



Derry City & Strabane
District Council

Comhairle
**Chathair Dhoire &
Cheantar an tSratha Báin**

Derry Cittie & Stràbane
Destrict Cooncil

Ref: FOI / 558

18 May 2016

Mr

Email: request-329610-76a37934@whatdotheyknow.com

Dear Mr

Freedom of Information Act 2000 Request Big Cheese & Beer Expo

I refer to your FOI request as above.

How much did the 'big cheese and beer expo' cost the council in total?

Response: Please see attached excel spreadsheet.

Can a breakdown of these costs be laid out as much as feasible?

Response: Please see attached excel spreadsheet.

What are the perceived benefits of the festival?

Response: This was council's first attempt to develop this festival and 15,000 visitors who flocked to the Big Cheese & Beer Expo as one of the main highlights of NI Year of Food and Drink 2016.

The event linked in with Tourism NI's theme for March which was Brewing and Distilling.

The event ran for three days and two nights generating a significant uplift in bed-nights to the city and celebrated some of the finest craft beers and cheeses being produced locally.

Derry

C/o Council Offices
98 Strand Road
Derry
BT48 7NN

Strabane

C/o Council Offices
47 Derry Road
Strabane
BT82 8DY

+44 (0) 2871 253 253
info@derrystrabane.com
www.derrystrabane.com

f Derry City & Strabane District Council
@dcsdcouncil

Business Engagement:

The Event engaged local event management, security and animation services.

It engaged the 4 x major cheese producers in NI

It engaged 10 x major craft beer producers in NI

All of the above had significant sales and this is a key growth industry – Food and drink represents 1/3 of visitor spends.

The event had a media reach of over 1 million people and included advertising on 5 radio and 12 press platforms (including Downtown Radio, UTV; Q radio; Radio Foyle; Highland and more.

The Big Cheese & Beer Expo had 5 main elements:

- **Food Demos:** Among the star attractions was Sean Wilson aka Martin Platt from Coronation Street – now a celebrated chef and cheese maker - who impressed fans with his cheese-inspired cookery demos in the Festival Marquee on Saturday afternoon. Our own wealth of popular local talent included demos from Brian McDermott and Emmett McCourt.
- **Craft Brewers:** Local craft breweries who took part in the Big Cheese & Beer Expo included Northbound Brewery and Walled City Brewery, both based in the city; O'Connor Brewing in Faughanvale; Lacada in Portrush; Kinnegar (Rathmullan); Knockout Brewing (Belfast); Clear-sky Brewing Company (Dungannon); and others
- **Cheese Makers:** The biggest artisan cheese board in the North West was on display by Tamnagh Foods from Park, Co Derry, makers of the Dart Mountain brand including Sperrin Blue Cheese (2015 Irish Food Awards Gold), Dart Mt. Dusk Cheese (World Cheese Awards 2014 – Bronze), Kilcreen Cheese (Great Taste Awards 2015 - Gold Star) and the newly released ale washed Banagher Bold cheese. Indie Fude, representing all of NI's top cheese producer was there and supplied cheese plates. Cheesy dishes were also served during the evenings included quesadillas with Kilcreen and Poutin, a fried cheese curd dish.
- **Family Fun:** Bearing in mind that the event focused largely on craft beer the event also featured family-friendly activities during the daytime with kids' crafts and walkabout puppets, juggling chefs, non-alcoholic lemonade and local apple juice.
- **Musical Programme:** Live music from a number of popular local and visiting artists including The 4 of Us, Best Boy Grip, the Paul Casey Trio, Balkan Alien Sound, Ports, Paddy Nash Trio, Glen Rosborough, Ryan McMullan and Eilidh Patterson, also added to the festival atmosphere. The evening programme was advertised as adult only and ran to 11pm.

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The event was developed following collaboration with businesses through the City Centre Initiatives. It generated additional business for surrounding bars and restaurants.

Officers secured funding for this event through Tourism NI and the DARD Regional Agri Food programme.

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

Yours sincerely

Head of Culture

Enc



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