



March 10th, 2016

Notice Of Meeting

You are invited to attend the Enterprise, Regeneration and Tourism Committee meeting to be held on **Monday, 14th March 2016 at 3:00 pm** in the **Boardroom, Monaghan Row, Newry.**

Chair: Cllr D Curran

Vice: Cllr R Mulgrew

Members:

Cllr T Andrews	Cllr R Burgess
Cllr W Clarke	Cllr P Byrne
Cllr S Ennis	Cllr G Hanna
Cllr V Harte	Cllr H Harvey
Cllr T Hearty	Cllr D McAteer
Cllr M Ruane	Cllr G Stokes
Cllr B Quinn	

Agenda

- 1) **Apologies and Chairman's remarks.**
- 2) **Declarations of Interest.**
- 3) **Action Sheet - Minutes of ERT Committee Meeting held on Monday 8 February 2016. (Copy to follow)**

Action Sheet - Feb 16.pdf

Page 1

Presentations

- 4) **Presentation by consultants TEAM re: Development of Tourism Strategy.**

Enterprise, Employment and Regeneration Items

- 5) **Regional Start Initiative - Extension. (Copy enclosed)**

Rpt re Extension to the Reg Start Initiative.pdf

Page 4

-
- 6) **European Social Fund - Request from Southern Regional College. (Copy to follow)**

Rpt European Social Fund -SRC - Rise Project.pdf

Page 6

- 7) **Heritage Lottery Funding Townscape. (Copy enclosed)**

Rpt Heritage Lottery Fund Townscape.pdf

Page 7

- 8) **Newry Business Improvement District. (Copy enclosed)**

9) **Hotel Development. (Copy to follow)**

Rpt Hotel Provision.pdf

Page 14

10) **Appointment of Members to Newry Mourne & Down Economic Forum. (Copy enclosed)**

Rpt economic forum.pdf

Page 16

11) **Appointment of Members to Marine Taskforce. (Copy enclosed)**

Rpt re marine task force.pdf

Page 17

Tourism, Culture and Events Items

12) **IAGTO NA - Golf Convention Report. (Copy enclosed)**

Rpt IAGTO NA Golf convention Report.pdf

Page 18

13) **Response to DCAL re: Consultation on Culture and Arts Strategy. (Copy enclosed)**

Rpt Draft response DCAL Strategy for Culture and Arts.pdf

Page 20

14) **Rural Tourism Call. (Copy enclosed)**

RuralTourismCall 2015 to 2020.pdf

Page 29

15) **Events Programme 2016/17. (Copy enclosed)**

Rpt Tourism Events.pdf

Page 30

16) **Invitation to Dr Mary McAleese to open "Women in Newry and Mourne in the 20th Century" exhibition on 26 May 2016 at Newry and Mourne Museum. (Copy enclosed)**

Items to be considered with press and public excluded

17) Agreement with RNIL re: Lifeguard Services. (Copy enclosed)

This item is deemed to be restricted by virtue of Paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - Information relating to the financial or business affairs of any particular person (including the Council holding that information) and the public, may, by resolution, be excluded during this item of business.

Rpt Lifeguard Services 2016.pdf

Page 38

18) Service Level Agreement re: (ORNI) Outdoor Recreation Northern Ireland. (Copy enclosed)

This item is deemed to be restricted by virtue of Paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - information relating to the financial or business affairs of any particular person (including the Council holding that information) and the public, may, be resolution, be excluded during this item of business.

Rpt SLA re ORNI.pdf

Page 40

19) Service Level Agreement re: St Patrick's Visitor Centre. (Copy enclosed)

This item is deemed to be restricted by virtue of Paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - Information relating to the financial or business affairs of any particular person (including the Council holding that information) and the public may, by resolution, be excluded during this item of business.

Rpt SLA re St Patricks Centre.pdf

Page 44

For Noting

20) Update re: Broadband Voucher Scheme. (Copy enclosed)

Rpt Broadband Voucher Scheme.pdf

Page 53

21) **Update re; Regional Start Initiative. (Copy enclosed)**

Rpt Regional Start Initiative Update.pdf

Page 56

22) **Holiday World 2016. (Copy enclosed)**

Report on 2016 Dublin and Belfast Holiday World Shows.pdf

Page 71

23) **Update re: Public Realm Scheme - Warrenpoint; Public Realm Scheme - Newry Cathedral Corridor; Newry Linkages Revitalisation - Task & Finish Steering Group Meeting. (Copy enclosed)**

Rpt PUBLIC REALM - Newry Corridor PUBLIC REALM- Warrenpoint NEWRY LINKAGES REVITALISATION- Task&Finish Steerting Group.pdf

Page 73

End

Invitees

Cllr. Terry Andrews	terry.andrews@downdc.gov.uk
Cllr. Naomi Bailie	naomi.bailie@nmandd.org
Cllr. Patrick Brown	patrick.brown@nmandd.org
Cllr. Robert Burgess	robert.burgess@downdc.gov.uk
Cllr. Stephen Burns	stephen.burns@downdc.gov.uk
Cllr. Pete Byrne	pete.byrne@nmandd.org
Cllr. Michael Carr	michael.carr@newryandmourne.gov.uk
Cllr. charlie casey	charlie.casey@newryandmourne.gov.uk
Cllr. Patrick Clarke	patrick.clarke@downdc.gov.uk
Cllr. Garth Craig	garth.craig@downdc.gov.uk
Cllr. Dermot Curran	dermot.curran@downdc.gov.uk
Mr. Eddy Curtis	eddy.curtis@newryandmourne.gov.uk
Cllr. Laura Devlin	laura.devlin@downdc.gov.uk
Ms. Louise Dillon	louise.dillon@newryandmourne.gov.uk
Cllr. Sean Doran	sean.doran@newryandmourne.gov.uk
Cllr. Sinead Ennis	sinead.ennis@nmandd.org
Cllr. Cadogan Enright	cadogan.enright@downdc.gov.uk
Cllr. Gillian Fitzpatrick	gillian.fitzpatrick@newryandmourne.gov.uk
Mr. Patrick Green	patrick.green@downdc.gov.uk
Cllr. Glyn Hanna	glyn.hanna@nmandd.org
Mr. Liam Hannaway	liam.hannaway@nmandd.org
Cllr. Valerie Harte	valerie.harte@newryandmourne.gov.uk
Cllr. Harry Harvey	harry.harvey@newryandmourne.gov.uk
Cllr. Terry Hearty	terry.hearty@newryandmourne.gov.uk
Cllr. David Hyland	david.hyland@newryandmourne.gov.uk
Mrs. Shiela Kieran	sheila.kieran@newryandmourne.gov.uk
Cllr. Liz Kimmins	liz.kimmins@nmandd.org
Cllr. Mickey Larkin	micky.larkin@nmandd.org
Mr. Michael Lipsett	michael.lipsett@downdc.gov.uk
Cllr. Kate Loughran	kate.loughran@newryandmourne.gov.uk
Cllr. Kevin Mc Ateer	kevin.mcateer@nmandd.org
Cllr. Colin Mc Grath	colin.mcgrath@downdc.gov.uk
Collette McAteer	collette.mcateer@newryandmourne.gov.uk
Cllr. Declan McAteer	declan.mcateer@newryandmourne.gov.uk
Jonathan McGilly	jonathan.mcgilly@newryandmourne.gov.uk
Cllr. Harold McKee	harold.mckee@newryandmourne.gov.uk
Eileen McParland	eileen.mcparland@newryandmourne.gov.uk
Cllr. Roisin Mulgrew	roisin.mulgrew@nmandd.org
Cllr. Mark Murnin	mark.murnin@nmandd.org
Mrs. Aisling Murray	aisling.murray@newryandmourne.gov.uk
Cllr. Barra O Muiri	barra.omuiri@nmandd.org

Cllr. Pol O'Gribin	pol.ogribin@nmandd.org
Mr. Canice O'Rourke	canice.orourke@downdc.gov.uk
Cllr. Brian Quinn	brian.quinn@newryandmourne.gov.uk
Cllr. Henry Reilly	henry.reilly@newryandmourne.gov.uk
Cllr. Michael Ruane	michael.ruane@newryandmourne.gov.uk
Cllr. Gareth Sharvin	gareth.sharvin@downdc.gov.uk
Cllr. Gary Stokes	gary.stokes@nmandd.org
Sarah Taggart	sarah-louise.taggart@downdc.gov.uk
Cllr. David Taylor	david.taylor@newryandmourne.gov.uk
Caroline Taylor	Caroline.Taylor@downdc.gov.uk
Cllr. Jarlath Tinnelly	jarlath.tinnelly@nmandd.org
Cllr. William Walker	william.walker@nmandd.org
Mrs. Marie Ward	marie.ward@downdc.gov.uk
Cllr. Clarke William	william.clarke@downdc.gov.uk

ACTION SHEET – ENTERPRISE REGENERATION & TOURISM COMMITTEE – MONDAY 8 FEBRUARY 2016

AGENDA ITEM	SUBJECT	DECISION	FOR COMPLETION BY DIRECTOR – including actions taken/date completed or progress to date if not yet completed
ERT/17/2016	Holiday World 2016	Officers to prepare a report on feedback following the Council's attendance at the Holiday World events in Belfast and Dublin in January 2016, for tabling at a future meeting of the Enterprise Regeneration & Tourism Committee.	On March agenda
ERT/18/2016	Kilkeel Harbour Developments	To approve in principle, the funding options and request Kilkeel Strategic Partnership to Report back to Council when a project timeline and implementation plan is in place to identify how the Group will lobby for these projects and secure necessary funding, as per Report from J McGilly Assistant Director ERT dated 2 February 2016.	Actioned
ERT/19/2016	Newry Chamber Business Lunch (VIP from OFMDFM)	To appoint the members of the ERT Committee to attend the Newry Chamber Business Lunch to be held on 24 February 2016 in the Canal Court Hotel Newry at a cost of £20 per person. The following nominations were agreed: Cllr R Burgess Cllr B Quinn Cllr H Harvey Cllr V Harte Cllr T Andrews Cllr R Mulgrew Cllr G Stokes Cllr T Hearty Cllr D McAteer Cllr D Curran Cllr C Casey	Actioned

		Ms M Ward to forward an email to all Councillors requesting they submit the names of any additional Councillors who wish to attend the Newry Chamber Business Lunch on 24 February 2016.	Actioned
ERT/20/2016	DPF – Review of Non-Domestic Rates Consultation.	Newry Mourne & Down District Council support the NILGA response to the Non Domestic Rating Review Consultation, subject to the inclusion of additional comments as outlined in Report dated 8 February 2016 from Mr M Patterson Enterprise Development Officer.	Actioned
ERT/22/2016	Tourism Strategy Task & Finish Project Board	a) A paper be tabled at the ERT Committee Meeting recommending a revised Service Level Agreement with St Patrick's Centre, for a 3 year term, to be reviewed annually, taking into account comments made by Members regarding potential benefits to the Downpatrick town centre and Council facilities. b) To note the theme "Year of Food & Drink"	On March agenda
ERT/23/2016	Slieve Gullion DEA Councillors Meeting 25 January 2016	To note the update provided on legal advices regarding closing of gates, and officials to contact Mr M Beattie Forest Service, regarding a draft Licence for Slieve Gullion, as contained in Report of Slieve Gullion DEA meeting held on 25 January 2016 regarding forward planning for Slieve Gullion Forest Park.	Actioned
ERT/24/2016	Tourism Strategy Update	To note and approve the project plan for the development of a Tourism Strategy for the Council, as per Report dated February 2016 from Ms M Boyle Tourism Development Officer	Ongoing

ERT/25/2016	Update re: Music Festival	To approve in principle, the proposed collaboration between Council and the Music/Festival organisations Blues in the Bay, Fiddlers Green, Soma, Lur Cinn Fleadh and Feile Camlough.	Ongoing
ERT/26/2016	Beach Operator & EU Bathing Waters Designation	<p>A) The Council formally confirm its role as Beach Operator for beaches at Kilclief, Ballyhornan and Killough in order that applications for EU Bathing Waters status at these beaches may be progressed.</p> <p>B) Subject to the outcome of a Health & Safety Beach Assessment by the RNLI and the Council's Risk Assessment, that the Council should submit the applications for EU Bathing Water status at these 3 beaches.</p>	Ongoing
ERT/27/2016	Overflow Car Park Slieve Gullion Forest	<p>CLOSED SESSION ITEM</p> <p>It was agreed further time be allocated to Council officials to seek alternative provision for an overflow car parking facility at Slieve Gullion Forest Park, which will meet the Council criteria for such a facility at this location.</p>	Ongoing

Agenda Item:	
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Extension to the Regional Start Initiative (RSI)
Date:	Monday 14 March 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Martin Patterson, Enterprise Development Officer

Decisions Required

For consideration

1.0	<p>Purpose and Background</p> <p>Newry, Mourne and Down District Council agreed at the November 2016 ERT Committee to Invest NI continuing to deliver the Regional Start Initiative (RSI) during the process of 'transfer of functions' until March 2016. This agreement will now be required to continue under an extended Service Level Agreement (SLA) until October 2016 to enable the Councils new RSI application to be appraised and the subsequent tender process to be implemented to appoint a delivery body.</p>
2.0	<p>Key Issue</p> <ul style="list-style-type: none"> • To continue to deliver the RSI programme including marketing under an amended SLA with Invest NI to 31 October 2016 under the agreed 'transfer of functions budget'. • An application was submitted in November 2015 in partnership with the other NI Councils for the new RSI programme and was considered. • An economic appraisal is currently being implemented on the above mentioned application following the appointment of the appraisers in February 2016 and should be completed by 30 April allowing DETI to make a decision on the application by June 2016.
3.0	<p>Recommendation</p> <p>Newry, Mourne and Down District Council agree to the extension of the Regional Start Initiative programme to include marketing until October 2016.</p>
4.0	<p>Resource Implications</p> <p>Officer time and transfer of functions budget.</p>
5.0	<p>Appendices</p> <p>Overview of Newry, Mourne and Down DC marketing and programme performance</p>

Regional Start Initiative

Business Plan Conversion (Jan 16)

