

June 8th, 2015

**Notice Of Meeting**

You are invited to attend the Enterprise, Regeneration and Tourism Committee meeting to be held on **Monday, 8th June 2015 at 3:00 pm** in the **Boardroom District Council Offices Monaghan Row Newry.**

**Chair:** Cllr D Curran

**Vice:** Cllr R Mulgrew

<b>Members:</b>	Cllr T Andrews	Cllr R Burgess
	Cllr W Clarke	Cllr G Donnelly
	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**
- 2) **Declarations of Interest.**
- 3) **Action Sheet - Enterprise Regeneration & Tourism Committee Meeting - 11 May 2015. (Copy enclosed)**

[Action Sheet.pdf](#)

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*Items to be considered with press and public excluded*

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## 4) **Vesting of Camlough Lake. (Copy enclosed)**

"Item 4 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). The public may, by resolution, be excluded during this item of business"

N.B. A representative from McShane & Co. Solicitors, will be in attendance for discussion on this item.

[Vesting of Camlough Lake.pdf](#)

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*Presentations*

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## 5) **Presentation re: The Beyond Project. (Copy to be circulated at meeting)**

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*Enterprise, Employment and Regeneration Items*

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## 6) **Economic Regeneration and Investment Strategy. (Copy enclosed)**

[Report re Economic Regeneration and Investment Strategy.pdf](#)

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- 7) **The Beyond Project - Extension of current Council-led business sector support services. (Copy enclosed)**
- [The Beyond Project - Extension.pdf](#)* Page 10
- 8) **Proposal re: Shop Local Regional. (Copy enclosed)**
- [Shop Local Regional Proposal.pdf](#)* Page 13
- 9) **Transferring Functions (Regeneration) from DSD to Council 2016. (Copy enclosed).**
- [Proposed DSD Staff Secondment.pdf](#)* Page 16
- 10) **Update re: Warrenpoint Town Park. (Copy enclosed)**
- [Warrenpoint Park.pdf](#)* Page 18
- [Warrenpoint Park Appendix 1.pdf](#)* Page 20
- [Warrenpoint Park Appendix 2.pdf](#)* Page 21
- 11) **Applications re: Natural Environment Fund - Ring of Gullion / Strangford & Lecale. (Copy enclosed) - For Noting.**
- [Applic to Natural Env Fund re Ring Of Gullion.pdf](#)* Page 23
- [App to Natural Env Fund re Strangford Lough and Lecale Pship.pdf](#)* Page 24
- 12) **Licence re: Cafe at Sean Hollywood Arts Centre.**
- 13) **Derrymore Estate Partnership. (Copy enclosed)**
- [Derrymore Estate Partnership.pdf](#)* Page 26
- 14) **Superfast Broadband Voucher Scheme. (Copy enclosed)**
- [Broadband Voucher Scheme.pdf](#)* Page 32

- 15) **Non Domestic Business Rates. (Copy enclosed)**
- Non Domestic (Business) Rates.pdf* Page 33
- 16) **Update re; Narrow Water Keep and Greencastle Castle. (Copy to follow)**
- Report on Narrow Water Keep and Greencastle Castle for June 15 ERT Committee.pdf* Page 37
- 
- Tourism, Culture and Events Items*
- 
- 17) **Tourism Marketing & Communication Plan and Programme. (Copy enclosed)**
- Tourism Marketing & Communication Prog April 15 - Sept 15.pdf* Page 40
- Tourism Marketing and communication plan report.pdf* Page 45
- 
- 18) **To approve appointment of consultant re: Development of Tourism Strategy. (Copy enclosed)**
- Tourism Strategy.pdf* Page 47
- 19) **Update re: Geo Tourism. (Copy to follow).**
- Geotourism.pdf* Page 49
- 20) **Accommodation Needs Analysis.(Copy enclosed)**
- Accommodation Needs Analysis.pdf* Page 51
- 21) **Public Art - Hilltown. (Copy enclosed)**
- Public art Hilltown.pdf* Page 74



