



# Events & Festivals Strategy



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Version Control			
V1.0	Update Events Strategy	March 24	T McCallan
V1.1	Inclusive Economy Action Plan 2024- 2029 added p6 & p10	June 24	T McCallan
	Event & Festival Delivery Plan Timeframe & KPI's p23 - 27		



## 1. Introduction

Events and festivals in the Fermanagh and Omagh area are key drivers of social and economic benefits. Fermanagh and Omagh District Council deliver, support, and enable events, aligned with the 2030 Community Plan. Events play a crucial role in creating a welcoming and inclusive environment, showcase the district, attract visitors, and stimulate local economic activity while ensuring environmental impacts are reduced.

Additionally, events contribute to community well-being by fostering creativity, innovation, and social connectedness. Overall, they are integral to achieving a healthy, safe, connected, and prosperous Fermanagh and Omagh District.

## 2. Purpose

Fermanagh and Omagh District Council (FODC) is committed to providing our community and visitors with the chance to engage in a diverse array of high-quality and captivating events.

Recognising the pivotal role of events and festivals, the purpose of this Strategy is to support communities and the event industry to deliver sustainable events that:

- Benefit the local economy.
- Attract visitors to the district.
- Provide social benefits and improve wellbeing.
- Delivers benefits to host communities and are fit to place.
- Utilises media coverage to raise the profile of the Council and the district as an 'Event Friendly' destination.

### 3. Vision

Fermanagh and Omagh is known and recognised as one of the most event-friendly destinations, supporting and delivering events that generate economic, social, and cultural benefits to the area, while actively preserving and protecting the environment.

### 4. Ambition

To celebrate and showcase our culture, heritage and unique natural environment that is distinctly authentic to our people and place.

### 5. What is an event?

Defining what an event is can be important for clarity and context. It ensures that there is a shared understanding of the term within the context of the Events Strategy.

Fermanagh & Omagh District Council describe an event as:

*“An organised special occasion and activity of limited duration that brings people together for the primary purpose of participating in an uplifting community, cultural, recreational, sporting, artistic, or entertaining experience”.*

An event may be:

- Held every year, or twice per year but is not part of a regular scheduled programme.
- Can be either free or paid entry.
- Can be either run commercially or on a not for profit basis.
- Can be categorised as local, regional, national, international or signature.
- Might be indoors or outdoors, or a combination of both.
- Might be single venue or multi venue.

Events can take several forms:

- Signature / Major events is an event of international/national significance that attracts international / domestic visitors and international/national media coverage.
- Large Event: An event which attracts significant visitor numbers and media interest to a destination.
- Medium Event: An event of regional significance which attracts regional visitors and regional media coverage.
- Small Events: An event that is of significance to the local community and attracts local interest and visitors who are already in the destination.
- Community Events: Small events primarily attracting local audiences that enhance the quality of life of residents, celebrate local identity and culture, and provide a range of community benefits, including participation, well-being, and community connection. Hyper-local community events are predominately supported by Grant Aid.

## **6. National Strategic Context**

The Fermanagh and Omagh District Council Events and Festivals Strategy aligns with various regional and national initiatives, including the Programme for Government, Northern Ireland Draft Tourism Strategy, 10x Economy Framework, Arts Council NI 10-Year Plan, and the emerging Department for Communities Culture, Arts, Heritage Strategy.

By supporting and complementing these overarching strategies, the local events and festivals strategy ensures a cohesive and integrated approach. It actively contributes to the broader goals outlined in these initiatives, fostering economic growth, promoting tourism, enhancing cultural development, and supporting the overall well-being and vitality of communities. The strategy acts as a valuable local implementation tool, synergizing efforts with regional and national agendas for a more comprehensive and impactful approach to cultural and economic development.



## 7. Local Strategic Context



### Community Plan 2030

Events and Festivals Strategy aligns closely with the Fermanagh and Omagh 2030 Community Plan which provides an over-arching long term structure and strategic context for all Council programs and services. The Events and Festivals Strategy aligns with the following 2030 outcomes:

### **People and Communities Theme:**

- Outcome 1: Our people are healthy and well – physically, mentally, and emotionally.
- Outcome 2: Older people lead more independent, engaged and socially connected lives.
- Outcome 3: Our communities are inclusive, safe, resilient, and empowered.

### **Economic Infrastructure and Skills Theme:**

- Outcome 5: Our economy is thriving, expanding and outward looking.

### **Environment Theme:**

- Outcome 7: Our outstanding natural environment and built and cultural heritage is sustainably managed and, where possible, enhanced.
- Outcome 8: Our district is an attractive and accessible place.

