**Derry Halloween 2023**

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**Application for City Centre Arts & Cultural Venues Subvention Funding**

**Introduction & Specification of Requirement**

Derry City and Strabane District Council (DCSDC) is seeking applications to support Arts and Cultural initiatives/ programming that will deliver an interpretation of this this festival year’s theme.

We are particularly keen to encourage Family Friendly Arts and Cultural initiatives and to support this, Council invite proposal from businesses, venues, and organisations to offer extended programming which will enhance the visitor experience.

The city provides a unique and dramatic stage and is key to Councils ongoing initiatives to celebrate our rich business and cultural offering. To this end, Council is creating a vibrant programme of events for this year’s Derry Halloween, with a dedicated funding opportunity available to support Arts and Cultural initiatives in and around the City Centre that will form part of this year’s collective Halloween programme.

**Background**

Celebrating its 37th birthday this October, Derry Halloween has grown from small and unassuming beginnings within the local community, to become an internationally acclaimed event, offering visitors a unique and authentic experience, that draws from the City and District’s rich artistic, historical and cultural heritage and ability to harness the imagination and participation of the entire city and district.

The Council Festival and Events Team have been working on the best way to deliver Derry Halloween in a way that still complies health and safety risks without compromising folklore, feasting and festivity that has come to be anticipated from Europe’s biggest Halloween Festival.

Traditionally the festival has created an enchanted world of illusion and wonder within the confines of the city walls and streets adjacent to them, for three consecutive nights, entitled ‘Awakening the Walled City’.

**Festival Theme**

At the heart of ‘**Awakening the Walled City’** there is a shared celebration of Imagination, wit, wonder and folklore where people reinvent themselves, tell the tallest of tales and the unbelievable seems believable for a few enchanted days and nights. Central to the concept is the belief that each Halloween, this ancient walled city is the destination of choice for supernatural beings and ghosts of the otherworld when they awake to walk the earth with the living before a new year begins (traditionally the Celtic New Year began on 1st November).

In response to the physical constraints of 2020, Council delivered an online festival, investing in a range of short films depicting characters created by local artists that were connected to the Celtic mythology of Halloween and had a strong narrative that made tangible links with the city. Central to each character’s story was an overarching film that premiered on Halloween night entitled ‘The Awakening’ which featured this collection of ghostly characters.

<https://www.youtube.com/watch?v=qEDOa4Ic9l4>

Building on this narrative, each year we continue to build on the stories and characters that were developed in 2020 along with the wider rich history of the city within the Walls, with the intention of making the **City of Bones** theme and characters synonymous with the festival’s identity going forward. Under the overarching festival title ‘**Awakening the Walled City’.** Council are always keen to seek new stories and are not restricted to those already developed. Organisations should consider expanding and developing either these stories or other stories and folklore that has made Halloween the success that it is.

Ancient Celtic burial traditions are some of the most fascinating with few having continued into the 21st century. The city Walls are filled with stories of life, death and afterlife. The footprint of the city has changed over 400 years, many buildings remain but their story has changed. If only the Walls could talk, what would they say? What have they witnessed? What history has been lost?

Derry truly is a city of bones which has long played witness to many Celtic traditions. The city centre will act as a playground for the dead.

***Awakening the Walled City Trail (Sat 28th – Mon 30th October 6-9pm)***

The geographical area that this trail encompasses, will create a crowd-friendly circuit that can accommodate considerable footfall and crowd management while enabling people to enjoy a variety of themed locations and experiences safely and at their leisure.

***Halloween Day/Night (Tuesday 31st October 9am-9pm)***

Our animation on Halloween day/ night will focus heavily around Guildhall Square,

Waterloo Place, The Peace Garden, The Craft Village, Waterloo Street etc.

**Audience**

We anticipate over 100,000 people in attendance during the Derry Halloween period

The audience profile is mainly a family audience at this event. Proposals should

consider this.

**Applications**

The purpose of this application is for proposal that support Arts and Cultural initiatives programming that deliver an interpretation this year’s Halloween theme. (City of Bones)

**Derry City and Strabane District Council is seeking submissions from businesses, venues and organisations within a ½ mile radius of the City Centre that can offer Arts and Cultural programming which will enhance the visitor experience.**

Examples of programming might include but are not limited to: Entertainment/ workshops/ demonstrations/ performances/ installations/ tours n trails/ screenings/ storytelling/ music or drama/ dressing/ Selfie Stations etc.

Both individual and collaborative proposals are encouraged for submission as part of Derry Halloween Arts and Cultural initiatives. Successful submissions will be promoted as part of this year’s Derry Halloween which runs from the 28th – 31st October 2023.

It is hoped that this will reflect the diversity of arts, heritage, business offering and beautiful spaces within the city Centre. Organisations can allocate a ticket price for this visitor experience. There will be no restrictions on pricing structures for tickets but organisations are encouraged to be accessible to all .

Businesses, venues and organizations will be responsible managing their own proposals.

**Awards:** Awards available for this creative programming will support one off

Activities:

* up to a maximum of £500
* multiple day/evening activities up to a maximum of £1,500.
* Maximum award available for static Installations will be £750.