Code	Delivery Agent	Region	PERIOD (Oct 12 - Jan 16)				
			ENQ	IAM	BPA	CONV (ENQ - IAM)	CONV (IAM - BPA)
ABC	Acorn the Business Centre Ltd	North East	245.00	148.00	120.00	60.41%	81.08%
ARD	Ards Business Centre Ltd	Eastern	730.00	287.00	221.00	39.32%	77.00%
ARG	Argyle Business Centre Ltd	Eastern	37.00	11.00	10.00	29.73%	90.91%
ARM	Armagh Business Centre Ltd	Southern	647.00	538.00	409.00	83.15%	76.02%
BBC	Ballymena Business Centre Ltd	North East	918.00	567.00	267.00	61.76%	47.09%
AEA	Ballymena Business Centre Ltd (Antrim)	North East	571.00	277.00	114.00	48.51%	41.16%
BAN	Banbridge District Enterprises Ltd	Southern	619.00	449.00	243.00	72.54%	54.12%
CAE	Carrickfergus Enterprise Agency Ltd	North East	400.00	213.00	104.00	53.25%	48.83%
COE	Causeway Enterprise Agency Ltd	North West	820.00	569.00	303.00	69.39%	53.25%
MEC	Causeway Enterprise Agency Ltd (Moyle)	North East	178.00	148.00	89.00	83.15%	60.14%
CEC	Cookstown Enterprise Centre Ltd	Western	557.00	436.00	413.00	78.28%	94.72%
CDO	Craigavon Industrial Development Organisation Ltd	Southern	1,502.00	1,011.00	435.00	67.31%	43.03%
DBC	Down Business Centre Ltd	Southern	990.00	643.00	511.00	64.95%	79.47%
DEC	Dungannon Enterprise Centre Ltd	Western	890.00	588.00	566.00	66.07%	96.26%
EBE	East Belfast Enterprise Ltd	Eastern	1,266.00	760.00	424.00	60.03%	55.79%
NWM	Enterprise North West Ltd	North West	1,914.00	1,276.00	742.00	66.67%	58.15%
ENE	Enterprise Northern Ireland Ltd	Eastern	283.00	232.00	223.00	81.98%	96.12%
ENN	Enterprise Northern Ireland Ltd	North East	31.00	29.00	29.00	93.55%	100.00%
LED	Enterprise Northern Ireland Ltd	North West	98.00	51.00	46.00	52.04%	90.20%
ENS	Enterprise Northern Ireland Ltd	Southern	39.00	33.00	33.00	84.62%	100.00%
ENW	Enterprise Northern Ireland Ltd	Western	29.00	24.00	24.00	82.76%	100.00%
FER	Fermanagh Enterprise Ltd	Western	1,038.00	823.00	579.00	79.29%	70.35%
CEL	Inspire Business Centre Ltd	Eastern	457.00	290.00	182.00	63.46%	62.76%
LEC	Local Economic Development Co (LEDCOM) Limited	North East	430.00	322.00	210.00	74.88%	65.22%
LEN	Local Economic Development Co (LEDCOM) Limited (Newtownabb North East		321.00	186.00	150.00	57.94%	80.65%
LEO	Lisburn Enterprise Organisation Ltd	Eastern	1,109.00	582.00	289.00	52.48%	49.66%
NAM	Newry & Mourne Enterprise Agency Ltd	Southern	1,012.00	589.00	527.00	58.20%	89.47%
NCB	North City Business Centre Ltd	Eastern	1,065.00	775.00	461.00	72.77%	59.48%
NCN	North City Business Centre Ltd (Newtownabbey)	North East	544.00	383.00	195.00	70.40%	50.91%
NDD	North Down Development Organisation Ltd	Eastern	734.00	382.00	281.00	52.04%	73.56%
OEC	Omagh Enterprise Company Ltd	Western	960.00	617.00	534.00	64.27%	86.55%
OBP	Ormeau Enterprises Ltd	Eastern	798.00	623.00	259.00	78.07%	41.57%
RVE	Roe Valley Enterprises Ltd	North West	553.00	455.00	349.00	82.28%	76.70%
SEA	Strabane Enterprise Agency Ltd	Western	408.00	310.00	259.00	75.98%	83.55%
WOW	West Belfast Development Trust Ltd (Work West)	Eastern	864.00	648.00	392.00	75.00%	60.49%
ORT	West Belfast Enterprise Board Ltd (Ortus)	Eastern	782.00	435.00	388.00	55.63%	89.20%
WDL	Workspace (Enterprises) Ltd	North West	581.00	431.00	320.00	74.18%	74.25%
TOTAL			24,420.00	16,141.00	10,701.00	66.10%	66.30%

Region	PERIOD (Oct 12 - Jan 16)				
	ENQ	IAM	BPA	CONV (ENQ - IAM)	CONV (IAM - BPA)
North West	3,966.00	2,782.00	1,760.00	70.15%	63.26%
Southern	4,809.00	3,263.00	2,158.00	67.85%	66.14%
North East	3,638.00	2,273.00	1,278.00	62.48%	56.23%
Eastern	8,125.00	5,025.00	3,130.00	61.85%	62.29%
Western	3,882.00	2,798.00	2,375.00	72.08%	84.88%
	24,420.00	16,141.00	10,701.00	66.10%	66.30%

Agenda Item:	[This is the number the item will be given]
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	SRC - Match Fund ESF Rise Project
Date:	Monday 14 th March 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Jonathan McGilly, Assistant Director, Enterprise, Employment & Regeneration

Decisions Required

To approve the recommendation at Section 3

1.0	<p>Purpose and Background</p> <p>In December 2014 DEL called for ESF applications from suitably qualified training bodies. At the time Councils in general were highlighted as potential match-funding sources. Council has agreed to support 3 no. projects to date via direct contributions and contributions in kind.</p> <p>In order to facilitate the various organisations Council agreed to give broad letters of support but did not commit any funding to any project until ESF assessments had been completed.</p>
	<p>Key Issue</p> <p>SRC have secured ESF Funding for a training project across NMDDC and ABC Council area. They have approached both Councils for £75,000 per annum per Council. At the outset both Councils had indicated contributions of this level were not financially viable. Officials have met with SRC to explore how this could be progressed via reduced contributions, etc. SRC have indicated that it is not possible and that the RISE project will not proceed.</p>
3.0	<p>Recommendations</p> <ul style="list-style-type: none"> i. Council note the position of SRC that while it cannot contribute to the full level of match-funding Council is not the sole source of match funds ii. Council officials continue to work with SRC & SERC to explore the potential for other joint initiatives where there are benefits for Council in delivery on corporate objectives.
4.0	<p>Resource Implications</p> <p>Not at this stage.</p>
5.0	<p>Appendices</p> <p>N/A</p>

Agenda Item:	[This is the number the item will be given]
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Heritage Lottery Fund (HLF) – Townscape Heritage Scheme
Date:	Monday 14 March 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Margaret Quinn, Project Development Manager
Decisions Required	
To approve the recommendation at point 3.0.	
1.0	<p>Purpose and Background</p> <p>As part of the section's regeneration activities officers have researched how HLF THI Schemes could be utilised to fund regeneration within Urban Conservation Areas across the District. A research paper has been developed and is appended which looks at this in detail.</p>
2.0	<p>Key Issue</p> <p>Following discussions with HLF as part of this process, they have advised that while there are several eligible areas the Council is best advised to only consider one application initially and not submit multiple applications. Committee is asked to agree a location for an initial project to be submitted to HLF for consideration as a Townscape Heritage Scheme project and to agree a future suggested rank order programme for consideration, which would cover the other potential areas and allow time for realistic schemes to be developed bearing in mind the range of competing resources.</p> <p>HLF schemes have already been undertaken in Castlewellan, Killough, Newry and Killyleagh. Additionally, a recent proposed scheme in Saintfield was withdrawn due to lack of commitment from the relevant property owners. At present there are no suitable projects sufficiently developed in Ardglass, Bessbrook, Newry or Strangford. A second scheme in Downpatrick has been considered in Scotch Street but issues remain around ownership and Urban Development Grant may be an option to fund these properties when opened again by DSD.</p>
3.0	<p>Recommendations</p> <ol style="list-style-type: none"> i. Council approves the development of a proposal for Irish Street, Downpatrick, as an initial project for submission to HLF ii. It is recommended that a phased approach to future THI projects is adopted with projects to be ranked in order of feasibility and the level of commitment from property owners with potential match funding, etc. Consideration being given to the development of project ideas in those areas where HLF projects have not been delivered or where previous plans have been developed but not delivered but could be revisited from the following areas:- <ul style="list-style-type: none"> • Scotch Street, Downpatrick • Castlewellan • Killough • Killyleagh • Ardglass • Bessbrook • Newry • Strangord

4.0	Resource Implications Staff time in researching project and developing application. Architectural guidance will also be required to assist with the development of an initial proposal. Indicative costs for this are estimated at £5 - £8k, budget available as per 2016/17 budgets.
5.0	Appendices Attached.

Heritage Lottery Fund – Townscape Heritage scheme

Background information on scheme

Grants from £100,000 to £2 million are available for approved projects which meet the criteria of HLF. Funding is available to local authorities as the applicant. However, it is expected that the applicant will work with a range of partners (generally property owners) in delivering a Townscape Heritage scheme whether they apply as a single body or as part of a formal partnership. If the application is made as a partnership a lead applicant must be nominated.

Townscape Heritage projects must be located in a designated conservation area (see below for eligible areas in Newry, Mourne and Down District Council area) and must demonstrate that they will make a lasting difference for heritage, people and communities. A Townscape Heritage scheme is made up of a balanced portfolio of projects that have the potential to regenerate and transform conservations areas in need of investment. Successful schemes should aim to halt and reverse the decline of historic landscapes by creating vibrant, attractive and interesting locations. Funding is available to repair and enhance the historic area in order to encourage business confidence and by inspiring local communities to get involved with their townscape heritage.

Townscape is designated as an area where there is a mixture of buildings and uses, and which may include residential or retail or other business uses. It is necessary to demonstrate how any proposed scheme will benefit the economic and social enhancement of the historic townscape in line with wider regeneration strategies for the relevant area.

What the funding can cover

- Carrying out structural and external repairs to buildings
- Repairing or reinstating elements of architectural detail e.g shop fronts
- Work to bring vacant buildings back into use
- Improvements to the public realm within the conservation area
- Good quality and sympathetic development of gap sites. However these should not form the main focus of any scheme.

Additional funding for development costs as below can also be covered –

- Valuations, professional fees or costs associated with obtaining statutory permissions
- Research and strategic planning work to safeguard the long-term approach to conservation
- Preparation of a Conservation Area Management Plan

Match funding requirements

Partnership funding is required and this can be made up of cash, volunteer time, non-cash contributions or a combination of all of these. If the grant request is less than **£1 million** the partnership must contribute at least **5%** of the costs of the development phase and **5%** of the costs of the delivery of the project. If the total grant request is **£1 million** or more the partnership must contribute at least **10%** of the costs of the development phase and **10%** of the costs of project delivery.

The application process

Townscape Heritage applications go through a two-round process. This allows HLF to assess whether the project has a good chance of securing a grant before a complete project application is submitted. A first round application is submitted by 31 August for a decision in the following January. If this is successful a development phase begins where a more detailed second-round submission is prepared. At this stage the costs of a Project Officer to work up any second round application may be included.

Conservation areas in Newry, Mourne and Down District Council.

*Ardglass, **Bessbrook, Castlewellan, Downpatrick, Killough, Killyleagh, **Newry, Saintfield and Strangford.

Based on the above information, existing masterplans and village plans have been reviewed to identify any potential projects within the eligible areas. Taking account of the need to have property owners 'buy in' to any proposed scheme, and any ownership issues resolved, possible feasible projects, which appear to currently meet HLF criteria, are as follows:-

Castlewellan

Refurbish Upper Square and cluster of vacant properties adjacent to Square. Discussions could be held with Castlewellan Regeneration which has undertaken projects within the conservation area.

Downpatrick

- (a) Refurbish derelict cluster of properties on Irish Street adjacent to PSNI Station (project could be extended following relocation of PSNI to Downshire site). Some work has been already been done on this potential project. Refurbish vacant cluster of properties in Scotch Street as part of the overall regeneration of the cultural quarter.

NB. Discussions are ongoing with the property owners of the above to establish willingness to explore potential projects.

Killough

Refurbish derelict properties on Castle Street which is the main street of the village. Discussions could be held with the Palantine Trust which has undertaken HLF projects in Killough previously.

Following the review of the various plans we hold within conservation areas, I met with Una Duffy of the Heritage Lottery Fund to discuss a possible way forward. HLF guidance is very clear. Council should, in the first instance, identify one project which can be worked up. The HLF would not welcome multiple applications at the same time. The recommendation was, if we have more than one project, to adopt a phased approach over a number of years. The programme will not be calling for applications until August 2016. Projects have five years from development stage to reach completion.

Recommendation

Having undertaken preliminary investigation of the suggested projects above it would appear that Irish Street, Downpatrick would be the most appropriate location to submit as an initial application. This is based on the fact that the local business owners are keen to engage in the process and that the regeneration of this area has already been identified as a potential priority in the Downpatrick Masterplan. Additionally, the Department for Social Development has indicated that funding may be available for both a public realm and revitalisation scheme in this area. This would facilitate a strategic approach to the overall refurbishment of the area following the removal of the PSNI Station. Properties in Scotch Street in Downpatrick have recently changed hands and the same agreement to participate in a scheme is not currently in place. The other eligible areas within the relevant district have already received this type of HLF assistance in the past. It is also recommended that consideration be given to working up further projects which could be submitted for funding in the future. A suggested priority list is included in the recommendation report.

Margaret Quinn

Project Development Manager

* Only certain areas within these towns are designated conservations areas.