## [Corporate Plan 2029](#)

We want Fermanagh and Omagh to be a welcoming, shared, and inclusive district, where people and places are healthy, safe, connected, and prosperous; and where our outstanding natural, built, and cultural heritage is cherished and sustainably managed. To do this we will:

### **Priority 1: Climate Action:**

- Embed sustainability to ensure progress towards Net Zero by 2040.

### **Priority 2: People and Communities:**

- Provide opportunities for everyone to live well.

### **Priority 3: Shared Prosperity:**

- Drive an inclusive economy and aid prosperity across our district.

### **Priority 4: One Council:**

- Ensure an efficient, effective, and agile Council founded on good governance practices.

## [Visitor Experience Development Plan 2032](#)

The Visitor Experience Development Plan (VEDP) for Fermanagh Lakelands & Omagh and The Sperrins recognises the ambition to sustainably grow and develop the visitor experience within the region and sets a pathway to realise that ambition.

The plan builds on the opportunities identified within the area - notably a place rich in natural and cultural heritage, a border district with a diverse and unique set of assets and with ambitious stakeholders. The Events Strategy will draw on the two Propositions identified within the VEDP, namely Fermanagh Lakelands and Omagh and The Sperrins and the various stages of market maturity and the priority visitor segments.

### Place Shaping 2035

Place shaping creatively influences and enhances the well-being of a community in a specific area. Key priorities include building local identity, representing the community, regulating behaviours, maintaining cohesion, resolving conflicts, fostering economic success with environmental sensitivity, addressing local needs, and collaborating with various bodies to tackle collective challenges.

### Active Together 2030

This district-wide strategy addresses the key needs, trends, opportunities, and constraints, emphasizing the challenge of physical inactivity to well-being. It urges residents to support the Wellbeing Pledge, emphasizing the proven link between increased physical activity and improved health, both physically and mentally, along with enhanced social interaction.

### Climate Change and Sustainable Development 2030

The Climate Change and Sustainable Development Strategy and Action Plan detail the actions needed and how the Council will focus its efforts on reducing Council emissions in areas such as energy & buildings, resource management, transport, and land use to meet the key targets to reduce the Council's carbon emissions set out in the Action Plan.

### Draft Heritage Plan 2029

The Council's Heritage Plan is a guiding document for achieving a vision in heritage over time. It prioritises actions, establishes management structures, and aims to raise awareness and appreciation of . It specifically expresses the Council's commitment to preserving regionally, nationally, and internationally important



heritage within its remit. The plan underscores the value of built, natural, and cultural heritage in defining the identity of places, towns, villages, and communities, contributing to a high-quality environment.

### Landscape Plans

#### Cuilcagh Lakelands UNESCO Global Geopark Development Plan 2030

This 10-year Development Plan serves as a strategic and operational roadmap for the Cuilcagh Lakelands UNESCO Global Geopark, offering guidance to the Geopark Management Team. Beyond its primary audience, it is also pertinent to stakeholders such as Cavan County Council, Fermanagh & Omagh District Council, and associated committees involved in managing the Geopark. Additionally, it extends its relevance to government agencies, statutory bodies, publicly funded organizations, local community, and business entities, as well as individuals interested in the Geopark's activities. Furthermore, it caters to the interests of national, regional, and local tourism development organizations seeking to enhance the Geopark's profile nationally and internationally.

#### Sperrins AONB Management Plan

As an emerging management plan for the Sperrins, an Areas of Natural Beauty (AONB), designated in 2008, a strategic framework will be developed by partner Councils to outline the guidelines for preserving and enhancing the unique features of this mountainous and geologically complex region. Covering vast expanses from the Strule Valley to the Lough Neagh lowlands and Glenshane, the AONB features moorland, glens, valleys, and the Burren area in the south, known for its lakes and glacial features. Rich in historical, archaeological, and folklore heritage.

### Community Wellbeing Plans

Fermanagh and Omagh District Council are actively engaged in delivering community wellbeing plans to empower and enable local people and groups in developing initiatives that foster thriving communities. These plans are designed to cultivate a sense of local ownership and involvement. By embracing a place-based and multi-disciplinary approach, the Council seeks to integrate various perspectives and resources in the planning and delivery of community wellbeing programmes and

support. This approach ensures that initiatives are tailored to the unique needs of each community, promoting a holistic and collaborative environment that contributes to the overall enhancement of community wellbeing.

