of BYC now attends the Festival Forum. The Forum meets up to four times annually and the Club have commented how useful the meetings are.

Additional officer support was also provided by the Council Compliance Officer – Lands for the use of Council land and the Tourism team for advice on motorhome accommodation requirements and visitor servicing.

## **RECOMMENDATION**

It is recommended that Council notes this report.