** There are currently no identified projects within the conservations areas in Bessbrook and Newry.

Agenda Item:	[This is the number the item will be given]
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Newry Business Improvement District (BID)
Date:	14 th March 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Jonathan McGilly, Assistant Director, Enterprise, Employment & Regeneration

Decisions Required

To note/agree etc the contents of the report and approve recommendations at Section 3

1.0	<p>Purpose and Background</p> <p>In December 2015 following a ballot process, Newry was declared a Business Improvement District area (BID). The Area includes 700 city centre businesses and the levy is calculated by applying a 1.5% charge to the rateable value of properties in the designated area. This will generate £360,000 per annum towards additional activities. The BID Proposal has been circulated previously and outlines the key areas/themes the BID Company wish to develop which are:</p> <ul style="list-style-type: none"> i. Marketing ii. Access iii. Supporting Business iv. Improving how the City looks v. Innovative Actions
	<p>Key Issue</p> <p>In order to progress the BID activity a new company has to be established, the process for this & how the company operates is all laid down in legislation. The BID Company will be established formally from 7th March 2016. The Levy will be collected by Council and released to the BID company on a regular basis, however cashflow is required to get the company up and running and meet basic costs of staff, etc. NMDDC had funded Newry City Centre Management Partnership to develop the BID proposal and during this time NCCMP was the employer & met costs from the NMDC Grant. We have been advised that NCCMP will dissolve over the coming months as BID company will progress the future marketing etc in the City Centre.</p>
3.0	<p>Recommendations</p> <p>NMDDC:</p> <ul style="list-style-type: none"> i. Release in advance at start of 2016/17 financial year £10,000 estimated levy costs on Council properties in the BID area ii. Release to BID the £30,000 budgeted for City Centre Management <p>Subject to normal monitoring and governance arrangements being in place.</p>
4.0	<p>Resource Implications</p> <p>Financial implications arising from the recommendation have been provided for in Budgets as per 2016/17 budget setting process.</p>
5.0	<p>Appendices</p> <p>Not Applicable</p>

Agenda Item:	[This is the number the item will be given]
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Hotel Provision
Date:	14 th March 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Jonathan McGilly, Assistant Director, Enterprise, Employment & Regeneration

Decisions Required

To agree the contents of the report and approve recommendations at Section 3

1.0	<p>Purpose and Background</p> <p>NMDDC in late 2015 approved the findings of an accommodation study which outlined a series of recommendations around future needs of the District. There was particular reference to hotel accommodation and the need for provision in Newry, Newcastle, Downpatrick and South Armagh. Officers were given approval to work up proposals on how the recommendations specific to hotels could be developed. We are currently working with a number of developers across the District in the identified areas.</p>
	<p>Key Issue</p> <p>Each of the projects are at different stages in development and are being driven in different ways, a number are being led by Private Sector. Council needs to initially take a lead to de-risk the project to some degree by looking at the viability of specific sites which will stimulate market interest.</p>
3.0	<p>Recommendations</p> <p>NMDDC commission site option appraisal & business case/appraisal for Hotel Provision in Downpatrick & Newcastle.</p> <p><u>To Note:</u> Council are actively working with the private developer at the proposed Killeavy Castle Hotel. Council are currently reviewing land holdings in Newry City to put forward development proposals for the area. Council Officials have been in discussions regarding a proposed hotel in the Rostrevor/Warrenpoint area.</p>
4.0	<p>Resource Implications</p> <p>Services would have to be procured in marketplace but likely cost will be up to £20,000 which has been provided for within the 2016/17 Budgets</p>
5.0	<p>Appendices</p> <p>Not Applicable</p>

--	--

Report to:	Economic Regeneration and Tourism Committee – 14 March 2016
Subject:	Appointment of members to Newry, Mourne and Down District Council Economic Forum
Date:	8 March 2016
Reporting Officer:	Marie Ward
Contact Officer:	Marie Ward

1.0 <u>Decisions Required</u>	
To agree appointment of Members to the Council’s Economic Forum.	
2.0 <u>Key issues</u>	
<ol style="list-style-type: none"> 1. At Economic Regeneration and Tourism Committee meeting on 12 October 2015 it was agreed to establish an Economic Forum – decision formally ratified by Council on 2 November 2015. 2. The terms of reference of the Economic forum allow for the appointment of 6 elected Members to the Forum. 3. This matter was discussed at Party Representatives Forum on 3 March 2016, with the recommendation that the make-up of the Task Force be increased by one, to 7 elected Members , with the breakdown being as detailed: <ul style="list-style-type: none"> 2 SF 2 SDLP 1 DUP 1 UUP 1 representatives from either Alliance/Independents grouping or TUV 4. It is recommended that the Committee agree to the appointment of Members as listed and that names be submitted, if possible prior to ERT Committee meeting to take place on 14 March 2016. 	
3.0	<u>Resource Implications</u>
	none
4.0	<u>Appendices</u>
	none

Report to:	Economic Regeneration and Tourism Committee – 14 March 2016
Subject:	Appointment of members to Marine Task Force
Date:	8 March 2016
Reporting Officer:	Marie Ward
Contact Officer:	Marie Ward

1.0 Decisions Required

To agree appointment of Members to the Marine Task Force.

2.0 Key issues

1. Following a notice of motion approved at Council Meeting on 6 October 2015 it was agreed to establish a Marine Task Force.
2. Establishment of this Task Force was delayed as consideration was being given to its linkage with the anti-litter working group.
3. As the two groups are separate, it is necessary to appoint Members to the Marine Task Force and this matter has been discussed at Party Representatives Forum on 3 March 2016, with the recommendation that the makeup of the Task Force be as detailed:

2 SF

2 SDLP

1 DUP

1 UUP

1 representatives from either Alliance/Independents grouping or TUV

4. It is recommended that the Committee agree to the appointment of Members as listed and names be submitted through Democratic Services.

3.0 Resource Implications

none

4.0 Appendices

none

Agenda Item:	Possible attendance to the International Golf Association of Tour Operators (IAGTO) conference June 2016 Pinehurst North Carolina
Report to:	Tourism Task and Finish
Subject:	Possible attendance to the International Golf Association of Tour Operators (IAGTO) conference June 2016 Pinehurst North Carolina.
Date:	24 th February 2016
Reporting Officer:	Marie Ward
Contact Officer:	Michelle Boyle

Decisions Required

1.0	<p>Purpose and Background</p> <p>The Sister City relationship has been on going in Newry and Mourne from 2009 and has been continued through to Newry, Mourne and Down District Council with the signing of a new agreement on a visit in Oct 2015. A number of golf exchanges have happened through this Sister City Partnership bringing a number of groups to our area to play, stay and spend. Two delegations of golfers have been to North Carolina from the Newry, Mourne and Down region. While on visit in October after attending a meeting with the Pinehurst, Southern Pines and Aberdeen convention and visitor bureau it was recommended that Newry, Mourne and Down attend the IAGTO North America Golf Tourism Convention at the Pinehurst Resort, North Carolina from 26-29 June 2016 to promote the golf product on offer in our region to encourage more golfers to play and stay in our area.</p>
2.0	<p>Key Issues</p> <p>This invitation arose as a result of our sister city visit further highlighting the benefits of being part of this unique relationship.</p> <p>Tourism Ireland, Failte Ireland and Tourism NI are all planning to attend this conference</p> <p>In order to capitalise on the recent success of the Irish open this is an excellent opportunity to further promote golf tourism within the region.</p>
3.0	<p>Recommendations</p> <p>Council official to attend the IAGTO North America Golf Tourism 26th – 29th June 2016</p>
4.0	<p>Resource Implications</p> <p>The approximate cost to attend this conference would be £1250.00 per person.</p> <p>Provision has been made as part of a revenue budget which would be utilised to cover costs.</p>
5.0	<p>Appendices N/A</p>

Agenda Item:	[This is the number the item will be given]
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	DCAL Strategy for Culture and Arts 2016 -2026 response
Date:	Monday 14 March 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Aisleain McGill ERT Department

Decisions Required

To note/agree etc the contents of the report and approve recommendations at Section 3

1.0	Purpose and Background DCAL have sought responses to their consultation on the development of a Strategy for Culture and Arts 2016 - 2026
	Key Issue Response has been discussed with Official from DCAL: attached
3.0	Recommendations To approve response
4.0	Resource Implications None
5.0	Appendices

DCAL Strategy for Culture & Arts 2016-2026

Response by Newry, Mourne and Down District Council (NMDDC)

Newry, Mourne and Down District Council is located in the south east of Northern Ireland, covering parts of Counties Down and Armagh. As the third largest Council within Northern Ireland, it comprises approximately 11% of the total land area of Northern Ireland, more than 100 miles of coastline, and provides services to over 178,000 residents, (10% of the NI population). In addition to Newry City, the principal towns within the District are Downpatrick, Ballynahinch, Kilkeel, Newcastle, Warrenpoint and Crossmaglen.

Council welcomes the opportunity to respond to the DCAL Strategy for Culture & Arts 2016 – 2026. Below is a summary of how NMDDC's relevant department: Enterprise, Regeneration and Tourism (ERT) will align with the strategic themes of DCAL's strategy. The themes of Equality through arts and culture, Creativity and skills, Valued arts and culture, Rich cultural expression, and Wellbeing are supported primarily through the actions of the ERT department, although we recognise that these are cross-cutting themes.

The five priority themes of the ERT department's Investment Strategy 2015 – 2020 include Arts, Culture and Heritage.

Summary of Economic Regeneration and Investment Strategy 2015 – 2020

Our mission is that the Newry, Mourne and Down region will be recognised as a vibrant, dynamic and connected region of enterprise and economic growth; a place of sustainable natural beauty and a premier tourist destination encompassing excellence **in culture and arts** and enabling and creating opportunities for all.

The Strategy is developed around five themes:

- 1 Economic Development
- 2 Tourism Development, Marketing, Promotion and Events
- 3 Urban Development and Regeneration
- 4 Rural Development and Regeneration
- 5 Arts, Culture and Heritage**

There is a synergy between the five themes that need to be developed in the period to 2020. Within each theme we have a number of strategic priorities which will be delivered against.

Our Priorities

Economic Development

- 1 To support job creation through growth of the indigenous business base
- 2 To advance employability and skills within the region
- 3 To enhance Cross Border and Transnational Business Development Links
- 4 To increase inward investment into the region
- 5 To establish effective business networks
- 6 To influence the establishment of effective and business friendly approaches to the planning process

Tourism Development, Marketing, Promotion and Events

- 1 To become the destination of choice in NI
- 2 To become NI's premier outdoor/adventure destination
- 3 To become one of NI's finest

Urban Development and Regeneration

- 1 To develop a sustainable Integrated Regeneration Framework
- 2 To deliver a suite of urban regeneration initiatives
- 3 *To identify the role of Arts, Culture and Heritage in regeneration*
- 4 To influence Central Government priorities for key infrastructural projects which can be the catalyst for regeneration
- 5 To develop an investment plan to realise regeneration in the area

Rural Development and Regeneration

- 1 To develop a sustained Integrated Regeneration Framework
- 2 To maximise investment opportunities from the Rural Development Programme, European Fisheries Programme, and other funding streams, i.e. trans national programmes
- 3 To implement and deliver a Rural Development and a Fisheries Programme for the region
- 4 To influence the improvement of infrastructure across the rural areas in order to meet the needs of rural communities, rural services and rural businesses
- 5 To deliver a suite of programmes which will seek to regenerate rural areas
- 6 To influence the establishment of an effective planning process which is considerate of rural development priorities.

Arts, Culture and Heritage

- 1 To ensure that the Arts, Culture and Heritage sector is pivotal to economic development and tourism across the region
- 2 To support the voluntary, community and professional arts sector within the region
- 3 To generate and maximise opportunities for the Creative Industry Sector

Our success in the delivery of this strategy and its strategic priorities will be measured against 8 strategic targets. In our efforts towards the achievement of these, we recognise that the delivery of sustainable economic growth does not happen in isolation but is a result of sustained investment in public and private sector collaboration, community engagement, business development, marketing and product development.

Our Measures

Over the period 2015-2020 we will contribute to:

- Job Creation, by promoting at least 500 new jobs over the period 2015-2020
- Increasing the region's working age Employment Rate, by raising the level of working age population who are employed/self-employed from 68% (2013) to 70% by 2020
- Increasing the growth of businesses located in the region by supporting the establishment or growth of 100 businesses over the period 2015-20
- Increasing the number of businesses employing more than 10 people in the region, by supporting 30 businesses to grow above 10 employees over 2015-2020
- By 2020, to increase by 50%, the number of overnight visitors from the 2014 baseline (571,000)
- Increasing the average expenditure per trip by external visitors to the area to from £122 (2011-2013), to £150 per trip by 2020
- To develop and deliver an Integrated Regeneration Framework by 2020
- **To develop and deliver an Arts and Culture strategy for the Region by 2020**

Theme 5: Arts, Culture and Heritage

The Strategic Priorities and Actions required to meet the developmental needs of the Arts, Culture and Heritage Sector in Newry, Mourne and Down are centred on 3 strategic priorities which are listed below:

- 1 To ensure that the Arts, Culture and Heritage sector is pivotal to economic development and tourism across the region
- 2 To support the voluntary, community and professional arts sector within the region
- 3 To generate and maximise opportunities for the Creative industry sector

Below we have set out the individual strategic actions which will be taken forward to achieve the 3 Strategic Priorities for Arts, Culture and Heritage. These are based on culture and arts research, considering both baseline data and forecast data, and on the views of the main stakeholders. This information is further developed in the

Enterprise, Regeneration and Tourism Business Plan, which will be reviewed on an annual basis.

Strategic priority 1: To ensure that the Arts, Culture and Heritage sector is pivotal to economic development and tourism across the region

Actions

- 1 Develop an Arts, Culture and Heritage Strategy for the region
- 2 Influence the inclusion of arts, culture and heritage initiatives within the Community Plan, and in strategies for i.e. rural development, neighbourhood renewal, tourism and economic development
- 3 Lobby for the retention of budgets for arts, heritage and culture at a NI level

Partners

- Arts Council
- DCAL
- Other Council Directorates
- Private Sector
- Chambers of Commerce and City Centre Management
- Craft NI
- Education Sector
- Tourism NI

Strategic priority 2: To support the voluntary, community and professional arts sector within the region

Actions

- 1 Facilitate connectivity between sectors e.g. linking cultural industries, education and tourism with those engaged in the evening economy (i.e. via the Economic Forum and Tourism Advisory Forum)
- 2 Develop marketing infrastructure and systems to support the voluntary, community and professional arts sector
- 3 Develop an entertainment/ cultural venue for Newry that is fit for purpose with a 500+ seat auditorium

Partners

- Arts Council
- DCAL
- Other Council Directorates
- Private Sector
- Chambers of Commerce and City Centre Management
- Craft NI
- Education Sector
- Tourism NI

Strategic Priority 3: To generate and maximise opportunities for the Creative industry sector

Actions

- 1 Develop incubators and innovation hubs for creative and cultural industries; incentives and support for the craft sector to collaborate and develop their own sales channels e.g. pop-up shops, open studio schemes etc
- 2 Support the establishment of new cultural businesses, and the growth of existing, through the delivery of business support initiatives

Partners

- Arts Council
- DCAL
- Other Council Directorates
- Private Sector
- Chambers of Commerce and City Centre Management
- Craft NI
- Education Sector

NMDDC endorses the development of the DCAL strategy and is supportive of the delivery of the key themes within. The promotion and support of Arts, Culture and Heritage is embedded within our own Investment strategy.