### The Inclusive Economy Action Plan 2024-2029

The Inclusive Economy Action Plan forms a crucial part of the strategic context for the refreshed Events and Festivals Strategy. This plan aims to create an economy that benefits all members of the community, aligning with the goals of the Events and Festivals Strategy to boost local economic growth and enhance community wellbeing. By incorporating the principles of the Inclusive Economy Action Plan, the refreshed Events and Festivals Strategy seeks to ensure that events and festivals contribute to creating economic opportunities, promoting social inclusion, and fostering sustainable development across Fermanagh and Omagh District. This alignment helps to maximize the positive impact of events and festivals on the local economy while ensuring that these benefits are distributed equitably throughout the community

### Alignment

The Events and Festivals Strategy aligns with the broader local strategic context, harmonising with key initiatives outlined in the Fermanagh and Omagh 2030 Community Plan. The strategy supports outcomes focused on the well-being of people and communities, including physical, mental, and emotional health, as well as promoting independent and socially connected lives for older individuals. Furthermore, it contributes to creating inclusive, safe, resilient, and empowered communities. In the economic domain, the strategy resonates with the Community Plan's goal of a thriving and expanding economy. The Corporate Plan reinforces the events strategy's integration with priorities such as climate action, supporting sustainability through adherence to Green Your Festival Principles. Additionally, the strategy aligns with the Corporate Plan's emphasis on community well-being, shared prosperity, and efficient governance, complementing other strategic plans like the Visitor Experience Development Plan, Active Together, the Heritage Plan, and the Inclusive Economy Action Plan. This holistic alignment highlights the Events and

Festivals Strategy as a pivotal component in advancing the overarching vision for Fermanagh and Omagh.

## **8. SWOT Analysis**

Conducting a SWOT analysis is an essential component of strategic planning. The evaluation enables the Council to assess internal strengths and weaknesses, offering insights into areas of excellence and improvement. Simultaneously, the analysis explores external factors, such as opportunities and threats, allowing the Council to align the strategy with market trends and economic conditions. Informed by this comprehensive understanding, strategic decisions can be made to allocate resources effectively, and develop contingency plans to proactively manage potential risks. Regular revisiting of the SWOT analysis ensures adaptability to changing circumstances, fostering continual improvement and optimisation of resources. Ultimately, this process positions events strategically in the market, leveraging strengths, addressing weaknesses, and navigating challenges for sustained success.

Strengths	Weakness
<ul style="list-style-type: none"> <li>• Rich and diverse cultural, historic, and heritage of the place</li> <li>• Strong community participation and support for events</li> <li>• Natural assets</li> <li>• Active communities and strong "volunteer" support for local community events</li> <li>• Active role of the Council in promoting and supporting events</li> <li>• Diverse range of events across the year</li> <li>• Collaborative Council teams through the Internal Events Forum</li> <li>• Lead the LGNI Events Forum with participation from all Councils.</li> <li>• Focus on climate change and sustainable practices.</li> <li>• Event organiser capacity building programme</li> <li>• Safety Advisory Group to advise on event health and safety</li> </ul>	<ul style="list-style-type: none"> <li>• Limited visibility of Council venues and estate that can host events.</li> <li>• One Council approach to events delivery and support</li> <li>• Limited local professional event management knowledge/expertise for many events</li> <li>• Development and hosting of events often left to volunteers and volunteer/community groups.</li> <li>• Limits to the availability of accommodation to support growth in event visitor numbers.</li> <li>• Infrastructure challenges with parking, roads, access, etc., to support larger scale events.</li> <li>• Point of difference - current events are not sufficiently differentiated from events elsewhere in the region.</li> <li>• Focus more on what the operators/event organisers want/need rather than what the consumer is looking for.</li> <li>• Limited Signature or Major Events</li> <li>• High hotel occupancy in peak season</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Exploring new event delivery models to maximise efficiency and value for money</li> <li>• Council to increase income by seeking inward sponsorship for events financial sustainability of events</li> <li>• Enhance portfolio of events and festivals through targeting</li> <li>• Active engagement of the Council and its departments in event management, funding, and promotion</li> <li>• Strategic drivers to better support events</li> <li>• Enhanced social media marketing to substitute for more expensive traditional routes to market</li> <li>• Benchmarking for events sustainability – working with Tourism NI</li> </ul>	<ul style="list-style-type: none"> <li>• Financial sustainability – lack of sponsorship/events funding</li> <li>• Increase financial pressures on the Council.</li> <li>• Cost of living pressures on residents and visitors as a barrier to attending or participating in events.</li> <li>• Increasing operational costs</li> <li>• Community expectation of ongoing funding and in-kind support from the Council</li> <li>• Dependence on the Council for logistical and venue support</li> <li>• Increasing strong competition from other regional and national destinations</li> <li>• Too many events/not the right events competing for limited financial resources.</li> <li>• Support for events that do not complement the region's position and brand</li> </ul>

## 9. The Role of Fermanagh and Omagh District Council.

Fermanagh and Omagh District Council plays a pivotal role as a strategic **leader** advocating and championing a coordinated and strategic event focus for the Council area, acting as a catalyst for partnerships. In its role as an **enabler**, the Council develops and refines accessible processes for event approval, regulation, and coordination, providing essential advice to event organisers, particularly concerning the use of FODC estate.

