

Ref: FOI / 5908

29th July 2025

Freedom of Information Act 2000 Request - Maritime Festival 2024

I refer to your FOI request and respond as follows:

- How many stalls/ vendors who were in attendance at the Foyle Maritime festival 2024 along the Quay from the city hotel roundabout to Sainsbury carpark as part of the Foyle Maritime festival 2024, how many were Non-food trading and how many were hot food trading.**

A total of 77 companies attended the 2024 Foyle Maritime Festival (FMF) to trade at the event. This number was split between the Merchant Market, Maritime Market, LegenDerry Food Festival and Ice Cream Traders as follows:

Trade Element	No. Food Traders	No. Non-Food Traders	Total
Merchant Market	27	20	47
Maritime Market	6	11	17
LegenDerry Food Festival	11	0	11
Ice Cream Traders	2	0	2
Total number of traders at 2024 FMF			77

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2. What was the total cost to DSDC in terms of security/ stewarding, canopy's /tents rented or erected, electrical work required, Electrical supply costs and all permits and other associated costs required for the Foyle Maritime festival 2024 along the quay from the city hotel roundabout to Sainsbury carpark.

The total cost to DCSDC of delivering FMF 2024 was £490,769.

The actual cost of delivering the event from conception to delivery including post event was £638,374.00 as detailed below:

Cost Category	Actual Costs
Participant Costs	
Festival Programme	£169,461.00
Showcase Event	£86,244.00
Accommodation	£2,580.00
Production & Venue Costs	
Venue Hire	£12,793.00
Site Set Up	£42,028.00
Site Services	£50,681.00
Cleansing	£21,090.00
Marketing & Promotion Costs	£50,000.00
Health & Safety, Licensing and Insurance Costs	
Event Control	£306.00
Licence & Legal	£40.00
Health & Safety	£84,370.00
Administration Costs	
Event Management Support	£13,371.00
Event Staff	£11,410.00
Core DCSDC	£94,000.00
TOTAL COSTS	£638,374.00

In response to the request for a breakdown of costs for specific elements such as security and temporary structures (canopy's/tents rented or erected) we have highlighted this expenditure where viable below however we are unable to address all expenditure categories as defined within the FOI.

This is because Council is required to categorise the event expenditure according to groups of spend as defined by Tourism Northern Ireland, the events' main funding body.

For example, all electrical work is coded to either site set up – (pre-event dates) or site services (when event is live). These categories are not exclusive to electricians or electrical work, covering a wide range of services and goods.

Expenditure	Cost
Security	£84,370.00
Temporary Structures	£14,793.00
Event Site Services	£50,681.00
Event Site Set Up	£42,028.00
TOTAL COSTS	£191,872.00

3. **Could we also be provided with information in regard to the total revenue received by DSDC from the vendors/ stallholders' rents and fees at the Derry Foyle Maritime festival 2024 along the quay from the city hotel roundabout to Sainsbury carpark.**

Trade Fees for 2024 Maritime Market (extract from trade application)

Costs shown below are for the duration of trading at the festival (4 days) for a 3-meter (frontage) x 3-meter trading space. Traders that require a larger trading space will be charged accordingly.

Product	Fee per 3m x 3m space
STREET FOOD (anything cooked/fried/baked/prepared at the stall for immediate consumption, including packed as take away for consuming later)	£528 plus VAT= £633.60
BAKERY & SWEET CONFECTIONS (non-cooked or cold food items that are rich in sugar and carbohydrates, Sweets / Bakery / Cakes / Craft chocolates / Homemade chutneys, preserves, sauces / Artisan ice-cream / Hot drinks: Tea, Coffee)	£484 plus VAT = £580.80
CRAFT (Ceramics / Jewellery / Knitwear / Textiles / Wood / Print / Photography / Glass / Cosmetics / Metal / Miscellaneous)	£308 plus VAT = £369.60
FAST SELLING (Toys / Balloons / Light Up Toys)	£528 plus VAT= £633.60
ELECTRIC (if required to trade) (1 x twin household socket / blue or red plug)	£20 plus VAT = £24.00
3m x 3m COUNCIL OWNED STALL (if you do not have your own) There is a limited number of Council owned pop-up stalls. Therefore, we cannot guarantee provision of council owned stalls.	£66.67 plus VAT = £80.00

The above costs cover your trading licence, allocated pitch, and 24-hour security. Receipt of payment in full will secure your pitch. If selected to trade, you will be notified of the payment deadline. If full payment is not received by then your pitch will be allocated to another trader.

Trade Fees for FMF 2024 LegenDerry Food Village (extract from trade application)

Please note you must be able to trade the full duration of the event

Street Food / Restaurants / Cafes – (Hot Food)

£132 + VAT per day x 4 days = £528 + VAT (This is for a 3meter (frontage) x 3-meter trading space) Traders that require a larger trading space will be charged accordingly

£80 Service Fee

Electric at an additional cost of £20+ VAT for 4 days trading

Producers

Please note Any producer selling menu options to be consumed within the food village, hot or cold, will be eligible to pay a service fee.

£121 + VAT Per day x 4 days = £484 + VAT (This is for a 3meter (frontage) x 3-meter trading space) Traders that require a larger trading space will be charged accordingly

Electric at an additional cost of £20 + VAT for 4 days trading

Please note that anyone that does not have infrastructure to trade from there will be a fee of £80 (Inc. VAT), this is for a 3mx3m cover.

The above costs cover your trading licence, allocated pitch and management of a fully serviced area. Please note 24-hour security will be provided in this zone over the duration of the event.

All other trading opportunities/locations at FMF 2024 were secured on a competitive basis with several individual companies. If the fees paid for FMF 2024 by individual businesses/traders/organisations are made public, it will be detrimental to any future procurement exercises carried out by DCSDC regarding trading at the festival. In addition to this the fees themselves aren't comparable as they were for specific locations/hours of trade and came with a variety of infrastructure/support.

Such information is commercially sensitive and fees were agreed by both parties in the understanding that they would not be made public. Any disclosure will compromise council's integrity and reputation.

4. Could we also be providing with a copy of the contract between Market Place Ltd and DSDC in relation to Foyle Maritime festival 2024 along the quay from the city hotel roundabout to Sainsbury carpark, including how much revenue was raised from this agreement by DSDC with Market Place Ltd

Once again for reasons stated already, we are unable to share the commercial agreement made between Council and the aforementioned provider, due to commercial sensitivity. Furthermore, Council is currently in the midst of a live procurement exercise to appoint the Merchant Market Provider for FMF 2026. Any such disclosure would make the entire procurement exercise redundant.

If you are dissatisfied with our response, you have rights of review and appeal; these rights consist of two review processes.

Firstly, our internal review procedure is available by contacting:

John Kelpie
Chief Executive
Derry City and Strabane District Council
98 Strand Road
Derry BT48 7NN
Tel: 028 71253253 or email: john.kelpie@derrystrabane.com

Secondly, you can appeal directly by contacting the Information Commissioner at:

Information Commissioner
Wycliffe House
Water Lane
Wilmslow
CHESHIRE SK9 5AF
Tel: 0303 123 1113 (local rate) or email: casework@ico.org.uk

I would however advise that the Information Commissioner has indicated that a review will not be undertaken unless the Council has first had an opportunity to reconsider its decision.

Yours sincerely

Aeidin McCarter
Head of Culture