- NMDDC supports access to arts and culture events, activities and opportunities through the provision of two arts centres, two Town Halls with theatre provision and two accredited museums. These venues play host to multidisciplinary annual programmes, partnership projects and festivals.
- The development of an Arts Culture and Heritage strategy is a priority action.
- Engagement with arts, culture and heritage throughout the district is not restricted to Council-run facilities and we use the public realm and other non-traditional venues to encourage engagement with the arts
- NMDDC disburses an annual series of funding opportunities which encompass arts, culture and heritage activities.
- In the financial year 2016/17 we will support a series of events across the district which will have value added through arts, culture and heritage programming
- Our arts culture and heritage offering is programmed by officers who feed into the age-friendly strategy of Council.
- We are working in partnership with ACNI to deliver the Local Government Challenge fund. We embrace this intervention by ACNI which we believe will further embed the significance of arts and culture within the Programme for Government.
- We are informed by DCAL's annual Continuous Household Survey and mindful that barriers to engaging with the arts are not necessarily linked to social exclusion or deprivation – lack of interest and lack of time, as well as family commitments are cited as three of the top four barriers to engagement.
- We agree that arts and culture can *make a contribution* to tackling poverty and social exclusion, but that should not be considered its sole purpose
- We concur with ACNI that support for artists and artistic excellence must be at the heart of an arts strategy
- We are encouraged that there has been an increase in engagement with the arts among those living in most deprived areas: 77% in 2014/15 compared to 66% in 2011/12.
- The Strategy for Culture and Arts 2016 – 2026 should contain ambitions to ringfence, protect and increase funding streams for arts and culture, including libraries and museums.



20 January 2016

liam.hannaway@nmandd.org

Dear Liam

Consultation on a Culture and Arts Strategy

On 23rd November 2015, the Minister for Culture, Arts and Leisure launched a public consultation on a culture and arts strategy. The consultation will close on 12th February 2016 and it is hoped that this will lead to a new and forward looking strategy for culture and arts over a ten year period which will underpin the value of culture and arts and all the benefits they bring to individuals, communities and wider society.

It is important that the value of culture and arts is recognised across government and local government is, we believe, very much our partner in supporting culture and the arts. Subject to the agreement of a final strategy, the Department would look forward to long term collaborative relationships with local government as a central element of achieving the strategy's mission and aims.

The consultation document can be found at

<https://www.dcalni.gov.uk/consultations/consultation-strategy-culture-arts-2016-2026>

and I look forward to your Council's response.

I would be happy to meet with colleagues in your Tourism, Arts and Culture Departments to discuss the consultation if you feel that would be helpful.

Kind Regards

A handwritten signature in black ink, appearing to read "Angela McAllister".

Angela McAllister
Head of Arts and Creativity
DCAL
028 90515148

Agenda Item:	[This is the number the item will be given]
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Rural Tourism Scheme 2015 - 2020
Date:	14 th March 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Jonathan McGilly, Assistant Director, Enterprise, Employment & Regeneration

Decisions Required

To note/agree etc the contents of the report and approve recommendations at Section 3

1.0	<p>Purpose and Background</p> <p>DARD have announced a call for Expressions of Interest by Councils for the Rural Tourism Programme. The fund is £10m in total and successful applications will be awarded a minimum of £250,000 to a maximum of £500,000 at 75% grant rate. The scheme will invest in Natural & Built Heritage that can act as a driver for encouraging rural tourism. Projects will be typically capital infrastructure, job creating, promote/encourage partnership be flagship/unique/innovative. Projects must have planning issues resolved within 6 months of any offer. DARD will shortcut on basis of Eol and invite projects to submit full applications with economic appraisals complete.</p>
	<p>Key Issue</p> <p>Council Officials have considered a number of schemes and met with DARD to discuss proposals and have worked up potential Eol's around the following:-</p> <ul style="list-style-type: none"> i. Downpatrick Railway Project ii. Quoile River – Navigation Development Plan iii. “Into the Woods” Kilbroney & Rostrevor Forest Park Project iv. Slieve Gullion Forest Park Development <p>These are projects that Officers believe could make the funding criteria and could be worked up for this on future calls.</p>
3.0	<p>Recommendations</p> <ul style="list-style-type: none"> i. Council give retrospective approval to submit these Eol applications and based on outcome develop full application or carry out necessary development work for next call ii. Officials explore other potential projects for further calls under this theme
4.0	<p>Resource Implications</p> <p>Officer's time No financial implications at this stage</p>
5.0	<p>Appendices</p> <p>Not Applicable</p>

Agenda Item:	
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Tourism Events
Date:	Monday 14 th March 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism

Decisions Required	
To approve the recommendations at 3.0	
1.0	<p>Purpose and Background</p> <p>To create a positive image</p> <p>To attract foreign and domestic visitors to the region and to encourage spend</p>
	<p>Key Issue</p> <p>Major Events Significant immediate and long-term economic, social and cultural benefits to the District. Attract significant numbers of international participants and spectators and have a national profile outside the District. Significant international media coverage</p> <p>Signature Events Social and Economic pillar of our event portfolio Will be distinctive, regular (annually) and have mass appeal Must generate a return on regional investment</p> <p>Local Community Events (AHC Directorate) Developed from within a community and should celebrate a positively promote what the community represents They are about participation, involvement and the creation of a sense of identity and are important in contributing to the social well being of the community</p> <p>ERT Role</p> <p>To attract Major Events working with Tourism NI and other external partners</p> <p>To develop and deliver Signature Events that create a positive return for the region in the form of bed nights and spend.</p>

	<p>Events Principles 2016/17</p> <p>All Council led events will have a myths and legends theme</p> <p>Events will be held across the District and will compliment each other</p> <p>An element of each event will involve development of Arts and Culture at a local level and will be supported by DEA Officers</p> <p>All Events supported by the Tourism Budget will be subject to an external economic impact assessment</p> <p>Council Led Events</p> <p>Organised, managed and delivered by the ERT Directorate</p> <p>Signature Events support</p> <p>A financial allocation will be made from the ERT Events budget to a specified list of events which have been determined to meet the definition of a Signature Event.</p> <p>Grants will not be paid direct to any organising group.</p> <p>Major Events support</p> <p>A financial allocation will be made from the ERT Events budget and will be subject to a formal agreement regarding spend.</p>
3.0	<p>Recommendations</p> <p>That the committee approve the events schedule at Appendix 1</p>
4.0	<p>Resource Implications</p> <p>The financial cost to the Council for the events is £816,850 and this is included within the 2016/17 budget</p>
5.0	<p>Appendices</p> <p>Appendix 1 – Tourism Events Programme 2016/17</p>

TOURISM EVENTS FOR 2016-17	Council Contribution 2016-17	Match Funding	Total Budget	Notes	Event Description	New or Existing	Rationale/visitors for Event and Economic Benefit
Signature Events							
Mourne International Walking Festival (June)	£ 20,000		£ 20,000		Ni's Only International Walking Festival	Existing event has rotated between Newry and Mourne and Down Council's historically and will now extend to the Ring of Gullion	Aspiration to become a European accredited International walking festival. The 2nd only in Ireland spread across the Mourne Mountains and Slieve Gullion
World Skiffies Strangford Lough (Delamont Country Park and Strangford) July	£ 70,000	£10,000 Arts Council	£ 80,000		World Skiff Competition on Strangford Lough from 24th 30th July Event will have a myths and legends theme - detail to be worked up	New Event which will be combined with a previously run annual event - Strangford Lough Festival	Encourage bed nights in the area - 53 teams currently registered 46 out of state generating approx 5000 bed nights
Festival of Flight - Newcastle (August)	£ 68,850	£25,000 Tourism NI £19,000 BEA £5,350 Chamber £5000 Arts Council	£ 123,200		6th Aug 2016 Approx 100,000 people descend into Newcastle. Includes 2 hour air show and on the ground entertainment from 10am - Aviation Village Food Market, Model air crafts, military vehicles, children entertainment	Existing Event has been running for a number of years	£2,374,604 economic impact 25% people attending stay in accommodation around Newcastle. Attracts visitors from outside district, ROI, UK
Festival - Warrenpoint (August)	£ 90,000	£20,000 Arts Council other to be determined	£110,000** other funding to be determined		Proposed 16 - 21st August an event that will develop Warrenpoint as a spectacular setting for Signature Events and will highlight the myths and legends of the area with particular emphasis on Narnia and the legend of Finn McCool	New Event	Encourage bed nights and spend in the council area
Festival - Ring of Gullion	£ 70,000	£20,000 Arts Council other to be determined £12,000 from ROG LLP	£102,000 ** original elements of event will be funded through ROG LLP		Weekend Event August 26 - 29 Development of the already successful Lunasa Festival potential to recognise the Year of Food and reenact the story of Cu Chulainn and the feast with Conchobar	Develop existing event	Encourage bed nights and spend in the Council area
Ballynahinch Harvest & Country Living Festival (September)	£ 10,000	£2,000 Arts Council	£ 12,000	To run consecutively with the Game and Market Fayre at Montalto Estate	To coincide and link with the Ballynahinch's Game and Market Fayre at Monalto estates. Family event including street entertainment	An event that has been operational for two years	Aspiration to extend the Game and Market Fayre at Montalto Estates into Ballynahinch encouraging visitors to stay longer and spend more
Halloween Events Newry and Newcastle	£ 50,000	10000 Arts Council	£ 60,000		Annual Halloween events. family fun and entertainment NB Community events led by AHC.	Develop existing event	It is recommended that Newcastle and Newry are the Flagship areas for Halloween Events.
Halloween events Crossmaglen, Warrenpoint, Kilkeel, Ballynahinch, Downpatrick	£ 20,000	£5,000 Arts Council	£ 25,000		It is suggested that there should be Tourism driven events in the main towns of Warrenpoint, Kilkeel, Crossmaglen, Downpatrick and Ballynahinch in line with the shop local campaign	Develop existing event	Support the development of Culture and Arts at a local level.

Christmas Swich on Events Newry and Downpatrick	£ 30,000		£ 30,000		Annual Christmas lights switch on events. Christmas family fun and entertainment NB Community events led by AHC	Develop existing event	It is recommended that Downpatrick and Newry are the Flagship areas for Christmas Events. Economic Impact in Downpatrick last year was in the region of £71,000
Christmas switch on events Crossmaglen, Warrenpoint, Kilkeel, Ballynahinch, Newcastle	£ 20,000	£5,000 Arts Council	£ 25,000		It is suggested that there should be Tourism driven events in the main towns of Warrenpoint, Kilkeel, Crossmaglen, Downpatrick and Ballynahinch in line with the shop local campaign (This does not include community led switch on events these will be budgeted for under Voluntary contributions)	Develop existing event	Aspiration is to develop as key Christmas switch on events within the District. Development strategy will include the implementation of a teired approach to the delivery of all switch on events across the district
St Patricks Festival (Downpatrick) (March 2017)	£ 87,000	£58,000 Tourism NI	£ 145,000	(TourismNI already committed in LOO) Assumes additional income	Approx 30,000 attendance. Annual 10 day programme of events with pinnacle of programme on 17 March. Includes cultural, heritage, art, pilgrimage, cultural events and procession	Existing Event now supported by Tourism NI	£874,506 economic impact. 12% of attendees staying overnight. Aspiration to become an international festival with a spiritual/cultural focus in partnership with Armagh City. A 3 year plan with LOO from TourismNI in place.
St Patricks Festival (Newry) (March 2017)	£ 60,000	£20,000 Arts Council	£ 80,000		This event will be developed in line with St Patricks Festivals in Armagh and Downpatrick and will include cultural, heritage and arts. There will be further development of 2016 work with the community involvement in the parade.	Existing Event	To add value to Tourim NI event development in Armagh and Downpatrick and to encourage spend and bed nights in the district
Newry City Initiatives	£ 50,000	£10,000 Arts Council	£ 60,000		To support the animation of Newry City over weekends, programme to developed in partnership with Newry BID	Programme to be developed	To support the animation of the District's City. It is proposed that a signature event will be developed for Newry for 2017 working in partnership with Newry BID.
Year of Food Initiatives	£ 50,000	£10,000 Tourism NI	£ 60,000	NI Year of Food & Drink 2016	To support the delivery of a food element/initiative at all events across the Districts entire programme of events, in line with year of food 2016	This is a programme of events being proposed across the entire district from Crossmaglen to Strangford	Aspiration is to develop a legacy around our artisan food sectors that will ensure the continued development and promotion of our food sectors and associated businesses post NI's Year of Food & Drink 2016
Forest Park Initiatives	£ 15,000		£ 15,000		To support the development of Forest Parks as key tourism attractors	A programme of events will be developed across the following parks (Slieve Gullion, Kilbroney, Castlewelan, Tollymore, Silent Valley)	Aspiration is to develop an interactive experience across the forest parks
Total	£ 710,850	£ 136,330	£ 347,200				