As a Sponsor, the Council strategically **supports** events organised by others through investment and de-risking that meets local priorities.

The Council further supports and facilitates engagement with community, private, and public sector stakeholders. This involves empowering event organisers and community groups through skills development, information, advice, and relationship management. The Council also collaborates with event organisers, businesses, community groups, and individuals to support events and create new opportunities.

Fermanagh and Omagh District Council not only supports events for economic growth and community well-being but also will position itself as a leader in sustainability within the event industry. Embracing a long-term vision aligned with the Climate Change and Sustainable Development Strategy, the Council commits to evaluating and enhancing its sustainability measures, messaging, and carbon impact in collaboration with industry stakeholders. By championing sustainable practices, the Council aims to lead the way in reducing environmental impacts, establishing itself as a progressive force in event management.

Finally, as a **promoter**, the Council champions events, and their benefits, utilising its marketing and communications resources and that of its partners to promote events and the district.



## 10. Events and Festivals Portfolio

Fermanagh & Omagh District Council acknowledges the importance of events and festivals both to animate the community and project a positive image of the region and its capabilities, generate significant economic, tourism, social, community and cultural benefits.

The Council delivers a range of Corporate events that support community wellbeing, pride of place, and deliver positive social and economic impacts.

The events and festivals portfolio in Fermanagh and Omagh encompasses a variety of cultural, tourism, sporting, and community-based events, each potentially embodying distinctive characteristics specific to the area.

The 'Events Pyramid' serves as a framework to identify events and festivals contributing to a triple bottom line for Fermanagh and Omagh—delivering social, environmental, and economic benefits. It guides the scale, and type of events to acquire, retain, or develop, forming the basis for investment decision making using specific criteria.

At the time of writing the Council does not deliver or support signature events and lacks major events with high-level national visitor numbers and visibility.

Events and festivals in the district are predominately local and community-based events, the Council delivers a number of corporate events, and through Sponsorship supports a range of events that would be best described as regional. While attracting out of district attendees, certain events face challenges in generating overnight stays due to high hotel occupancy in peak season, resulting in day-trippers. However, several events cater to local attendees or niche markets (e.g., angling, competitive sporting events) and successfully attract out-of-district visitors.



## 11. Investing in Events

Fermanagh and Omagh District Council's events and festivals portfolio, programming, activities, and delivery are spread across a number of service areas in Council.

The Council currently **supports** a range of events across the district through a mixture of direct delivery, service level agreements and sponsorship agreements.

This existing portfolio encompasses a variety of cultural, tourism, sporting, and community/family-based events, currently distributed unevenly across the calendar and comprising both annual and one-off events. These corporate events, ranging from smaller gatherings attracting hundreds to larger events drawing thousands, contribute directly and indirectly to the social and economic wellbeing of the district.

The Council collaborates with third party event organisers to deliver St. Patrick's Day events in Omagh and Enniskillen through a Service Level Agreement process.

FODC also actively sponsors events and festivals annually through a sponsorship process that is open to voluntary clubs, societies, community, sporting, and commercial organisations.

Additionally, the Council provides grant aid to support smaller hyper local community events and activities through a biannual funding programme.

The Council do this to realise the benefits that events bring about that include but are not limited to, social cohesion, economic impacts, improved health, and wellbeing.

### Sponsorship

FODC support events that include but not limited to niche, specialist, local, regional, national, and international events, and festivals within the district that;

- Benefit the local economy.
- Attract visitors to the district.

- Provide social benefits and improve wellbeing.
- Delivers benefits to host communities and are fit to place.
- Utilises media coverage to raise the profile of the Council and the district as an 'Event Friendly' destination.

### Scaling up events

To activate and maximise the benefits outlined in the Councils strategic policies and plans including sponsorship, the focus should be on scaling up small and medium events to attract and support regional and major levels. By doing so, the events can significantly contribute to the local economy, attract visitors to the district and provide social benefits that enhance community wellbeing.

Scaling up these events not only delivers direct advantages to local communities but also leverages media coverage to raise the profile of both the Council and the district as an 'Event Friendly' destination. This approach aligns with the Corporate and sponsorship priorities by sustainably fostering broader economic growth, promoting tourism, and creating a positive social impact within the district.