- 22) **Albert Basin re: Designation of 4No. Trading Bays and to accept letter of offer from Loughs Agency. (Copy enclosed)**  
*Designation of trading bays Albert Quay & Loughs Agency LoO.pdf* Page 76
- 23) **Donaghmore National Glebe School. (Copy enclosed)**  
*Glebe National School, Donaghmore.pdf* Page 78
- 24) **Famine Commemoration Event. (Copy enclosed)**  
*National Famine Commemoration.pdf* Page 80
- 25) **Gran Fondo Giro d'Italia 2. (Copy enclosed)**  
*Gran Fondo Giro d'italia.pdf* Page 82
- 26) **Benedict Kiely Weekend Festival (Omagh / 11 - 13 September 2015 / £85 per delegate) (Copy enclosed)**  
*Benedict Kiely Weekend letter.pdf* Page 84
- 27) **Report re: legacy of Irish Open Golf event. (Copy to follow)**
- 28) **Report re: Irish Festival Milwaukee. (Copy to follow)**  
*Milwaukee Festival 2015.pdf* Page 88
- 29) **EU Funding Event - Friday 26 June 2015 (Limavady). Rec: Councillors on East Border Region Committee to attend.**  
*EU Funding Event (Limavady).pdf* Page 89
- 30) **East Border Region Policial Study visit to The Leuven Institute for Ireland in Europe (Brussels). (Copy enclosed)**  
*Study visit - Leuven Institute Brussels.pdf* Page 90



# Invitees

Cllr. Terry Andrews	<a href="mailto:terry.andrews@downdc.gov.uk">terry.andrews@downdc.gov.uk</a>
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**ACTION SHEET- ACTIVE AND HEALTHY COMMUNITIE COMMITTEE – MONDAY 20 APRIL 2015**

<b>AGENDA ITEM</b>	<b>SUBJECT</b>	<b>DECISION</b>	<b>FOR COMPLETION BY DIRECTOR – including action taken/date completed or progress to date if not yet completed</b>
<b>ERT/18/2015</b>	Economic Regeneration& Investment Strategy (Blu Zebra)	Unanimously: agreed that a draft Economic Regeneration & Investment Strategy be tabled at the next Meeting of the Enterprise Regeneration & Tourism Committee Meeting on Monday 8 June 2015.	Ongoing
<b>ERT/19/2015</b>	Spend – Public Realm & Revitalisation Schemes	<p>On proposal of Cllr McAteer seconded by Cllr Stokes: agreed to approve expenditure as follows on the Public Realm and Revitalisation Schemes:</p> <p>(a) Newry Cathedral Corridor Public Realm Scheme (Sept 15-June 16) – DSD funding on offer (£658,000) in 2015/16, Council match funding in place for 2015/16 and further (£50,000) revenue being required in 2016/17.</p> <p>(b) With no DSD funding on offer to the Newry Linkages Revitalisation and Newry Cathedral Corridor Revitalisation Schemes 2015/16, these to be funded in 2016/17 from Council's own Regeneration budgets. Currently shown as Capital, but need to be revisited as part of the 2016/17 Revenue budget.</p> <p>(c) Council to proceed with the Warrenpoint Public Realm Scheme (Sept 2015 to Sept 2016) which has DSD funding on offer (£600,000) in 2015/16 with the remaining £1.3 million to be taken from the 2016/17 Regeneration budget, transferring across to Council from DSD.</p> <p>(d) The Warrenpoint Revitalisation Scheme is to be funded in 2017/18 from the Council's own Regeneration budget.</p>	Actioned

AGENDA ITEM	SUBJECT	DECISION	FOR COMPLETION BY DIRECTOR – including action taken/date completed or progress to date if not yet completed
ERT/20/2015	Consultation Workshop – Mourne Coastal Tourism Masterplan	Agreed to appoint the following Councillors to Consultation Workshop on Mourne Coastal Tourism Masterplan: Cllr B Quinn Cllr W Clarke Cllr R Burgess Cllr T Andrews	Actioned
ERT/21/2015	Mourne Way Marathon – Microbrewery Samples	On proposal of Cllr Stokes seconded by Cllr Andrews: agreed to permit a microbrewery, who were sponsors of the Mourne Way Marathon, to provide a sample to all event participants aged 18 or over, subject to this being provided within a cordoned off area, concealed to participants only, and the management of this arrangement being reflected within organiser's health and safety plan. This decision also to be subject to the samples being given out within a marquee at the end of the event.	Actioned
ERT/22/2015	Mountain Bike NI Mountain Bike Trails- Rostrevor/ Castlewellan	On proposal of Cllr Andrews seconded by Cllr Quinn: agreed Newry Mourne & Down DC, to ensure continuity of delivery, continue to be a partner in the Mountain Bike NI consortium for the financial year 15/16 with a contribution of £23,332 and assisting with campaigns throughout the year, subject to confirmation of support from all partners. On the basis of agreement of other partners, the corporate sponsorship was extended for this financial year only, to maximise benefits to all parties. The Council's input to be reviewed during this financial year to advise on the most appropriate way forward from April 2016 with regard to the mechanism for trail marketing, promotion and engagement with the tourism sector.	Actioned