Signature Events Supported							
Newry City Pride Initiative (July)	£	13,500		Delivered in partnership with City Management	A series of Newry based events delivered in Partnership with City Management. Includes themed events that incorporate a civic pride initiative, Water festival/Triathlon, Halloween and St Patricks Day celebrations spread across the year from March to October.	Existing Event	Aspiration is to develop and grow the programme of city based events which will act as a catalyst to bring more visitors to the city, encouraging them to stay longer and spend more. An industry engagement framework will be developed as part of the programme to buy-in additional support and commitment from the traders in the delivery of the programme
Newry City Day/ Water Festival (August)	£	15,000				Existing Event	
Newry City Triathlon (August)	£	5,000				Existing Event	
Summer Music Fest (May - August)	£	40,000		Blues on Bay Soma Fiddlers Green Iuir Cinn Fleadh	Support the development and marketing of 4 established music festivals - Blues in the Bay, Fiddlers' Green, SOMA	Develop existing events through agreement with the event organisers with Council making a financial contribution to a specific element of the event which will be additional and support the Council objective of attracting vistors to spend	Aspiration is to develop the festivals as cultural attractors to the destination and in doing so establish it as a must visit music festival destination throughout the summer months
Outdoor Activity Fest	£	20,000		A collaborative outdoor activity events development and marketing initiative	Support the development and marketing of a number of existing key outdoor activity events throughout the destination	This will seek to include events across the Mournes and Ring of Gullion area	Aspiration is to develop outdoor activity events as attactors to the destination and in doing so establish it as Irelands outdoor premier playground in line with our corporate plan
Camlough water festival (June) NB Event to be relocated and run in temp format	£	5,000		To support relocation event	To be relocated temporarily due to lake closure		The first event of 2017 is expected to be the Triathlon. Following investment at Camlough Lake, the aspirations are to work with the organisers to grow this event as a key driver for the local economy.
Hans Sloane Chocolate Festival Killeagh (September)	£	7,500		Chocolate and fine food festival	Bi-annual Chocolate and fine food festival named after Hans Sloane who discovered chocolate.		Aspiration is to ensure a successful event as part fo NI Year of Food 2016
Ballynahinch Game & Market Fayre (Montalto) (September)	£	25,000		To run consecutively with Ballynahinch Harvest & Country Living Festival at Montalto Estate	2 day game and country fair. One of only 3 in Ireland. The other two are at Shane's Castle in Co. Antrim and Birr in Co. Offlay		Aspiration is to develop this event as the premier Game and Country Fayre in Ireland
Clown Festival (September)	£	10,000		Only event of its kind in NI	Clowns from all over the world come to the district for an International festival. Events include street	New Event in 2015 - supported financially by Council	£27,289 economic impact (based on one day). Aspiration to develon festival across the
Total	£	117,500					

Major Events Supported								
Circuit of Ireland (April)	£	25,000			Ireland's premier Car Rally	International car rally event. International media coverage reaches 40 million viewers. Event has £1.8 million direct economic benefit. 30% of visitors outside NI	Aspiration is to ensure this international event returns annually to different areas across our District, showcasing our tourism destinations on a global scale	
Rostrevor Choral Festival (June)	£	10,000			International Choral Festival	The first ever Rostrevor International Choral Festival will host composers, choirs, organists and soloists from around the world. Star guest will be Morten Lauridsen, Professor of Composition at the University of Southern California, a National Medal of Arts recipient and the most frequently performed American choral composer today. Dr. Eibhlís Farrell, and Irish composer of international repute will be joining him in a series of workshops and informal recitals. The guest choirs will be the University of Notre Dame Folk Choir, Indiana, Dublin's Pro Cathedral Choir, the chamber choir Enchiriadis, Cantabile, Cor Caisleán Ruairí and Gaudeamus.	To develop this Choral festival in partnership with the proposed St Patricks International Choral Festival in Downpatrick and Armagh in 2017 & 18. There is a great opportunity through the partnerships in place with Tourism Ireland in USA/Canada and the Ireland fund who are playing a significant role in this festival to develop the wider concept to the benefit of all.	
Grand Fonda (September)	£	35,000			Includes contribution to overall delivery of the event and for associated council led cycling events in Rostrevor and Castlewellan to coincide with it.	A legacy Giro Italia long distance cycle race throughout the Mourne Mountains	Council committed during the shadow period to support this event.	Aspiration is to establish the designated route as a premier road cycle trail in the Mourne Mountains and Ring of Gullion tourism destination and to ensure its inclusion as a leg in any emerging all Ireland and/or International cycle tour events
Total	£	70,000						

Report to:	ERT Committee Meeting March 2016
Subject:	Invitation to Dr Mary McAleese to open Newry and Mourne Museum's forthcoming exhibition <i>Women in Newry and Mourne in the 20th century</i> on 26 th May 2016 at 7.00 pm
Date:	9 March 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Ken Abraham, Assistant Curator (in absence of Noreen Cunningham, Museum Curator)

Decisions Required

To agree the contents of the report and invite Dr Mary McAleese to open Newry & Mourne Museum's forthcoming exhibition on Women in Newry & Mourne in the 20th Century.

1.0	<p>Purpose and Background</p> <p>Newry and Mourne Museum's major temporary exhibition for 2016 – 2017 is <i>Women in Newry and Mourne in the 20th century</i>. It will open on 26th May 2016 and run until 30th April 2017. The exhibition will explore the role and achievements of women with local connections in the Newry and Mourne area and farther afield, in home life, business, education, sport, politics, church life, both world wars, fine art and the performing arts. Changes in women's fashion will also be a key element and this exhibition will link into the Decade of Centenaries initiative.</p> <p>In view of the family connection of Dr Mary McAleese, the former President of Ireland with the Newry and Mourne area and in recognition of the contribution she has made to Irish society, staff at the Museum thought it would be appropriate to invite Dr McAleese to open this exhibition jointly with the Chair of the Council. During her presidency and through her continued membership of the Council of Women World Leaders, Dr McAleese has been prominent at national and international levels in advocacy for women and has a deep interest in the empowerment of women and issues of critical importance to women in all parts of the world.</p>
2.0	<p>Key Issue</p> <p>This exhibition will focus on the role and achievements of women with local connections and it is appropriate that Dr Mary McAleese, who has a strong local connection and has achieved much in public life at the highest national and international levels, should be invited to open this exhibition.</p>
3.0	<p>Recommendations</p> <p>This is a high profile exhibition and it would be prestigious for the Council and the Newry and Mourne Museum for Dr Mary McAleese to open this event jointly with the Chair of the Council.</p> <p>This matter was discussed at Party Representatives Forum and it was recommended that an invitation should be sent to Dr McAleese by the Council.</p>
4.0	<p>Resource Implications</p> <p>The only resource implication for this proposal is the possibility of Dr McAleese having a fee or requiring travel expenses for this event.</p>

5.0	Appendices None
------------	-------------------------------

Agenda Item:	[This is the number the item will be given]
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	DARD Connection Vouchers DETI Satellite Broadband
Date:	March 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Michael Forster

Decisions Required

For noting only – Update on Broadband schemes

1.0	<p>Purpose and Background</p> <p>DARD Connection Vouchers Scheme The Department for Culture Media and Sport Connection Vouchers Scheme (CVS) ended in October and closed the scheme before all applications could be finalised.</p> <p>Alternative funding has now been made available by Department for Agriculture and Rural Development (DARD) as part of their <i>Tackling rural poverty and social Isolation</i> programme. This fund is open to connections for rural businesses who had previously submitted full applications to the original CVS, but still missed out on receiving a voucher.</p> <p>There is a limited amount of funding available and it must be allocated before 31st March 2016. For that reason, a list of businesses who have already submitted full applications and that could viably be processed and allocated a voucher before 31st March have been contacted. Note: The scheme is not open to new applications.</p> <p>As a result 17 extra companies across the district will now be offered the grant and the Belfast City Council Connection Voucher team will be contacting these businesses directly.</p> <p>DETI Satellite Broadband DETI have launched a Satellite Broadband Grant that appeals rural businesses that cannot avail of normal “Fibre Broadband”. A subsidy of up to £350 will be provided to cover the cost of installation and commissioning of a satellite broadband service for businesses and residents. The applicant will be responsible for paying any exceptional costs of installation, the features of the satellite broadband service required, and the monthly subscription.</p> <p>For more details or to apply please visit the following link: https://www.detini.gov.uk/articles/satellite-broadband-support-scheme-northern-ireland</p>
2.0	<p>Key Issues – DARD Connection Voucher Scheme (RCVS) Essentially this will be a replica of the CVS, albeit with a the following stipulations:</p> <ul style="list-style-type: none"> • Legally different scheme – there are now different funders i.e DARD • This Rural Connection Vouchers Scheme aims to facilitate rural businesses who attempted to avail of the DCMS-administered Connection Vouchers Scheme (CVS) but were not successful due to the scheme closure; • Suppliers must have been registered with the CVS previously in order to register for

	<p>the RCVS;</p> <ul style="list-style-type: none"> • No new applications for vouchers will be accepted or processed. <p>Applicants must: Applicants who have submitted quotes to the original CSV will be offered the chance to avail of that quote provided it is still valid. They are, however, under no obligation to proceed with the previous quote. No landlord/agent applications (business parks) will be included.</p>
3.0	<p>Recommendations Could elected members note that the Satellite Broadband Scheme appeals to those residents and businesses that cannot achieve adequate speeds using Fibre. DARD RCVS Scheme cannot be promoted further.</p>
4.0	<p>Resource Implications - Minimal:</p> <ul style="list-style-type: none"> • There will be no financial commitment required from the council to support either of these schemes. • There will be a small requirement from staff to verify that the connections meet the criteria for the CVS Scheme. (sample speed checks) • The Satellite Broadband grant is currently being promoted across the business networks as well as Council social media platforms.
5.0	<p>Appendices See attached DETI Satellite Broadband information leaflet.</p>

Satellite Broadband Support Scheme (Northern Ireland)



Background

Under the auspices of the Northern Ireland Broadband Improvement Project, this scheme is intended to deliver the UK Government's Universal Service Commitment to ensure that all homes and businesses have access to download broadband speeds of at least 2Mbps (megabits per second) from December 2015. This is alongside the Government's target of improving superfast broadband coverage across Northern Ireland (speeds of more than 24Mbps) by December 2017.

Under the scheme, residents and businesses which have speeds below 2Mbps will be able to apply for support for a satellite broadband connection. A subsidy of up to £350 will be provided to cover most of the cost of installation and commissioning of a satellite broadband service. The applicant will be responsible for paying any remaining cost of installation and commissioning (if any), for choosing the features of the satellite broadband service required, and for paying the monthly subscription for the service.

The scheme will be available for applications until the end of 2017. Satellite broadband services provided under the scheme will be available to use until (at least) 2022.

Who can apply?

This will depend on whether a premise is currently able to benefit from download speeds in excess of 2Mbps. If it cannot, and that premise is not scheduled to benefit from the delivery of superfast fibre broadband roll-out in the near future, then the premise will be eligible for subsidy.

The application process

A resident or business will be able to apply to benefit from the Scheme by completing an online application form. DETI will ask whether the premise currently has a broadband service at the address, and what broadband speeds are currently being experienced.

A check will also be carried out to confirm whether the home or business will feature in future broadband roll out plans. Based on these checks, DETI will advise whether or not the premise will be eligible to benefit from this scheme. If the premises are eligible, the applicant will be provided with an eligibility code and a list of participating satellite broadband service providers.

Implementation process

Once the applicant has received their unique eligibility code, and the list of satellite broadband retail service providers currently operating under the scheme, they should review the products and prices available from each provider and select the product that best meets their performance and cost requirements.

The applicant will then need to approach the chosen satellite broadband retail service provider to order the service they require, and provide them with the eligibility code.

The scheme will cover most or all of the cost of installation and commissioning of the satellite broadband service. The applicant will be responsible for paying any remaining cost of installation and commissioning (if any), and paying the monthly subscription for the service selected, including VAT.

Can a code be used with a different retail service provider?

The code can only be used with satellite broadband retail service providers who have signed up to participate in the scheme. Other satellite broadband retail service providers may join the scheme after launch.

If an applicant wishes to use a satellite broadband retail service provider which is not participating in the scheme, they will have to pay the full costs themselves.



Who will operate the scheme?

The scheme is operated by a partnership between Broadband Delivery UK (BDUK), DETI, BT, a number of satellite broadband retail service providers, and a number of satellite broadband platform providers.

Funding is provided by BDUK on behalf of the UK Government and by DETI, through contracts managed by BT. BT in turn has contracts with the satellite broadband platform providers and the satellite broadband retail services providers.

Will the provision of a satellite subsidy prevent a premise from benefiting from superfast broadband?

Taking a satellite broadband service under the scheme will have no effect on plans for further deployment of superfast broadband.

A link to the application form can be found on the DETI Telecoms Webpage at:

www.detini.gov.uk/articles/satellite-broadband-support-scheme-northern-ireland

E-mail: telecomspolicy@detini.gov.uk

Voicemail: 02890529352

Web: www.detini.gov.uk

Agenda Item:	
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	RSI Marketing and Performance Overview
Date:	Monday 14 March 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Martin Patterson, Enterprise Development Officer

Decisions Required

For noting

1.0 Purpose and Background

Newry, Mourne and Down District Council agreed at the November 2016 ERT Committee to Invest NI continuing to deliver the Regional Start Initiative (RSI) during the process of 'transfer of functions' until March 2016. This involves the provision of costs for marketing, staff and business plans.

2.0 Key Issue

Programme Activity

RSI (branded under the 'Go for it' programme) delivers a business start programme which assists in the development of business plans and mentoring.

Newry, Mourne and Down District Council is out performing its agreed targets for the programme, delivered by Newry and Mourne Enterprise Agency and Down Business Centre on our behalf. The partnership between the two delivery bodies is working well and the geographical coverage of participants is across the entire District.

There have been over 2,000 enquiries over the period October 2012 – January 2016 with over 1,200 potential business start ups mentored and 1,000 business plans completed by participants.

The outlook moving forward is similar for the figures for February 2016 placing Newry, Mourne and Down District Council at the top of the league tables.