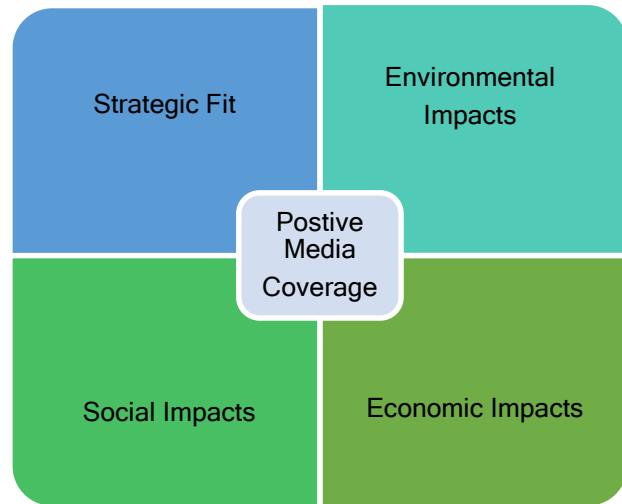
## Sponsorship Investment Matrix

Type of Events	Event Category	Event Impacts	Event Sponsorship Ranges
<ul style="list-style-type: none"> <li>▪ <b>Arts/Cultural</b></li> <li>▪ <b>Specialist / Niche</b></li> <li>▪ <b>Tourism</b></li> <li>▪ <b>Sporting/ Recreational</b></li> <li>▪ <b>Agricultural</b></li> </ul>	<p><b>Small / Local Niche / Specialist Events and Festival</b></p> <p>(Examples of this event size are 5/10k runs, angling and cycling events and water-based activities)</p>	<p>Events that attract a small, local, niche audience / participation.</p> <p>Event delivers positive social and economic benefits to the local area.</p> <p>May attract local media coverage.</p>	<p>Participation 50 – 250 approx. and /or Attendance 50 - 250 approx.*</p>
	<p><b>Medium/ Regional Events and Festivals</b></p>	<p>These events might attract visitors to the district and generate economic benefit and attract local and regional media coverage.</p> <p>Events that extend the tourism season are particularly welcomed.</p>	<p>Participation 251 -500 approx. and /or Attendance 251 – 5,000 approx.*</p>
	<p><b>Large/ Regional Events and Festivals</b></p>	<p>These events might attract visitors to the region and generate significant economic benefit and attract regional media coverage.</p> <p>Events that extend the tourism season are particularly welcomed.</p>	<p>Participation 500+ approx. and /or Attendance 5,001 – 10,000 approx.</p>
	<p><b>Major Events and Festivals (National and International)</b></p>	<p>Events which generate substantial economic and social benefits with increased numbers of visitors from outside the district and generate national and international media coverage.</p>	<p>Requires longer lead in time and may require detailed business plan.</p>
	<p><b>Signature Events and Festivals (National and International)</b></p>	<p>25,000 + attendance</p> <p><b>Business case Required.</b></p>	<p>Events that generate substantial economic and social benefits with increased numbers of visitors from outside the district and generate national and international media coverage. Requires longer lead time and may require a detailed business case. (1 year)</p>

## Events and Festivals – Criteria

Sponsorship investment criteria aligns with the Council's priority areas and focuses on the impact the events have in the local area or the district depending on the size of the event.

The investment criteria cover five key areas including: Strategic Fit, Social Impact, Economic Impact, Environmental Impact and Positive Profile/Media coverage.



Sponsorship provides an opportunity to tailor support to deliver against the Council's priority areas. The Council will focus sponsorship on scaling up and support of large scale events to deliver increased benefits for the investment.

