

Panel 4: Culture & Events

“2020 Vision sees Castlebar as a vibrant commercial and leisure hub that nurtures business investment and innovation, is a premier retail and *entertainment destination* and that has an attractive and revived town centre combining the old and the new”



Issues & Priorities

1. Increase Participation in Cultural activities and events as a generator of commercial activity
2. Produce more summer Outdoor Events to utilise quality public spaces and drive civic and community pride
3. Tourism Promotion - finding Castlebar's niche and selling it!
4. Collaboration between Chamber and key events promoters to maximise impact on town
5. Raise awareness of 'what's on' through creative and quality Marketing channels



Culture & Events Projects

REF	PROJECT TITLE	SUMMARY DETAILS	TIMESCALE	KEY PARTNERS
P4.1	Castlebar Culture	<p>This set of actions is designed to raise the profile and awareness of Castlebar’s Cultural and Events product in a co-ordinated manner. This activity can use a common brand such as <i>Castlebar Culture</i> to help carry the broad message locally and externally. It is not intended for this brand to compete with actual products or promotions but to help wrap all of Castlebars’ events in one recognisable package as an information service. It is expected that the activity here will raise the profile of Castlebar as a Cultural centre with a diverse range of products from music, art, theatre, cinema and festivals. Some of the components here will include:</p> <ul style="list-style-type: none"> • Events and entertainment guide to Castlebar published periodically and in conjunction with key entertainment and culture promoters and facilities • Culture Corner on Chamber website and in local press • Culture Calendar – events and gigs listing drawn from the periodic guide <p>There will need to be a commercial element to the production and distribution of the content. This can be developed in partnership between the operators and the Chamber through consultation.</p>		<ul style="list-style-type: none"> • Castlebar Chamber
P4.2	Public Picnics Mini Festival	<p>This project is designed to develop and produce a <i>summertime cultural programme</i> that reflects the outdoor or <i>open air</i> priority. The activity will bring <i>music, arts, food</i> and other elements to public places such as the <i>Mall, Market Sq, Lough Lannagh</i> and other outdoor venues on a <i>day or weekend basis</i>. The <i>picnic-festival</i> idea will be pitched at a <i>community cultural level</i> in terms of its content and will attempt to <i>capitalise on other bigger entertainment or cultural events</i> that are scheduled through out the summer months.</p>		<ul style="list-style-type: none"> • Castlebar Chamber
P4.3	Pride of Place Castlebar	<p>Castlebar Chamber with community partners and Local Authorities will commence discussions towards developing a framework for entry into the <i>Pride of Place competition</i>. This process will help activate and promote a range of other civic and commercial ventures that stimulate local pride and profile raising. A key part of this activity will be to engage with the local media to highlight and promote <i>‘what’s happening’</i> locally and to generate</p>		

		greater cultural and community awareness and <i>raise volunteerism</i> in local causes.		
P4.4	Castlebar Culture Signage	This project is linked to P3.4 under the Environmental Partnership and indeed the Tidy Towns process. The idea here is to examine the opportunities to <i>raise the quality and uniformity of signage</i> relating to public, tourism / cultural and commercial places. This action will also develop a <i>common style and theme</i> that also carries the information <i>as Gaeilge</i> . The Chamber will work with Gno Mhaigh eo and Mayo Council to identify the categories and templates that could be adopted for new signage and promote its use among members and other agencies.		<ul style="list-style-type: none"> • Destination Co. • Castlebar Chamber
P4.5	Festivals Force	This project is designed to support and accommodate the needs of events and festivals organisers in terms of <i>events infrastructure</i> such as stage and other equipment that can be assembled and transported from venue to venue. Festivals Force will also see a <i>group of volunteers</i> established to support and assist with the <i>promotion and production</i> of existing and proposed festivals such as the <i>Blues Festival, Picnic Festivals</i> and other events as they emerge. This group will be selected for their experience, expertise and contacts in the field and will help breath new life into struggling events. It is anticipated that this group will work closely with the local Arts Office, Chamber and other entertainment and cultural groups and organisations.		
P4.6	Tourism Scoping	<p>This project is to examine the overall tourism product in Castlebar and find niches to exploit and links to existing strategies and promotion that Castlebar can fit into. This will also examine the support and information services that are available in tourism promotion and develop actions to draw in resources to support the planning, branding, and promotion of the town. Initially some of the tasks here will include:</p> <ol style="list-style-type: none"> 1. Establishment of a Castlebar Tourism Scoping group (some of Culture and Events Panel members can participate and lead) 2. Host a number of information and ideas sessions to identify what type of product should be promoted 3. Negotiate with Failte Ireland and other tourism promotion agencies to support the inclusion of Castlebar into policy, strategy and programmes 4. Research local and national opportunities to attract events and products that can raise the profile of Castlebar in a tourism context in Mayo and Ireland West 		