Figures

Newry and Mourne Enterprise Agency and Down Business Centre Performance

Enquiries – 2,002/One to one meetings – 1,232/Business Plans Approved – 1,038

	<p>Marketing Activity</p> <p>Please be advised that the following detail is the contact point for referrals to the programme - www.investni.com and www.nibusinessinfo.co.uk.</p> <p>Marketing activity has been ongoing and has been very successful in the reported period of April – October 2015. The main avenues for marketing have been TV, Radio, Press, Websites, Facebook, Twitter and signposting from Council, Newry and Mourne Enterprise Agency and Down Business Centre. Newry, Mourne and Down DC have the vehicle of an additional tool – the Business Ezine.</p> <p>The overall target of enquiries and business plans approved has been surpassed and continues to do so post the reported period.</p> <p>Next reporting period will be for October 15 – March 16.</p>
3.0	<p>Recommendation</p> <p>N/A</p>
4.0	<p>Resource Implications</p> <p>N/A</p>
5.0	<p>Appendices</p> <p>Marketing and Performance documents</p>

Regional Start Initiative

Business Plan Conversion (Jan 16)

Code	Delivery Agent	Region	PERIOD (Oct 12 - Jan 16)				
			ENQ	IAM	BPA	CONV (ENQ - IAM)	CONV (IAM - BPA)
ABC	Acorn the Business Centre Ltd	North East	245.00	148.00	120.00	60.41%	81.08%
ARD	Ards Business Centre Ltd	Eastern	730.00	287.00	221.00	39.32%	77.00%
ARG	Argyle Business Centre Ltd	Eastern	37.00	11.00	10.00	29.73%	90.91%
ARM	Armagh Business Centre Ltd	Southern	647.00	538.00	409.00	83.15%	76.02%
BBC	Ballymena Business Centre Ltd	North East	918.00	567.00	267.00	61.76%	47.09%
AEA	Ballymena Business Centre Ltd (Antrim)	North East	571.00	277.00	114.00	48.51%	41.16%
BAN	Banbridge District Enterprises Ltd	Southern	619.00	449.00	243.00	72.54%	54.12%
CAE	Carrickfergus Enterprise Agency Ltd	North East	400.00	213.00	104.00	53.25%	48.83%
COE	Causeway Enterprise Agency Ltd	North West	820.00	569.00	303.00	69.39%	53.25%
MEC	Causeway Enterprise Agency Ltd (Moyle)	North East	178.00	148.00	89.00	83.15%	60.14%
CEC	Cookstown Enterprise Centre Ltd	Western	557.00	436.00	413.00	78.28%	94.72%
CDO	Craigavon Industrial Development Organisation Ltd	Southern	1,502.00	1,011.00	435.00	67.31%	43.03%
DBC	Down Business Centre Ltd	Southern	990.00	643.00	511.00	64.95%	79.47%
DEC	Dungannon Enterprise Centre Ltd	Western	890.00	588.00	566.00	66.07%	96.26%
EBE	East Belfast Enterprise Ltd	Eastern	1,266.00	760.00	424.00	60.03%	55.79%
NWM	Enterprise North West Ltd	North West	1,914.00	1,276.00	742.00	66.67%	58.15%
ENE	Enterprise Northern Ireland Ltd	Eastern	283.00	232.00	223.00	81.98%	96.12%
ENN	Enterprise Northern Ireland Ltd	North East	31.00	29.00	29.00	93.55%	100.00%
LED	Enterprise Northern Ireland Ltd	North West	98.00	51.00	46.00	52.04%	90.20%
ENS	Enterprise Northern Ireland Ltd	Southern	39.00	33.00	33.00	84.62%	100.00%
ENW	Enterprise Northern Ireland Ltd	Western	29.00	24.00	24.00	82.76%	100.00%
FER	Fermanagh Enterprise Ltd	Western	1,038.00	823.00	579.00	79.29%	70.35%
CEL	Inspire Business Centre Ltd	Eastern	457.00	290.00	182.00	63.46%	62.76%
LEC	Local Economic Development Co (LEDCOM) Limited	North East	430.00	322.00	210.00	74.88%	65.22%
LEN	Local Economic Development Co (LEDCOM) Limited (Newtownabb North East		321.00	186.00	150.00	57.94%	80.65%
LEO	Lisburn Enterprise Organisation Ltd	Eastern	1,109.00	582.00	289.00	52.48%	49.66%
NAM	Newry & Mourne Enterprise Agency Ltd	Southern	1,012.00	589.00	527.00	58.20%	89.47%
NCB	North City Business Centre Ltd	Eastern	1,065.00	775.00	461.00	72.77%	59.48%
NCN	North City Business Centre Ltd (Newtownabbey)	North East	544.00	383.00	195.00	70.40%	50.91%
NDD	North Down Development Organisation Ltd	Eastern	734.00	382.00	281.00	52.04%	73.56%
OEC	Omagh Enterprise Company Ltd	Western	960.00	617.00	534.00	64.27%	86.55%
OBP	Ormeau Enterprises Ltd	Eastern	798.00	623.00	259.00	78.07%	41.57%
RVE	Roe Valley Enterprises Ltd	North West	553.00	455.00	349.00	82.28%	76.70%
SEA	Strabane Enterprise Agency Ltd	Western	408.00	310.00	259.00	75.98%	83.55%
WOW	West Belfast Development Trust Ltd (Work West)	Eastern	864.00	648.00	392.00	75.00%	60.49%
ORT	West Belfast Enterprise Board Ltd (Ortus)	Eastern	782.00	435.00	388.00	55.63%	89.20%
WDL	Workspace (Enterprises) Ltd	North West	581.00	431.00	320.00	74.18%	74.25%
TOTAL			24,420.00	16,141.00	10,701.00	66.10%	66.30%

Region	PERIOD (Oct 12 - Jan 16)				
	ENQ	IAM	BPA	CONV (ENQ - IAM)	CONV (IAM - BPA)
North West	3,966.00	2,782.00	1,760.00	70.15%	63.26%
Southern	4,809.00	3,263.00	2,158.00	67.85%	66.14%
North East	3,638.00	2,273.00	1,278.00	62.48%	56.23%
Eastern	8,125.00	5,025.00	3,130.00	61.85%	62.29%
Western	3,882.00	2,798.00	2,375.00	72.08%	84.88%
	24,420.00	16,141.00	10,701.00	66.10%	66.30%

GO FOR IT CAMPAIGN: FINAL PROPOSAL
26 OCTOBER 2015 TO 31 MARCH 2016

GO FOR IT CAMPAIGN ANNEX 26 OCTOBER 2015 TO 31 MARCH 2016

GO FOR IT CAMPAIGN: FINAL PROPOSAL
26 OCTOBER 2015 TO 31 MARCH 2016

60

1. ASSUMPTIONS

The following assumptions have been made for this phase of campaign activity:

- a. Existing campaign assets will be used.
- b. Process of signing up for the Regional Start Initiative via offline and online channels will remain the same i.e. through 0800 027 0639, an online enquiry form or through Enterprise NI's network of Local Enterprise Agencies.
- c. All cross promotion i.e. links, promotion boxes and banners, on www.investni.com and www.nibusinessinfo.co.uk will remain the same.
- d. Following registration via 0800 027 0639 or an online enquiry form, the programme will be delivered by Enterprise NI as per the existing model.
- e. The 10 Councils are participating in the Go for It campaign are:
 1. Antrim & Newtownabbey Borough Council
 2. Mid & East Antrim Borough Council
 3. Armagh, Banbridge & Craigavon District Council
 4. Belfast City Council
 5. Causeway Coast & Glens Borough Council
 6. Derry City and Strabane District Council
 7. Mid Ulster District Council
 8. Newry, Mourne & Down District Council
 9. Ards & North Down Borough
 10. Lisburn & Castlereagh City Council

As Fermanagh & Omagh District Council have opted out of the Go for It campaign, where possible, efforts will be made to isolate activity to focus on participating Council areas.

2. APPROVALS

Approvals from the 10 participating Councils was received on 7 October 2015. Invest NI has now engaged their advertising agency and secured the media options detailed on the approved media plan between 26 October 2015 to 31 March 2016.

3. CAMPAIGN PERFORMANCE

The targets agreed for the Regional Start Initiative between April and October 2015 were:

- 6,000 enquiries from the Go for It campaign; and
- 1,700 Business Plan Approvals (BPAs).

Despite a 30% reduction in media investment compared to the same time period during 2014, over the 7-month period the Go for It campaign delivered 6,875 enquiries with:

- 56% attributable to online enquiries;
- 26% attributable to calls made to 0800 027 0639;
- 18% attributable to referrals from Enterprise NI;
- c1,795 BPA's which in turn contributed to c1,103 locally promoted jobs; and
- an average conversion rate of 26% from enquiry to BPA.

GO FOR IT CAMPAIGN: FINAL PROPOSAL
26 OCTOBER 2015 TO 31 MARCH 2016

The strong campaign performance is the result of optimising media activity on a monthly basis, and maximising the reach, engagement and conversion delivered by digital channels.

Campaign Performance	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Total
0800 027 0639	230	247	284	233	256	308	254	1,812
Goforitni.com	436	649	548	720	481	511	513	3,858
ENI Referrals	176	164	280	180	117	120	168	1,205
Enquiry Total	842	1,060	1,112	1,133	854	939	935	6,875
Channel Breakdown	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Totals
0800 027 0639	27%	23%	26%	21%	30%	33%	27%	26%
Goforitni.com	52%	61%	49%	64%	56%	54%	55%	56%
ENI Referrals	21%	15%	25%	16%	14%	13%	18%	18%
BPA's	237	246	275	276	247	228	c286	1,795
Enquiry to BPA Conversion Rate	28%	23%	25%	24%	29%	24%	24%	26%

4. CAMPAIGN TARGETS

Given the budget of £147,736 + VAT provided by the 10 participating Councils, Invest NI forecasts the following outputs between November 2015 and March 2016:

- 4,550 enquiries attributable to 0800 027 0639 and online enquiries; and
- 1,400 enquiries attributable to referrals from Enterprise NI.

Over the same time period, to support the target of 1,400 enquiries from the Local Enterprise Agency network, Enterprise NI will be expected to:

- deliver a range of sub-regional marketing activities; and
- improve the average monthly enquiry to BPA conversion rate from 26% to 30%.

It is anticipated that campaign efforts, augmented by programme delivery measures, will result in the 12-month Council target of 1,625 locally promoted jobs, being exceeded.

5. MEDIA RATIONALE

The approved media plan covers the time period 26 October 2015 to 31 March 2016.

The media rationale takes into consideration the performance and learnings between May to October 2015, and the need to deliver coverage across the 10 participating Councils areas. For this phase of activity, Invest NI will continue with the template of reach and frequency deployed in the current phase. The campaign will continue to use cost effective, broadcast channels such as TV and radio, to drive province-wide awareness.

Role of TV

TV is a core channel for changing attitudes and behaviours (Source: IPA Datamine).

In Invest NI's experience, using online media alone, will not deliver sufficient awareness to encourage people to visit www.goforitni.com or make an enquiry by telephone. This is supported by an econometric study by Data2Decisions & Thinkbox, called "Paid, Owned, Earned: TV's Influence Calculated".

Published in March 2013, the study analysed what brand activities create new, 'earned' word-of-mouth (WoM) in addition to the heritage, market and seasonal factors which make up the ongoing 'base' level of brand conversation, some of which will have been influenced by previous brand activity. The study examined over half a million data points for 36 brands across three marketing categories: retail, finance, and drink.

Key findings include:

- **TV advertising is crucial to generating brand conversations.**

TV advertising, which creates half (51%) of additional WoM; PR /Events /Brand news (19%); online search, display and affiliate site advertising (12%); changes to brand products or services (9%); print advertising (4%); outdoor advertising (2%); Direct Mail (1.5%); cinema advertising (1 %); and radio advertising (0.5%). In total, 72% incremental brand conversations are driven by paid-for advertising.

- **The vast majority of WoM takes place offline.**

Data from Keller Fay suggests that an overwhelming majority of brand conversations (90%) are conducted offline. 'POETIC' echoed this, finding that over 95% of brand conversations in its sample took place offline. YouGov's Brandwatch data, which tracks social media comments, validates this finding and suggests that the number of online conversations is significantly smaller in comparison to offline.

- **TV advertising generates WoM for longer than other communication channels.**

TV advertising drives WoM for a number of weeks after initial activity: 85% of week one activity in the second week, and 72% in the third week. This carry over effect suggests the impact of TV on WoM can last for several months. The study found that running TV advertising every 3-6 months will help maintain levels of brand discussion.

- **Paid media drives web traffic.**

TV advertising is the most significant driver of additional brand website traffic with as much as 47% of extra visits generated by TV advertising.

- **TV is the key driver of corporate reputation.**

Of all the influences on corporate reputation (as measured by YouGov's Brand Index, which tracks public perception of brands), TV advertising is fundamental, driving 52% of the positive impact on corporate reputation. Direct Mail and online advertising (including search, display and affiliate comparison sites) have shorter lived effects on corporate reputation where marketing is used to communicate news or direct consumers to purchase.

GO FOR IT CAMPAIGN: FINAL PROPOSAL
26 OCTOBER 2015 TO 31 MARCH 2016

6. MEDIA PLANNING

TV: 64% of Budget

Given the analysis into the role of television, TV will continue as the main driver of the campaign, delivering province-wide reach and uniquely generating high level awareness amongst target audiences. Airtime has been planned across UTV (73%), Channel 4 (24%) and Daybreak (3%).

With the C5 macro being removed from Northern Ireland, previous allocated share to C5 has been split between UTV and C4 and deployed as per the current 'NI Adult' natural share of viewing (failure to allocate correct shares results in poor reach and frequency).

It is recommended that activity runs across UTV, C4 and Daybreak, delivering 1200 TVRs, equating to a 1+ coverage of 92%; 4+ Coverage of 75%; and an average Opportunity to See (OTS) of 13.04.

Airtime will be planned for three weeks in November, continuing to build on the effective previous strategy and maintaining awareness at a sufficient level to continue to drive enquiries. November is a key month with strong programming on UTV and C4 which will attract large audiences before the Christmas period.

There will be no airtime will be planned for December as the target audience will be too preoccupied in the Christmas rush, to act on the campaign message.

January will however be a key month due to the drudgery associated with going back to work after the Christmas break and the campaign should capitalise on the 'new start' philosophy and life-planning at this time of year.

This is a core motivational month for targeting potential entrepreneurs. It is also the cheapest month of the year for buying TV and as a result, 400 TVRs have been planned across the month. There are 300 TVRS planned to run in February (due to lower CPTs) and 100 TVRs per week planned to run week-on-week off in March.

To coincide with Invest NI's Business Support Team opening hours, a DRTV approach has been proposed, where 40% of airtime is purchased as Off Peak (0600-17:25 & 23:00-Close), 60% Peak (17:26-22:59), and Sunday evening up-weights used to target people during times of drudgery. This will deliver a more cost-effective, response-led approach to the campaign.

A DRTV day-part delivery will be used with up-weighted end breaks, where the viewer is less involved in the programme content and thus more likely to respond to advertisement. Last position in break will also be up-weighted so that the telephone number and web address are displayed for slightly longer.

To maximise awareness, a target of 6/10 top rating programmes has been set across the campaign period. Programmes will be selected based on the top programmes our core audiences specifically choose to watch e.g. for those who like to set up their own business one day: *8 out of 10 cats*, *The Simpsons* and for Males 15-40: *Rugby*, *News*, *Football* and *The Cube*; or Females 15-40: *Come Dine With Me*, *Coronation Street* & *Location Location Location*; or DE's: *Peep Show* & *Simpsons* (NI TGI 15). November will also be a key month for 'appointment to view' programmes such as *TFI Friday* (which is returning to C4), *Homeland 5*, *Fargo 2*, *The X Factor*, *Downton Abbey* and *I'm a Celebrity get Me Out Of Here*. Many of these programmes are watched by all audiences, delivering significant efficiencies.