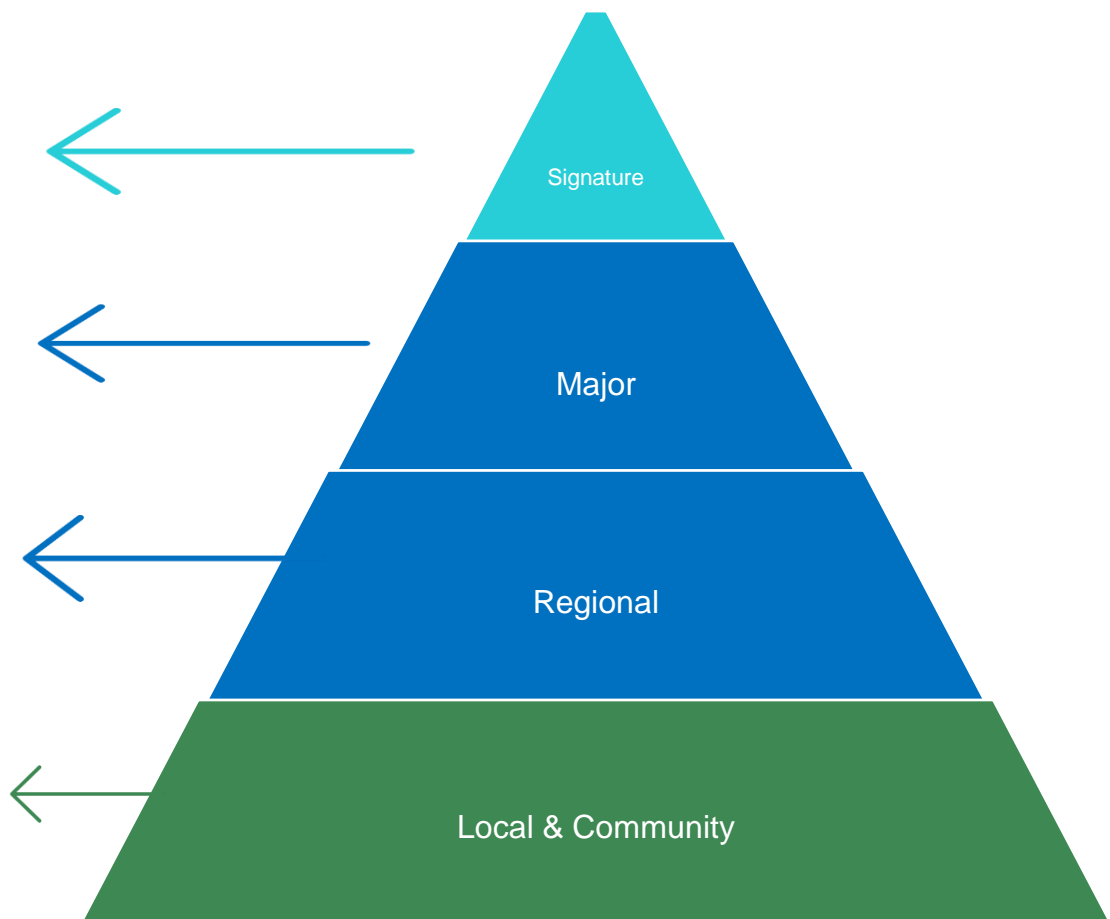
## Scaling Up Sponsorship

✓ Horizon scanning and long term planning to support signature events.

Scaling up - focus on large-scale events:

- ✓ Economic, social and cultural benefits
- ✓ Attracts visitors and participants
- ✓ Increased profile as an event friendly destination
- ✓ Generate media coverage

- ✓ Supporting smaller activities through grant aid and niche/ specialist and scaling up events through sponsorship.





## **12. Multi Annual Funding**

The Council will pilot offering multi-annual agreements to events that consistently deliver year-on-year outputs, resulting in improved outcomes for the district, is a strategic approach that brings mutual benefits for both organisations and the Council.

By committing to multi-annual funding organisations gain the stability and assurance needed for long-term planning, enabling them to focus on enhancing the quality and impact of their events. This approach fosters stronger partnerships, encouraging event organisers to invest in sustainable practices and community engagement initiatives.

For the Council, providing multi-annual funding ensures a continued positive influence on the district, fostering community development and economic growth. The stability offered by such agreements allows for effective resource allocation and planning, contributing to the overall success and longevity of the supported events. It's important to note that these commitments are contingent on the availability of budgetary resources, aligning with responsible financial management practices including subsidy control rules, including De minimis aid and minimal financial assistance.

## **13. Inward Sponsorship**

Like most local governments, Fermanagh & Omagh District Council faces financial challenges with the raising costs to deliver services, necessitating the exploration of additional revenue sources. The Council is developing opportunities for inward sponsorship to generate income to support event delivery.

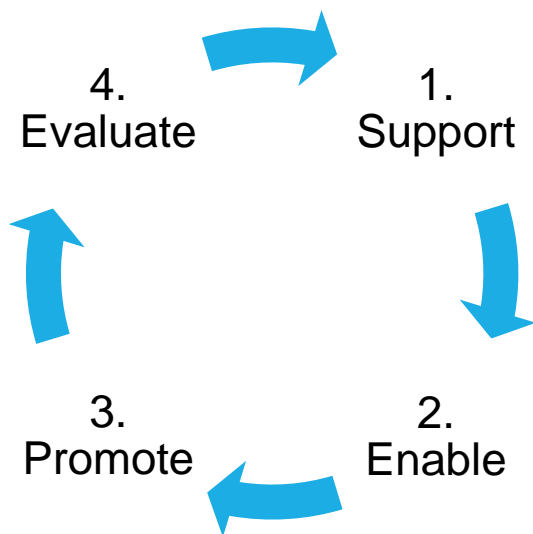
The Council will strategically focus on maximising corporate exposure and community engagement through targeted event sponsorships. Events such as the Christmas Lights Switch On's provide a platform for testing sponsorship opportunities, presenting avenues for significant exposure while inviting local businesses to participate as sponsors. Sponsoring cultural programmes like those at