AGENDA ITEM	SUBJECT	DECISION	FOR COMPLETION BY DIRECTOR – including action taken/date completed or progress to date if not yet completed
ERT/23/2015	Craft NI `Making it Residency`	On proposal of Cllr Donnelly seconded by Cllr Burgess: agreed to grant retrospective approval for the 2015/2017 Craft NI `Making it Residency`.	Actioned
ERT/24/2015	Green Apple Awards Newry City Linkages Public Realm Scheme	On proposal of Cllr W Clarke seconded by Cllr Donnelly: agreed the Green Apple Built Environment Award 2015, be sent to the Council and that partners to organise the relevant PR regarding the success of the Newry City Linkages Public Realm Scheme.	Ongoing
ERT/25/2015	Update: Irish Open Golf Event	<p>Agreed: Cllr Quinn be provided with list detailing all places where event brochures for the Irish Open were available in Kilkeel.</p> <p>Councillors to provide details to Council Officials of any places where the believed the Irish Open event brochures should be made available.</p> <p>Councillors to be provided with Irish Open event brochures for distribution.</p>	<p>Completed by G McGivern via email 18/05/15</p> <p>J Farrell – confirmed all Cllrs at ERT Meeting received brochures.</p>
ERT/26/2015	Flood Defence works – PROW Mound of Down / Well Lane Downpartick	On proposal of Cllr Andrews seconded by Cllr Burgess: agreed Council had no objections to proposed flood defence works to be carried out by Rivers Agency to the PROW pathway between the Mound of Down and Well Lane Downpatrick and to making a temporary Public Path Closure	Actioned

AGENDA ITEM	SUBJECT	DECISION	FOR COMPLETION BY DIRECTOR – including action taken/date completed or progress to date if not yet completed
		Order in respect of same.	
<b>ERT/27/2015</b>	UK Challenge Fund -Expressions of Interest	<p>On proposal of Cllr Quinn seconded by Cllr Hearty: agreed Council submit 3 No. expressions of interest, in partnership with Armagh Banbridge &amp; Craigavon Borough Council, Ards &amp; North Down Borough Council and Tourism Ireland to the UK Challenge Fund for consideration.</p> <p>If expressions of interest were successful, full applications would be developed and submitted to the programme. The 3 project areas to be:</p> <ul style="list-style-type: none"> <li>- St Patricks Country (Downpatrick &amp; Armagh)</li> <li>- Game of Thrones – film tours</li> <li>- Green Destinations (Mourne Mountains &amp; Ring of Gullion and - Strangford Lough)</li> </ul>	Ongoing
<b>ERT/28/2015</b>	Appointment of Contractor Phase I – External works Newry Town Hall	On proposal of Cllr Stokes seconded by Cllr Hearty: agreed to accept recommendations contained in Report dated 1 May 2015 from Mr K Scullion and Mr G McVeigh and appoint the lowest tender, Tenderer A, to carry out external repairs to Newry Town Hall (Phase 1).	Actioned
<b>End.</b>			





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<b>Agenda Item:</b>	Vesting – Camlough Lake
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	To proceed with the vesting of Camlough Lake
<b>Date:</b>	1 May 2015
<b>Reporting Officer:</b>	Marie Ward, Director Economic Regeneration and Tourism
<b>Contact Officer:</b>	Michelle Boyle

### Decisions Required

To approve the recommendations at 3.0 to initiate the vesting process of Camlough Lake