Awards will be based on Criteria and the number of applications that are received.

**Information to be provided.**

We are particularly keen to encourage Family Friendly Arts and Cultural initiatives and to support this Council invite proposals from business, venues and organisations to offer extended programming which will enhance the Derry Halloween event experience.

It is Council’s objective to ensure that innovative, bespoke and exciting arts and cultural programming that will compliment the Council programme and will improve the appeal for local, national and international visitors. Proposals that appeal to a wider cultural audience are encouraged.

Proposals should clearly:

* Outline Event Description
* Details Location and Duration of Proposed Activity
* Theme & Artistic/Creative Excellence
* Experience
* Budget
* Marketing

Applicants should provide a creative proposal outlining a description of the businesses, venues or organisations proposed animation/ activities/ entertainment/ workshops/ performances and an indication of any proposed fee for the activities, hours available, age category etc.

Suppliers will appreciate that Council will need to accommodate a variety of proposals to meet the overall objectives of the project in order maximise the impact to the public of this event. Therefore, to do this council reserves the right to award contracts to several bids within each category as budget permits.

Please note that Council will retain all the rights for any materials, imagery or content developed for Derry Halloween as part of this process and reserve the wight to reuse for the promotion and development of future events.

All successful applicants are required to provide full marketing information on the event to enable Council to promote through their marketing channels. All promotional material on the event must include Councils logo and the Derry Halloween logo. Council reserves the right to withhold funding from any event, which does not provide marketing information details and does not include the appropriate logos.

**Any queries on the event or your eligibility to apply for funding should be directed to;**

Orlaith Meenan, Festival & Events Officer, Derry City & Strabane

District Council, 98 Strand Road, Derry-Londonderry, BT48 7NN.

[orlaith.meenan@derrystrabane.com](mailto:orlaith.meenan@derrystrabane.com)

**Application**

|  |  |
| --- | --- |
| **Name of Organisation** |  |
| **Address of Organisation** |  |
| **Type of Organisation** |  |
| **Contact Name** |  |
| **Contact Email** |  |
| **Contact Telephone** |  |
| **Title of Project/Event** |  |
| **Location of Event** |  |
| **Dates & Times** |  |
| **Website / Facebook etc** |  |

Please complete the following section giving as much detail as possible about your planned project / event.

|  |
| --- |
| **Events Description:**  Please give a detailed description of your proposal. Please include detail on proposed location and installation/activity. Identify who you will work with to develop and deliver your proposal and how this might enhance community participation and engage target audiences  Include details of activities, who, what, where, why, how including quality of your proposed event. Providing Images/Sketches are optional but may add to the visual impact of your proposal.  **(25 marks)** (600 Words max) |
|  |
| **Venue:**  Details of Venue/Organisation Location in proximity to the City Centre and duration of proposed activity.  **(20 marks)** (300 Words max) |
|  |
| **Theme:**  Outline how the event links to the overall Derry Halloween programme and links in with the Awakening the Walled City theme. Identify how your proposal will promote artistic and creative excellence and enhanced target audience experience.  **(20 marks)** (300 Words max) |
|  |
| **Experience:**  Outline previous experience of delivery of similar project (150 Words max) |
|  |
| **Budget:**  Provide a detailed breakdown of costs, fees, production and breakdown of performance fees etc. Your answer should state where this funding will be used. The following table may be used to assist you.  **(20 marks)** \*All expenditure must be detailed |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Expenditure**  **Details** | **Itemised**  **Costs** | **Total Costs** | **Amount Required Form DCSDC** | **Other**  **funders** | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  |  |  |  | | --- | --- | | **Total DCSDC Arts Cultural Award Amount(s) you are applying for?** |  | | **If the cost of the Event is more than you have applied for, have you identified the rest of the funding you need?** | **Yes No** | | **If yes to the above please indicate:**   1. **Amount Secured** 2. **Amount Pending** |  | |
| **Marketing:**  Please outline marketing plan for the event i.e.: Social media / audience reach etc.?  **(5 marks)** (100 words) |
|  |
| **Health & Safety**  Outline how your organisation will manage and comply with Health & Safety Requirements (i.e. entertainment license) in delivering the event.  **(10 marks)** (150 words) |
|  |

Council may choose one or multiple proposals depending on budget available and score achieved. Organisations may apply for different programming budget options however will only receive one award.

**Application Authorisation:**

|  |  |  |
| --- | --- | --- |
| **Signature** | **Position in Organisation** | **Date** |

**Deadline for the submission for Event Funding is 12:00 noon on Friday 28th April 2023**

An Information session will be held on Tuesday 18th April at 5pm via Zoom. If you wish to register, please get in contact with [Orlaith.meenan@derrystrabane.com](mailto:Orlaith.meenan@derrystrabane.com)

**Orlaith Meenan**

**Festival & Events Office**

**Derry City and Strabane District Council**

**Council Offices**

**98 Strand Road**

**Derry**

**BT48 7NN**

[**orlaith.meenan@derrystrabane.com**](mailto:orlaith.meenan@derrystrabane.com)