the Arts Centres as well as supporting children and young people's development through the Summer Schemes, serves to enhance the Council's community image. Additional advertising opportunities in the INFO Residents Newsletter and on Council websites further expand the sponsorship landscape. The Council actively explores sponsorships aligned with social responsibility values at events like Council Chairperson Events and Bursaries. Collaborative efforts with local businesses for pre-theatre deals and mutually beneficial partnerships highlight the symbiotic relationship between Council events and corporate sponsors. The application of charges for estate use and promotional activities, along with aligning capital projects with community development goals, ensures a comprehensive strategy, allowing sponsors the flexibility to choose from a diverse range of impactful events.

#### **14. Strategic Priorities**

Fermanagh and Omagh District Council is taking a practical approach to events and festivals, aligning them strategically with its vision. Through proactive measures like horizon scanning and collaboration with regional stakeholders, the Council aims to make positive contributions to overarching priorities. Sponsorship support involves de-risking events, reviewing funding opportunities, and developing a Sponsorship Prospectus to attract inward investment. Capacity building for event organisers includes a comprehensive training programme and ongoing resource enhancement. The Council is also focused on collaborative network development, establishing a supportive network for information exchange, cooperation, and collective efforts to ensure the success and sustainability of events in the region.

This approach aims to make events not only align with the Council's vision but also contribute practically to the community's social, economic, and cultural development.



### 1. Support

Fermanagh and Omagh District Council strategically aligns events with its vision, contributing to overarching objectives through proactive measures like horizon scanning and collaboration with regional stakeholders.

Under sponsorship support, the Council de-risks events aligned with its priorities, reviews funding opportunities, and fosters sustainable growth. A Sponsorship Prospectus is in development to attract inward investment.

Capacity building for event organisers involves a comprehensive training programme and continually enhancing resources for effective guidance.

In collaborative network development, the Council establishes a supportive network encouraging information exchange, cooperation, and collective efforts for the success and sustainability of events in the region.

### 2. Enable

Streamline event information sharing through a user-friendly calendar and online information on the Council's website. Maximise Council estate usage for income generation and to support the local community. Ensure accessibility and inclusivity for all Council delivered and supported events, addressing attendance barriers and integrating diversity principles. Facilitate the Safety Advisory Group for public safety guidance, institutionalising safety measures as a standing agenda item at the

Internal Events Forum. Provide clear procedures and guidelines, including health and safety information, for easy access by event organisers.

### 3. Promote

Promote sustainable event practices by implementing Green Your Festival principles. Create a communication plan with targeted marketing strategies for both corporate and Council supported events, utilising digital platforms, media partnerships, and networking opportunities. Collaborate with marketing and business support organisations to enhance key events. Encourage cross-promotion and collaborative opportunities through sponsorship, supporting event organisers in promoting their events at similar gatherings.

### 4. Evaluate

Establish a comprehensive data collection framework to form robust event metrics, mapping investment data, including sponsorship and training, to identify geographical spreads and gaps. Develop a core set of event metrics, encompassing attendance numbers, economic impact, media coverage, and community engagement. Formulate a solid measure of the social, economic, and wellbeing benefits of events, evaluating their environmental impact.

Implement feedback mechanisms to gather insights from event attendees, participants, businesses, and community stakeholders, using this feedback to enhance the quality and impact of future events. Explore Events Grading Schemes for adherence to industry standards and regional pilot for benchmarking through the LGNI Events Forum.

These strategic priorities will be actioned through the Events & Festivals Delivery Plan.

## Event & Festivals Strategy Delivery Plan

#	Action	Activities	Timeframe	KPI
<b>1. Support</b>				
1.1	Align Events with Strategic Imperatives	<ul style="list-style-type: none"> <li>• Ensure alignment with Council strategy.</li> <li>• Conduct horizon scanning for trends and opportunities.</li> <li>• Build relationships with event promoters and organisers.</li> </ul>	Ongoing	Increase in the number of events and festivals staged in the region – delivered or supported by FODC.  Baseline 2024/25
1.2	Sponsorship Support and Scalability	<ul style="list-style-type: none"> <li>• Provide financial sponsorship and assistance.</li> <li>• Review funding opportunities based on community wellbeing plans.</li> <li>• Foster growth and scalability of events.</li> <li>• Develop Sponsorship Prospectus.</li> </ul>	Annual review and implementation	# Number of events receiving sponsorship.  # Amount of financial support provided.  Baseline 2024/25