**1.0**

#### **Purpose and Background**

Project: Camlough Lake Vesting

Newry & Mourne DC and the local users groups of Camlough Lake have been actively engaged in managing Camlough Lake for recreational use for 15+ years. The Council do not own the lake but have operated under a licence agreement. The lake was historically owned by the Camlough Lake Trustees all which are deceased. The 2 bodies involved in Camlough Lake are Council for recreational purposes and NI Water for water abstraction. Both organisations commissioned a Section 10 and Options Report on Camlough Lake (in view of Reservoir legislation due to be enacted in NI) significant health and safety concerns were raised regarding Camlough Lake which are currently being managed. Both bodies agreed a Rehabilitation Programme sharing the costs of circa £2.5million over the next 2 years. This project is currently underway with detailed design and assessments

In terms of future use of the lake it is essential ownership is resolved. The options identified were to:

Appoint new trustees or a public body(s) seek to take over ownership. The appointment of new trustees is very unlikely given the future management requirements of the Lake therefore a new owner is required, options are:

- Richardson Estate have no title and fees associated with using the lake which they receive arose due to an outstanding mortgage they have on the Lake. They have no involvement in the current programme of works or costs associated with same

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	<ul style="list-style-type: none"> <li>• NI Water have indicated they are unlikely to continue abstraction beyond 2017 and therefore do not see their organisation seeking title</li> <li>• Council have strategically identified the lake as a key recreational and tourism resource within the District with a range of project planned to develop the facility as per the Camlough Lake Masterplan ( The Lake is currently used for a wide range of activities and events which attract a growing number of people.</li> </ul>
<b>2.0</b>	<p><b>Key Issues</b></p> <p>The rehabilitation programme works are due for completion in 2017. The Council are investing circa £1.25million. The future development and management of camlough lake requires clear ownership and the Council is best placed to develop and manage the facility. The legal advice is if Council wish to obtain ownership they will have to vest Camlough Lake.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p><b>To initiate the vesting process of Camlough Lake</b></p>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p><b>The cost to Council is unclear until lands involved are valued. As this information become available it will be reported back to Council</b></p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>N/A</p>

<b>Agenda Item:</b>	6
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Economic Regeneration and Investment Strategy
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism

## Decisions Required

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

### 1.0 Purpose and Background

This is the first Newry, Mourne and Down District Council Economic Regeneration and Investment Strategy. The Strategy has been written in the context of the Vision for Newry, Mourne and Down District and covers a wide range of social, economic and environmental issues.

The creation of Newry, Mourne & Down District Council from 1<sup>st</sup> April 2015 with powers of economic development and regeneration presents an ideal opportunity to develop a strategy which will bring together all sectors of the economy and the community in a united effort to shape the area and to begin to create a new economic future for the next generation.

The Corporate Plan places a strong emphasis on tourism, economic development and regeneration and five of the eight objectives in the Corporate Plan relate directly to this strategy.

The stakeholder engagement was undertaken across the five themes of the strategy:

1. Economic development,
2. Tourism development,
3. Urban regeneration,
4. Rural regeneration
5. Culture & the Arts

2.0	<div><div><div>Key Issues</div><div><p>The strategy recognises the Corporate Plan and delivers on its objectives. This strategy will be used to develop business plans for the business areas and these will be approved and reported through committee.</p><p>The strategy recognises the need to develop further documents to support and enable growth these include:</p></div></div></div>
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<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Extension of current Council-led business sector support services
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	David Patterson, Economic Development Manager

## Decisions Required

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

### 1.0 Purpose and Background

#### Purpose

- To identify current Council-led local business support and development services
- To identify early priorities in current local business support work plans
- To continue to identify future local business support needs
- To agree continuation of a staff resource to implement plans

#### Background

#### Beyond Network

The Down District legacy council brings to NMDDC its core business support programme, currently branded as the 'Beyond Network'. The programme has been operating since 2010, with EU and Invest NI funding support, as a first point of contact service to existing businesses in the area (ie. post start up phase) providing advice, information and regular e-zine updates, subsidised mentoring and access to other specialised / sector-specific programmes. With 1500 businesses registered to date (over half the number of Down District VAT-registered businesses) the network is a valued means of support and an essential database for identifying current and future needs of businesses. Additional to mentoring provision and building a local network of businesses, Beyond has been very significant in assisting many local businesses to operate effectively in the digital and online world, with a social media presence now an essential part of business strategy for the majority of businesses.