GO FOR IT CAMPAIGN: FINAL PROPOSAL
26 OCTOBER 2015 TO 31 MARCH 2016

1,200 TVRs will ensure the campaign is exposed over 16,788,000 times, with a cost effective CPT of £5.08.

Radio: 23% of Budget

According to NI TGI 2014 DB, commercial radio in Northern Ireland has an average reach of 47% across all entrepreneurial audiences, rising to 52% for those who say they would like to start their own business one day. It is also an excellent medium for reaching commuters with 70% of those who would like to start their own business one day agreeing they always listen to radio in their car.

Radio will run for nine weeks delivering 2,709 x 30 sec spots, across Cool FM, Downtown Radio, Citybeat, U105 and the Q Network excluding Q101.2FM which covers the Fermanagh & Omagh District Council area.

The campaign will deliver a total reach of 79% and an Opportunity to Hear (OTH) 18, equating to a weekly reach of 45% and OTH of 3.5. A high OTH required as the campaign is rotating all three executions. Radio will support the TV campaign, using the same 'week-on-week-off' approach as the current phase, and will be broadcast when TV is off air to maintain cost effective awareness across November, February and March. As January will be a key month due to drudgery, activity will be front weighted and will run for the first t weeks.

This weight of activity will deliver estimated impacts of 14,088,000, equating to a CPT of £2.24.

Digital: 13% of Budget

NI TGI 2014 DB research states that people who intend to start their own business one day are:

- 41% more likely than the average adult to access news / editorial information via websites;
- 25% more likely to access websites for information on Sports News/ Results; and
- 86% more likely to access information on jobs/recruitment.

Local Display

Based on analysis of the current phase of campaign activity, Invest NI will remove Johnston Press and regional press online activity from the media plan due to:

- Previous operational issues from the publisher where a delay in start date of the campaign and Derry Journal activity didn't run as booked, as well as an anticipated drop-off in performance.
- Click-through rates have dropped steadily on a monthly basis; May CTR was 0.1 and by September, this has dropped to 0.06. This performance was not optimal and did not deliver value for money.

Invest NI will however bid for access to Johnston Press sites through Google Display Network instead, as Johnston Press websites are affiliated with Google. This activity will be closely monitored and optimised on a rolling basis.

GO FOR IT CAMPAIGN: FINAL PROPOSAL
26 OCTOBER 2015 TO 31 MARCH 2016

Belfast Telegraph activity has performed well in terms of managed placements via Google, with the current phase delivering 132,081 impressions and a CTR of 0.1%.

Unfortunately when buying via Google there is no option to target the business section, so Invest NI run local display activity on the business section of the website, targeting those who have an interest in local business and an entrepreneurial mind-set.

Belfast Telegraph has 2.9 million unique users and 13.9 million page impressions per month. There is no clear geographic breakdown in terms of province-wide split on Belfast Telegraph but based on Google analytics chart below, it is possible to see the approximate breakdown of visitor traffic.

Whilst these percentages would not be representative of population breakdown but it is the closest metric Belfast Telegraph can provide to demonstrate a regional reach through its site. Invest NI is content that this approach is sufficiently robust.

City	%
Belfast	64.83%
Lisburn	4.78%
Newry	4.56%
Londonderry	4.38%
Bangor	4.09%
Carrickfergus	3.10%
Newtownards	2.82%
Antrim	2.56%
Lurgan	2.55%
Glengormley	2.32%
Coleraine	0.95%
Portadown	0.82%
Banbridge	0.71%
Enniskillen	0.43%
Omagh	0.34%
Dungannon	0.31%
Newcastle	0.04%
Ardglass	0.00%
Crumlin	0.00%

In addition to this, Invest NI has negotiated free-of-charge MPU branding on their business newsletter which is issued every Wednesday to 4,500 subscribers - at a rate card value of £3,200. It provides 'bite-size' headlines on local business news and a links to the website for the full story.

A total of 750,000 page impressions have been planned on Belfast Telegraph from 1 November 2015 to 27 March 2016, using a combination of display formats (MPU& LB).

GO FOR IT CAMPAIGN: FINAL PROPOSAL
26 OCTOBER 2015 TO 31 MARCH 2016

66



Search Campaign

Based on the observations and learnings for the current phase of activity, Invest NI will continue with the following Adgroups:

- Start-Up
- Business Planning
- Financial Planning
- Mentoring

The 'Start Up' campaign generated 70% of the total traffic and 66% of conversions with the 'Financial Planning' campaign delivering the highest conversion rate with 13.67% of users who clicked on an ad and filling in an enquiry form.

All search campaigns had a very high conversion rate, an average 11% against an industry standard of 3%, and a click through rate of 6.31%, which is more than three times industry standard of 2%.

Invest NI will keep all existing campaigns active and increase budget to grow the impression share which is currently 81.32%.

Display Campaign (Keywords)

The Display campaign plays a primary role in the awareness and consideration phase of the customer journey. Graduation Ad group was the top performer in terms of conversions - generating 9 in total and engagement with students was mass with 2.2 million impressions and strong CTR of 0.22%

3.7m impressions were generated via the display campaign as well as a positive CTR of 0.23%, double the industry standard of 0.1%, and remarketing generated a very high CTR at 0.60%. Invest NI will:

- increase the budget on display activity and include more managed placements; and

GO FOR IT CAMPAIGN: FINAL PROPOSAL
26 OCTOBER 2015 TO 31 MARCH 2016

- try to buy more regional websites such as the Johnston Press sites through Google's managed placements.

Digital Learnings

The Search and Display activity outlined above has been planned following the rolling evaluation of the current phase of activity. The campaign blueprint is delivering against expectations. The awareness and recall from the above-the-line activity complements and 'fills the hopper' for the engagement and conversions that are delivered by the digital activity.

As part of the overall analysis and planning process, Invest NI will:

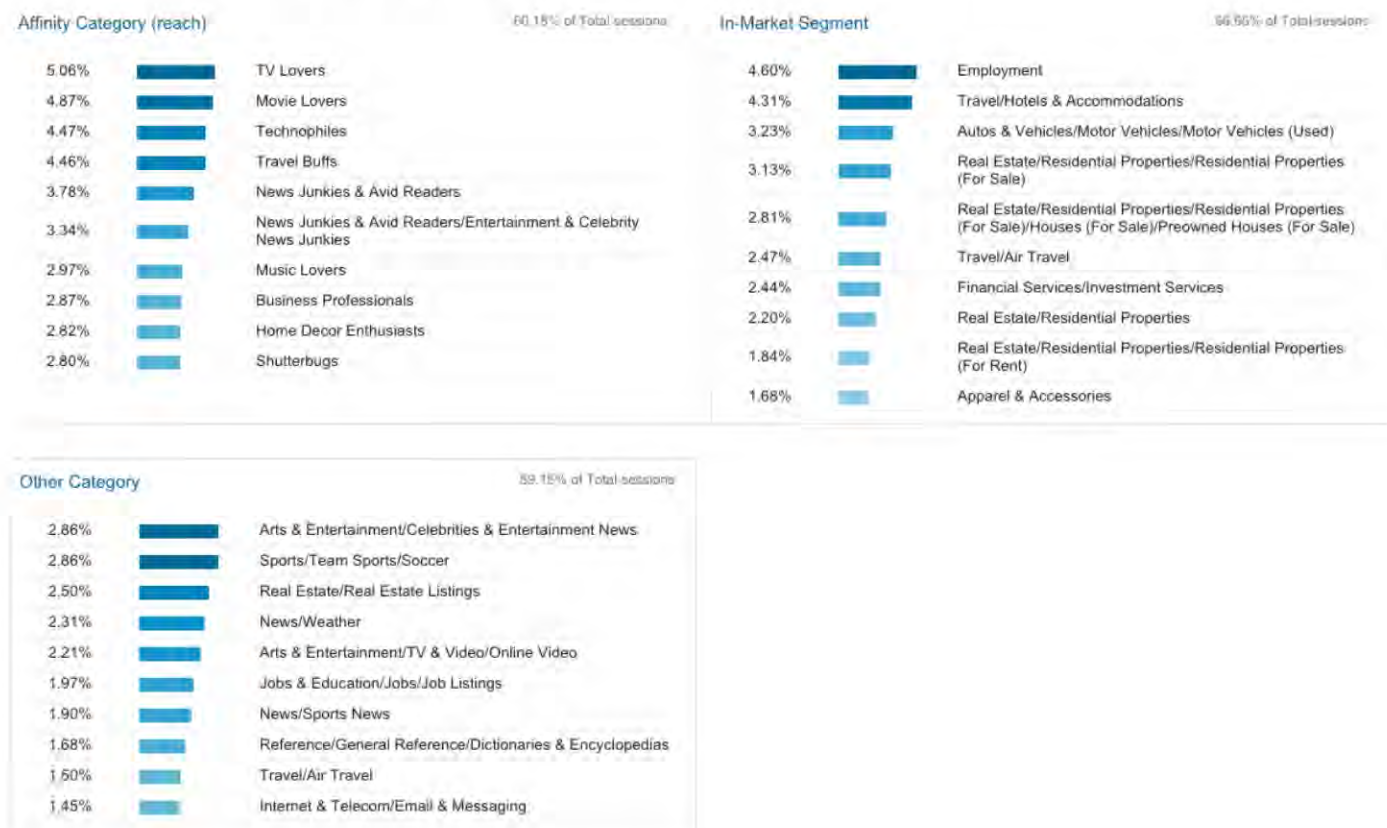
1. Increase Budget in Search Campaigns

With a Search Impression share of 81.32%, there is an opportunity to pursue approximately 20% of the market whereby ads are not visible for relevant search queries due to budget limitations. Allocating additional budget into the search ad groups would boost our reach to this audience.

Invest NI will up-weight Search budget to build enquiries, particularly in the context of a creative that has existed broadly in the same form for the past two years.

2. In-market Activity

Invest NI will incorporate an added-focus on in-market segments, combined with location targeting to develop a new display campaign. This innovation applies audience insights from the current phase of activity, to bring more informed decisions to shape a display campaign. For example, from 18 May to 30 September, visitors to the *Go for it* websites from all sources shared the following interests:



GO FOR IT CAMPAIGN: FINAL PROPOSAL
26 OCTOBER 2015 TO 31 MARCH 2016

Applying an affinity-targeted approach of this nature is likely to add-value to the display campaign by bringing a fresh focus on the contextual targeting opportunities based on data and learnings gained from the campaigns to date.

3. Display Select Keywords

This new feature from Google is currently in Beta and Invest NI will incorporate this into current phase of activity. Replacing the existing Display Keyword campaign with this 'Display Select Keywords' feature will allow Invest NI to show images ads on the Google Display Network to users based on their search intent during their search session.

The same targeting methods will be applied as the existing Display Campaigns but the approach will be one of optimisation. Display Select Keywords are likely to see lower impression volume but more likely to convert based on Google's new predictive conversion algorithm, therefore the focus will be on higher-value (higher propensity to convert) targets.

4. Timely Seasonal Campaign Activity

Invest NI will also incorporate a seasonality angle targeted around moments or events that are likely to boost the potential relevance of our Search activity. Reflecting the Google focus on '*Winning the Moments that Matter*' Invest NI will trial focusing on key personal moments that are likely to trigger relevance for our Search campaign across core target audiences through November to March.

An example of this would be leveraging the '*New Year, New You*' philosophy in January, perhaps displaying ads to audiences demonstrating an interest in a life-change in the New Year. This approach has been trialled previously (Graduation campaign and New Year PPC activity), with positive results, and Invest NI will extend this into the current phase of activity.

GO FOR IT CAMPAIGN: FINAL PROPOSAL
26 OCTOBER 2015 TO 31 MARCH 2016

7. COUNCIL CONTRIBUTIONS

The total budget contribution required from the 10 participating Councils to deliver the 26 October 2015 to 31 March 2016 phase of activity is £147,736 + VAT.

Council	Total Budget by Council	Invoice Value: December 2015			Invoice Value: March 2016			Total Invoice Value inc. VAT
		Net	VAT @ 20%	Gross	Net	VAT @ 20%	Gross	
1 Antrim & Newtownabbey	£8,328.00	£4,164.00	£832.80	£4,996.80	£4,164.00	£832.80	£4,996.80	£9,993.60
2 Mid & East Antrim	£8,824.00	£4,412.00	£882.40	£5,294.40	£4,412.00	£882.40	£5,294.40	£10,588.80
3 Armagh, Banbridge & Craigavon	£17,053.00	£8,526.50	£1,705.30	£10,231.80	£8,526.50	£1,705.30	£10,231.80	£20,463.60
4 Belfast	£29,950.00	£14,975.00	£2,995.00	£17,970.00	£14,975.00	£2,995.00	£17,970.00	£35,940.00
5 Causeway Coast & Glens	£12,889.00	£6,444.50	£1,288.90	£7,733.40	£6,444.50	£1,288.90	£7,733.40	£15,466.80
6 Derry & Strabane	£14,475.00	£7,237.50	£1,447.50	£8,685.00	£7,237.50	£1,447.50	£8,685.00	£17,370.00
7 Fermanagh & Omagh	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
8 Mid Ulster	£21,713.00	£10,856.50	£2,171.30	£13,027.80	£10,856.50	£2,171.30	£13,027.80	£26,055.60
9 Newry, Mourne & Down	£16,062.00	£8,031.00	£1,606.20	£9,637.20	£8,031.00	£1,606.20	£9,637.20	£19,274.40
10 Ards & North Down	£9,221.00	£4,610.50	£922.10	£5,532.60	£4,610.50	£922.10	£5,532.60	£11,065.20
11 Lisburn & Castlereagh	£9,221.00	£4,610.50	£922.10	£5,532.60	£4,610.50	£922.10	£5,532.60	£11,065.20
Total	£147,736.00	£73,868.00	£14,773.60	£88,641.60	£73,868.00	£14,773.60	£88,641.60	£177,283.20

GO FOR IT CAMPAIGN: FINAL PROPOSAL
26 OCTOBER 2015 TO 31 MARCH 2016

70

8. CAMPAIGN BUDGET

The total budget for the 26 October 2015 to 31 March 2016 phase of activity is £147,736 + VAT. This can be broken down into:

Media	Channel / Activity	November	December	January	February	March	TOTALS
(Net with media rebate invested)	TV	£21,976.20		£22,717.80	£18,644.40	£13,567.50	£76,905.90
	Radio	£6,303.60		£9,455.40	£6,303.60	£6,303.60	£28,366.20
	Online	£3,375.00	£3,375.00	£3,375.00	£3,375.00	£3,375.00	£16,875.00
	Asbof / Basbof	£34.87	£3.45	£39.20	£31.17	£25.53	£134.22
	Subtotal	£31,689.67	£3,378.45	£35,587.40	£28,354.17	£23,271.63	£122,281.32
Project Management (Account, Creative and Media)	TV and Radio	£4,690.00					£4,690.00
	Digital	£4,000.00	£2,110.00	£2,110.00	£2,110.00	£2,110.00	£12,440.00
	Subtotal	£8,690.00	£2,110.00	£2,110.00	£2,110.00	£2,110.00	£17,130.00
Third Party Costs inc. Mark Up (Account Management)	Digital Reporting	£564.38	£564.38	£564.38	£564.38	£564.38	£2,821.90
	Digital Monitoring	£643.93	£643.93	£643.93	£643.93	£643.93	£3,219.65
	Adserve Costs	£48.38	£48.38	£48.38	£48.38	£48.38	£241.90
	Subtotal	£1,256.69	£1,256.69	£1,256.69	£1,256.69	£1,256.69	£6,283.45
TOTAL COSTS ex VAT		£41,636.36	£6,745.14	£38,954.09	£31,720.86	£26,638.32	£145,694.77
TOTAL COSTS inc. VAT		£49,963.63	£8,094.17	£46,744.91	£38,065.03	£31,965.98	£174,833.72

Any surplus budget will be reinvested into campaign activity as part of the ongoing monitoring process and the overall campaign spend for this phase of activity will be £177,283.20 inc. of VAT.