1.3	Capacity Building for Event Organisers	<ul style="list-style-type: none"> <li>• Implement training and development programmes.</li> <li>• Review and enhance resources for event organisers.</li> </ul>	Bi-annual review	<p># Number of training sessions conducted.</p> <p>% Quality of training feedback from event organisers.</p>
1.4	Collaborative Network & Partnership	<ul style="list-style-type: none"> <li>• Establish a supportive network within events sector</li> </ul>	Quarterly	# Attendance of network meetings
<b>2. Enable</b>				
2.1	Planning	<ul style="list-style-type: none"> <li>• Develop and maintain a user-friendly calendar of events.</li> <li>• Ensure appropriate online information</li> </ul>	<p>Within 6 months</p> <p>Quarterly</p>	<p>% User satisfaction with the events calendar.</p> <p>% Increase in website traffic for events information.</p>
2.2	Estate Utilisation	<ul style="list-style-type: none"> <li>• Increase Council estate utilisation by commercial organisers.</li> <li>• Enhance online information and promotional strategies.</li> </ul>	Annual review and update	<p># Number of events held on Council estate.</p> <p>Income generated from estate utilisation.</p>

2.3	Inclusion	<ul style="list-style-type: none"> <li>• Ensure accessibility for all supported events.</li> <li>• Review barriers to attendance and participation.</li> <li>• Integrate diversity and good relations principles.</li> </ul>	Ongoing	<p>Feedback on accessibility and inclusivity.</p> <p># Number of delivered events with accessible facilities.</p>
2.4	Safety	<ul style="list-style-type: none"> <li>• Facilitate Safety Advisory Groups (SAGs).</li> <li>• Ensure event safety is a standing agenda item at Internal Events Forum.</li> <li>• Provide clear procedures and guidelines for festivals and events.</li> </ul>	Quarterly reviews	<p># Number of SAG meetings held.</p> <p># Number of H&amp;S incidents at Council &amp; supported events</p>
<b>3. Promote</b>				
3.1	Sustainability Practices	<ul style="list-style-type: none"> <li>• Promote sustainable event practices.</li> <li>• Encourage waste reduction, energy efficiency, and principles of Leave No Trace.</li> </ul>	Ongoing	<p>Adoption rate of sustainable practices by event organisers.</p> <p>Reduction in waste generated by Council events.</p>

3.2	Local Marketing	<ul style="list-style-type: none"> <li>• Develop a communication plan for corporate and supported events.</li> <li>• Utilise digital platforms and media partnerships.</li> </ul>	Annual review and implementation	<p>Reach and engagement metrics from marketing campaigns.</p> <p>Increase or maintain event attendance at corporate and SLA delivered events.</p>
3.3	Destination Marketing	<ul style="list-style-type: none"> <li>• Collaborate with FLT EO&amp;S, Enniskillen BID, Omagh Chamber of Commerce, and others to attract out-of-area visitors.</li> </ul>	Ongoing	<p>#Number of collaboration meetings</p> <p>Increase in occupancy rates via FLT /VEDP</p>
3.4	Cross Promotion	<ul style="list-style-type: none"> <li>• Encourage cross promotion and collaborative opportunities.</li> <li>• Support event organisers in promoting their events at similar gatherings.</li> </ul>	Ongoing	<p># Number of cross-promotion activities.</p> <p>Increase in event visibility</p>
<b>4. Evaluate</b>				
4.1	Data Collection	<ul style="list-style-type: none"> <li>• Establish a framework for collecting event data.</li> <li>• Map investment data to identify geographical spread and gaps.</li> </ul>	Within 6 months	<p>Completion and implementation of data collection framework.</p> <p>Identified gaps and areas for improvement based on community need</p>

4.2	Measure	<ul style="list-style-type: none"> <li>• Develop key event metrics (attendance, economic impact, media coverage, community engagement).</li> <li>• Develop measures for social, economic, and wellbeing benefits of events.</li> <li>• Assess environmental impacts of events.</li> </ul>	Annual review and reporting	Published reports on event metrics. - Improvement in social, economic, and wellbeing indicators.
4.3	Feedback	<ul style="list-style-type: none"> <li>• Implement feedback mechanisms for event stakeholders.</li> <li>• Use feedback to improve future events.</li> </ul>	After each event	# Number of feedback responses received.  Actionable improvements made based on feedback.
4.4	Benchmarking	<ul style="list-style-type: none"> <li>• Explore Events Grading Schemes and benchmarking standards.</li> <li>• Explore regional pilot of benchmarking through LGNI Events Forum.</li> </ul>	Annual review	Adoption of grading schemes and benchmarking standards.  Performance improvements based on benchmarking results.