During late 2014/15 registration was opened to those from the Newry and Mourne legacy area with over 60 businesses already registering and increasing numbers contacting and seeking the service. The most recent phase of the Beyond Network has invested £25,000 in a Management Information System (MIS) for communicating with businesses, and for monitoring and tracking local businesses' development. The MIS will also assist the identification of emerging needs that will inform design of future programme support within a Business Development Strategy, as part of the wider Economic Development Strategy.

	<p>While delivery of mentoring and management of network events is outsourced to Down Business Centre, the establishment and further development of the <u>core business intelligence and programme management function</u> is a fundamental requirement of the extended Local Economic Development business support functions now transferring to NMDDC from Invest NI.</p> <p>There is a need to maintain and to further develop this in-house function, given the Council's new and expanded role in leading local economic development, and enabling the Council to determine local business development needs. This role is separate to and distinct from the delivery of business support programmes and will enable the Council to identify, commission and to monitor key programmes relevant to the economic development of the NMDDC area. The need to have a comprehensive and up-to-date database of local companies as the basis of a communications and management system is recognised as an essential by officers in both legacy councils. The programme budget covers the Beyond Network Business Support Coordinator's salary costs (SO1 level) and programme delivery costs.</p> <p><u>Work plan</u></p> <p>Ongoing and future projects to which the Council is committed include:</p> <ul style="list-style-type: none"> <li>• Data collection and verification work for the Business database / MIS, particularly in the legacy Newry and Mourne area</li> <li>• Development and ongoing management of a mobile-phone based Foreign Direct Investment (FDI) App promoting the NMDDC area – a Launch event is planned, with a wider Marketing Campaign to be designed and implemented, as part of a longer term FDI strategy</li> <li>• Implementation and management of free Wi-Fi in key town centres</li> <li>• Identification and recruitment of up to 375 companies in business parks and other clusters to install fibre optic or other Superfast Broadband solutions through the Connected Cities Broadband Voucher Scheme</li> </ul> <p>These technology-based business support developments also require technical competence in ICT, communications and understanding of the business sector to manage and to drive successful implementation, as currently exists in the Business Support Coordinator role.</p> <p>Given NMDDC's enhanced role in business development support to start up businesses ( as of October 2015 the Council will be responsible for the Regional Start Initiative or a similar business start programme) and to existing businesses through a range of EU and other funded programmes, it is also essential that an up to date information and signposting role is maintained via the Beyond Network and the Council's media channels.</p>
<p><b>2.0</b></p>	<p><b>Key Issues</b></p> <p>The current phase of the Beyond Network, 75% supported by EU and Invest NI funding, which includes mentoring provision and event management, will terminate on 30 June 2015. Provision has already been made in the 2015/16 NMDDC budget for an extension of the Business Support Coordinator post for an additional 3 months (July – Sept 2015) without EU / Invest NI grant support with the aim of providing time to make application to the Invest NI-managed Investing for Growth and Jobs Programme 2014-2020. Applications to this programme are expected to open in late June 2015.</p>

	<p>The continuation and further development of the role of a Business Support Coordinator with the relevant ICT and communications skills and understanding of the business sector is crucial to the development of a longer-term locally-defined strategy for the development of the local business sector.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p>To approve:</p> <ul style="list-style-type: none"> <li>• Extension of the post of Business Support Coordinator for the period 1 July 2015 – 30 September 2015</li> <li>• In principle, application to be made to the EU Investing for Growth and Jobs Programme 2014-2020 for a future core business support project, building on the groundwork established by the Beyond Network and incorporating a continuing business intelligence function to include further business database and MIS development.</li> </ul>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p><u>Budget</u></p> <p>The current Beyond Network programme runs until 30 June 2015, funded 75% by EU and Invest NI / 25% by Council, covering current salary and programme delivery costs. Allowance has already been made in budget for continuation of the Business Support Coordinator post (SO1 level) with 100% Council funding for the interim period to 30 September 2015.</p> <p>Subject to funding application to Investing for Growth and Jobs Programme in the first instance, further extension of this post or similar will be proposed.</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>N/A</p>



<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise, Regeneration & Tourism Committee
<b>Subject:</b>	'Make it Local' Initiative
<b>Date:</b>	8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise Regeneration & Tourism
<b>Contact Officer:</b>	Margaret Quinn, Project Development Manager

## Decisions Required

To note the contents of the report and approve recommendations at section 3.