Agenda Item:	Report on Belfast Holiday World and Dublin Holiday World 2016
Report to:	Economic Regeneration and Tourism Committee
Subject:	Information item on 2016 Belfast Holiday World and Dublin Holiday World.
Date:	2 ND March 2016
Reporting Officer:	Marie Ward
Contact Officer:	Michelle McKeown

Decisions Required

1. Information item.

1.0	<p>Purpose and Background</p> <p>Belfast Holiday World took place from the 15th – 17th January 2016, in the Titanic Exhibition Centre, Belfast. Dublin Holiday World took place from the 22nd – 24th January 2016, in the RDS Dublin.</p> <p>Destination Mourne and Ring of Gullion were in attendance at both shows, which are both very busy and popular consumer shows.</p>
2.0	<p>Key Issues</p> <p>The stand spaces were well decorated with display stands, photographs and brochures promoting the area. Staff were on duty to speak with potential visitors to our area, answer any queries, encourage people to visit and promote the competition on offer.</p> <p>Two separate competitions were on offer at both shows with prizes from Buttercrane Shopping Centre, The Mourne Lodge and a walking tour guide. Both competitions worked well and allowed us to increase our email database of potential visitors to the area. Information on the area and on events etc will continue to be emailed via this database.</p> <p>Trade also attended both shows and included – East Coast Adventure and Ring of Gullion Landscape Partnership. Neary Nogs also attended Dublin Holiday World as part of the Year of Food and Drink.</p> <p>Staff have advised that the main areas of interest to the consumers that they spoke to over the dates of both shows were walking, shopping, caravan and camping and glamping pods etc.</p>

	<p>Literature and promotional pens were distributed with the aim of increasing the profile of the area and to encourage consumers to visit the website for more information on exploring the region – www.visitmournemountains.co.uk</p> <p>Attendance figures for Belfast – 21,700 Attendance Figures for Dublin – 42,675</p>
3.0	Recommendations As per decisions required
4.0	Resource Implications Attendance at both shows agreed within tourism marketing plan.
5.0	Appendices N/A

Agenda Item:	[This is the number the item will be given]
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Public Realm Task & Finish Scheme Steering Committee Overview Reports
Date:	Monday 14 March 2016
Reporting Officer:	Marie Ward, Director of Enterprise, Regeneration and Tourism
Contact Officer:	Mr Jonathan McGilly - Assistant Director of Enterprise, Employment & Regeneration

Decisions Required

To note/agree etc the contents of the 3 attached reports and approve recommendations contained within each.

1.0	<p>Purpose and Background</p> <p>Over the last period there has been 3 separate Task & Finish Steering Committee meetings in regards to:</p> <ul style="list-style-type: none"> -Newry Cathedral Corridor Public Realm T&F Steering Committee meeting held on 16th February 2016. -Warrenpoint Public Realm T&F Steering Committee meeting held on 22nd February 2016. - Newry Linkages Revitalisation T&F Steering Committee meeting held on 25th February 2016.
2.0	<p>Key Issue</p> <p>Important that these on the ground schemes continue to carry out on-going liaison throughout the contract period, with local traders.</p>
3.0	<p>Recommendations:</p> <ul style="list-style-type: none"> - To ratify the approval of all recommendations contained within the attached reports.
4.0	<p>Resource Implications</p> <p>As outlined at previous ERT Committee meetings, available Council revenue and capital funding in 15/16 is being fully utilised while the required 16/17 budgets are in place to allow the schemes to match fund the DSD contributions and enable full completion.</p>
5.0	<p>Appendices</p> <ul style="list-style-type: none"> - Report of the Newry Cathedral Corridor Public Realm Scheme Task & Finish Steering Committee meeting held on 16th February 2015. - Report of the Warrenpoint Public Realm Scheme T&F Steering Committee meeting held on 22nd February 2016. - Report of the Newry Linkages Revitalisation Scheme T&F Steering Committee meeting held on 25th February 2016.

Report of Newry Cathedral Corridor Public Realm T&F Steering Committee (involves Newry City Cllrs) on 16th February 2016 at 2.00pm in the Carroll Gallery, Sean Hollywood Arts Centre.

In Attendance:	Councillor C Casey	Councillor D Hyland
Councillor V Harte	Mr M Little - DSD	Mr R Robinson-Consultant
Mr J Murphy – NCCMP	Mrs B Murphy – DSD	Mr S Crossey – NMDDC
Mr T Elliot – TNI (SL)	Ms O Jackson – NCCT	

Apologies :	Mrs D McConnell - NCCT	
Mr J McGilly – NMDDC	Councillor G Stokes	Mr – Trader Rep

Minutes of Previous Meeting on 08.12.16

-These were agreed as a true and accurate record.

Overview / Update on Programme of Works

-Consultant outlined the progress that has taken place over the last few weeks of the contract in Marcus Street East and West.

- Works are almost complete on Marcus Street with only the Water Street pathway, Entrance Archway and Street Lighting to be finished off.

- Any complaints have been directly dealt with by both the Site Liaison Officer and NCCMP.

- Positive PR about Marcus Street almost being completed has been circulated.

- Margaret Street works have now started as of 15.02.16 and again close liaison is being held with the businesses.

- It was confirmed that further trial holes are being dug on both Hill Street sections to establish the foundation requirements of the proposed new Street Lighting columns.

- The asphaltting of the side streets was on the advice of TNI given the narrowest of the streets and vehicles continually mounting the pathways.

- It was acknowledged that TNI need to supply the proposed works follow-up carriageway resurfacing programme to the steering committee.

- It was stressed that proper Trader Liaison and Communication needs to continue throughout the works. It was agreed that more visuals were needed to display in local businesses,

Recommendations:

1.) Steering Committee to be circulated with the Public Liaison Officer contact details.

2.) Council officials to meet directly with TNI to obtain details of their follow-up Carriageway resurfacing program, so that this can be circulated to the Steering Committee.

3.) Scheme Consultants to make sure that the Contractor obtains Final TNI Street Lighting sign off as a matter of urgency.

4.) Concept Entrance Archway to Margaret Street East is feed back into the overall Master-plan/North Street flats site longer-term discussions.

5.) Key Partnership working to continue in terms of ensuring that the ‘Hill Street in open for Business’ message is continually circulated.

6.) Further meetings of the T&F Steering Committee to be held throughout the works, with officials to now bring forward initial proposals for a Hill Street Revitalisation Scheme (Phase II)

There being no further business the meeting concluded at 2.41pm

Report by: Seamus Crossey (Capital Projects Officer - EDU)

Report to be noted at March 2016 ERT meeting.

Report of Warrenpoint Public Realm T&F Steering Committee (involves Crotlieve Cllrs) on 22nd February 2016 at 3.30pm in the Board Room, Warrenpoint Town Hall.

In Attendance:	Ms O Fitzpatrick – WBR	Mr C Magwood - Northstone
Councillor M Carr	Mr J Boylan – WBR	Mr I Wilkins - Northstone
Ms M Bennett - AECOM	Mr B Murphy - WBR	Mr M Little - DSD
Mrs B Murphy – DSD	Mr S Crossey – NMDDC	Mr R Preston – AECOM

Apologies :	Mrs M Ward – NMDDC	Mr L Dinsmore - NMDDC
Mr J McGilly – NMDDC	Mr M Kelly – WBR	Councillor G Fitzpatrick
Councillor D McAteer	Councillor M Ruane	Mr D Orr -NIE
Mr E McAteer – TNI	Councillor G Fitzpatrick	Mr I Hamilton - BT

Programme / Utility Works / PR / Adoption / Festivals / Illuminations:

- Northstone as the appointed contractor gave a broad overview of the works that have been on-site since Jan 2016 and which will not be completed until December 2016.
- A Start was made in The Square with works also now started in Church Street.
- Good Communication is continuing with the Traders via the Public Liaison Officer.
- NI Water works will be onsite for 3 weeks (Late Feb to early March 2016) in the Church Street Carriageway to correct the historic flooding problem that there has been due to collapsed pipe section and resulting blocked drains.
- Update from NIE confirmed that all of their town centre work within the extend of the Public Realm Scheme was now complete and they would be returning to simply carry out the removal of the under-eves old disconnected wiring in late Feb 2016.
- Major dissatisfaction with NIE in regards to the patch-work quill that Duke Street will be left in and the poor quality reinstatement that was taking place throughout the duration of their works.
- Lessons need to be learnt from the NIE works particularly in regards to the limited accessibility that was allowed to businesses at times during the works.
- Crucial that the message 'W'Point remains open for business' is continually reiterated throughout the works, using all relevant media sources and good stories from the scheme is relayed.
- It was confirmed that all aspects of the scheme have been agreed with the relevant adopting agencies.
- Important to also maintain good contacts with TNI, Translink and other key relevant agencies during the works.
- Council Officials are now trying to work closely with all Festival and Event organisers in Warrenpoint to properly plan for the events in 2016, in view of the works taking place.
- Council have a ring fenced budget against Christmas illuminations, with a decision still to be agreed as to how much of this is to be used for new features for Warrenpoint in 2016.

Recommendations:

- 1.) Contact is made with NIE and TNI in regards dealing with the poor quality temporary reinstatement that has been left throughout the Town and need to have a full reinstatement carried out on Duke Street.**
- 2.) Council to continue with the message 'W'Point remains open for business' is continually reiterated throughout the works, using all relevant media sources and that good stories from the scheme are relayed to the public.**
- 3.) Public Realm contractor to always have access to shops maintained throughout the works.**

- 4.) TNI to be asked to consider town centre road resurfacing (Inclusive of Mary Street) as a follow up to the Public Realm scheme.
- 5.) TNI Street Lighting to be approached about the overall poor quality of lighting that currently exists in Duke Street.
- 6.) Confirmation to be provided to WBR Chamber in due course on the final decision to be taken on the 2016 Christmas illuminations.

There being no further business the meeting concluded at 4.26pm

Report by: Seamus Crossey (Capital Projects Officer - ERR)

Report to be noted at March 2016 ERT meeting.

Report of Newry Linkages Revitalisation T & F Steering Committee (involves Newry City Cllrs) on 25th February 2016 at 4.00pm in the Rehearsal Room, Sean Hollywood Arts Centre.

In Attendance:	Councillor V Harte	Councillor C Casey
Councillor G Stokes	Mrs N Smyth - NMDDC	Mr S Crossey – NMDDC
Mrs D McConnell - NCCMP	Mrs B Murphy – DSD	Mr M Little - DSD

Apologies :	Councillor L Kimmins	Mrs M Ward - NMDDC
Mr J McGilly - NMDDC	Ms P McHenry –Trader Rep	Mr P Courtney - Trader

Action Plan & Funding

- Following the previous meeting held in December 2015, officials confirmed that progress was now well underway with delivery of the agreed DSD funded Action Plan.

1.) Shop-Front Scheme	2.) QS Services to oversee the Project
3.) Needham Bridge & Right Of Way Clean up	4.) Washing of 6 Canal Bridges
5.) Painting of 6 Canal Bridges	6.) Up lighting of 2 Bridges
7.) Marketing	8.) Special Event to promote the area
9.) PPE	

- A total of 10 businesses are now proceeding on the Shop Front scheme with a variety of Painting, Signage and Building Repairs being carried out.
- The QS is working on the Shop Front Scheme as well as providing the necessary figures for the other tender exercises.
- Contractors have now been approved to carry out the Bridge Washing, Painting and Up-lighting.
- Activity will get underway with the Right of Way path clean-up in mid-March 2016
- More work is needed in regards investigating Bill Board advertising costs in regards to Marketing.
- Further discussions still to be carried out with the Private Sector in regards the proposed Event.
- A potential under-spend in the existing Budget should be spent on carrying out further Bridge Railing Painting over the River sections and installing a Canal Water Fountain.
- If further monies become available from DSD, they should be focused on Up-lighting a further bridge, installing additional Fountains and erecting Bridge Sign names.

Recommendations:

- i.) **A potential under-spend in the existing Budget should be spent on carrying out further Bridge Railing Painting over the River sections and installing a Canal Water Fountain.**
- ii.) **If further monies become available from DSD, they should be focused on Up-lighting a further bridge, installing additional Fountains and erecting Bridge Sign names.**

iii.) Council Maintenance Section to now undertake the necessary clean-up works to the 'New Street' Picnic Area

There being no further business the meeting concluded at 4.47pm

Report by: Seamus Crossey (Capital Projects Officer - ERR)

Report to be noted at March 2016 ERT meeting.