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>The newly established Enterprise, Employment and Regeneration Service is considering the introduction of a major 'Make it Local' initiative across the district in a bid to stimulate, consolidate and promote local businesses in a sustainable manner. It is intended to develop a high quality innovative project which will facilitate, not only a shop local campaign, but which will create a district wide culture of promoting local produce and services. A fundamental element of the project will be the creation and fostering of effective linkages between suppliers and service providers e.g. farm to restaurant plate.</p> <p><b>Best practice</b></p> <p>In order to identify 'best practice', research has been undertaken into schemes which have been delivered by the former Newry &amp; Mourne, Down and Antrim Councils, as well as examples in the Republic of Ireland, the UK and the USA.</p> <p>In the past Newry city and a number of our larger towns across the district have promoted shop local campaigns with varying degrees of success. The Newry scheme, 'Hello Newry' involved the organisation of a number of high profile events and retail promotions including discount vouchers.</p> <p>The Newry model was replicated in Crossmaglen, Kilkeel and Warrenpoint. In Downpatrick in 2012 a shopping voucher scheme with associated draw prizes was organised. In 2014 a Newcastle Shopping Week involving discounts booklets, special promotions and a programme of entertainment was delivered. This project was supported by a marketing campaign which culminated in an event involving local retailers, schools and community groups.</p> <p>Projects across Ireland and the UK have focused primarily on voucher schemes linked with marketing campaigns. An exception to this is the Fuscia Brand project which has been extremely successful in Cork. This has involved high profile promotions within the retail sector as well as the formation of linkages with farmers, artisan producers and representatives from the craft sector. The Fuscia brand has now become an important tourism marketing tool for Cork Tourism.</p>
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	<p><b>Evaluation of past/existing schemes</b></p> <p>Post project evaluation of the various schemes, as described above, indicate that a voucher only discount approach does not provide the necessary results. The scheme in Downpatrick was low key and did not result in greater footfall in terms of shoppers or a sustained interest in local produce. The Newcastle scheme which had a number of high profile events and promotions associated with it was more successful and received favourable comments from the local businesses which participated. This approach also worked well in the towns in the former Newry &amp; Mourne Council area.</p> <p>Evaluation of all the different schemes which have been examined demonstrate that it is essential to empower the business community to take the lead in the running of a 'Make it Local' campaign. Without the 'buy in' of traders and the wider business community the scheme will not work and the resulting publicity could be negative and, therefore, counter- productive. It is important to recognise diversity when designing the scheme as some promotional activities will only work for certain sectors. It will be necessary to establish a representative forum/steering committee which engages with all the relevant sectors. This group, with officer support, will develop, implement and brand the 'Make it Local' campaign.</p> <p>Another important lesson which has come out of previous schemes is the necessity to ensure that the various forums/chambers etc have the necessary capacity to sustain the activities of the 'Make it Local' campaign. It is essential to ensure that the ethos of shop/act local becomes normal practice and not just a short lived promotional activity.</p>
2.0	<p><b>Key Issues</b></p> <p>In order to deliver a comprehensive, region wide scheme it will be necessary to develop a model of excellence which is flexible and transferrable. It would be appropriate to devise a scheme which, at a high level, provides the guiding principles for 'Make it local' across the region but which may be adapted to recognise the various niche markets across the different towns in the district.</p> <p>Consideration should be given to the delivery of a pilot project which can test the effectiveness of a new scheme and then, if successful, be transferred across the region. Links should be established with the education sector with the possibility of engaging a student to work on the development and implementation of the scheme as a study project.</p>
3.0	<p><b>Recommendation</b></p> <p>It is recommended that Council approves the following:-</p> <ul style="list-style-type: none"> <li>(a) The initiation, development and implementation of a high profile district wide 'Make it Local' campaign.</li> <li>(b) The undertaking of a pilot scheme</li> <li>(c) The facilitation (if appropriate) of a student to work with the steering committee and officers on the formulation and delivery of the scheme.</li> </ul>

4.0	<p><b>Resource Implication</b></p> <p>Staff time in terms of developing and delivering the project will be required. A budget for marketing, study visits etc will be required. Based on previous experience a reasonable estimate would be £15,000. A potential sponsor has been identified which could reduce the cost to Council. If approval for the project is given this will be pursued.</p>
5.0	<p>Appendices</p> <p>N/A</p>

<b>Agenda Item:</b>	Proposed DSD Staff Secondment
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Transferring Function (Regeneration) from DSD to Council 2016
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Jonathan McGilly, Assistant Director Enterprise, Employment & Regeneration

### Decisions Required

To agree how DSD, through secondment arrangements as agreed in principle by Shadow Council, can assist NMDDC with transferring function and responsibilities for Regeneration Post 2016.

#### 1.0 Purpose and Background

As part of the reform of Local Government powers will transfer from DSD to Local Authorities in 2016. These powers will enable Council to strategically drive local regeneration, community development and tackle disadvantage and with the powers will come an annual budget estimated at £4m to deliver programmes over the 3 areas detailed. To date DSD have held these powers and have been responsible in consultation with Local Councils and Neighbourhood Renewal Partnerships for delivery of programmes and funding. This was implemented via the "People & Place" Strategy. In 2016 NMDDC will be required to have a similar Strategy & Action Plan in place to tackle disadvantage, address physical regeneration and promote Community Development. The Shadow Council previously agreed in principle to the concept of staff secondment from DSD and the purpose of this paper is to progress this agreement by defining what service and support NMDDC require from DSD to assist with the transfer of these powers over a 1-2 year period.

#### Key Issue

- Council currently delivers physical regeneration projects & community development at a local level and has the skills sets internally to handle the transfer as these schemes are delivered by Council on behalf of DSD at a local level.
- Tackling disadvantage is a much more complex programme which is changing as part of transfer because the population limits imposed by DSD will be lifted and areas of populations much smaller than previously targeted can now be eligible for support. In order to balance demand, need and resources, a comprehensive strategy & plan to cover 4-5 year period is required and this will have to be supported with detailed baseline data & target setting.

#### 3.0 Recommendations

1. NMDDC develop a detailed paper on skills and tasks required to carry out research, analysis and draft a detailed strategy for tackling disadvantage & regeneration.
2. Officials meet with DSD to explore a secondment arrangement for suitably experienced staff to complete task at 1 above, this should not exceed the equivalent of 2 full-time staff.

4.0	<p><b>Resource Implications</b></p> <p>The costs of staff transfer should Council agree will come as part of the transferring budget and will not require additional Council core funding. In the new structure suitably experienced staff are in place to manage and support seconded staff – all of which has been budgeted for.</p>
5.0	<p><b>Appendices</b></p> <p>None</p>

<b>Agenda Item:</b>	<b>Warrenpoint Park Heritage Lottery Regeneration Project</b>
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Warrenpoint Park Heritage Lottery Regeneration Project : <ul style="list-style-type: none"> <li>• Plans for Approval</li> <li>• Budgets</li> </ul>
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Jonathan McGilly, Assistant Director Enterprise Employment and Regeneration

### Decisions Required

- Proceed with planning application as per details in Appendix 1.
- Permission to re-profile budget to meet funder's requirements that more detail is added to Interpretation Plan.
- Council will agree to provide additional match funding to this project.

#### 1.0 Purpose and Background

Warrenpoint Park Regeneration Project is funded by the National Lottery through the Heritage Lottery Fund (HLF) Parks for People Programme. During the current Development phase Council are required to submit a further application to HLF with detailed plans and proposals in August 2015 in order to secure funding to proceed to the Delivery Phase. The value of the project delivery phase is in the region of £1,285,000. Council is required to match fund the project.

This project will enhance an already popular asset and will contribute to unlocking the tourism potential of the area which should increase visitor numbers resulting in social and economic benefits for the local community, at the same time contributing to making the District a Premier Tourism Destination in line with the Council Corporate Plan.

#### Key Issue

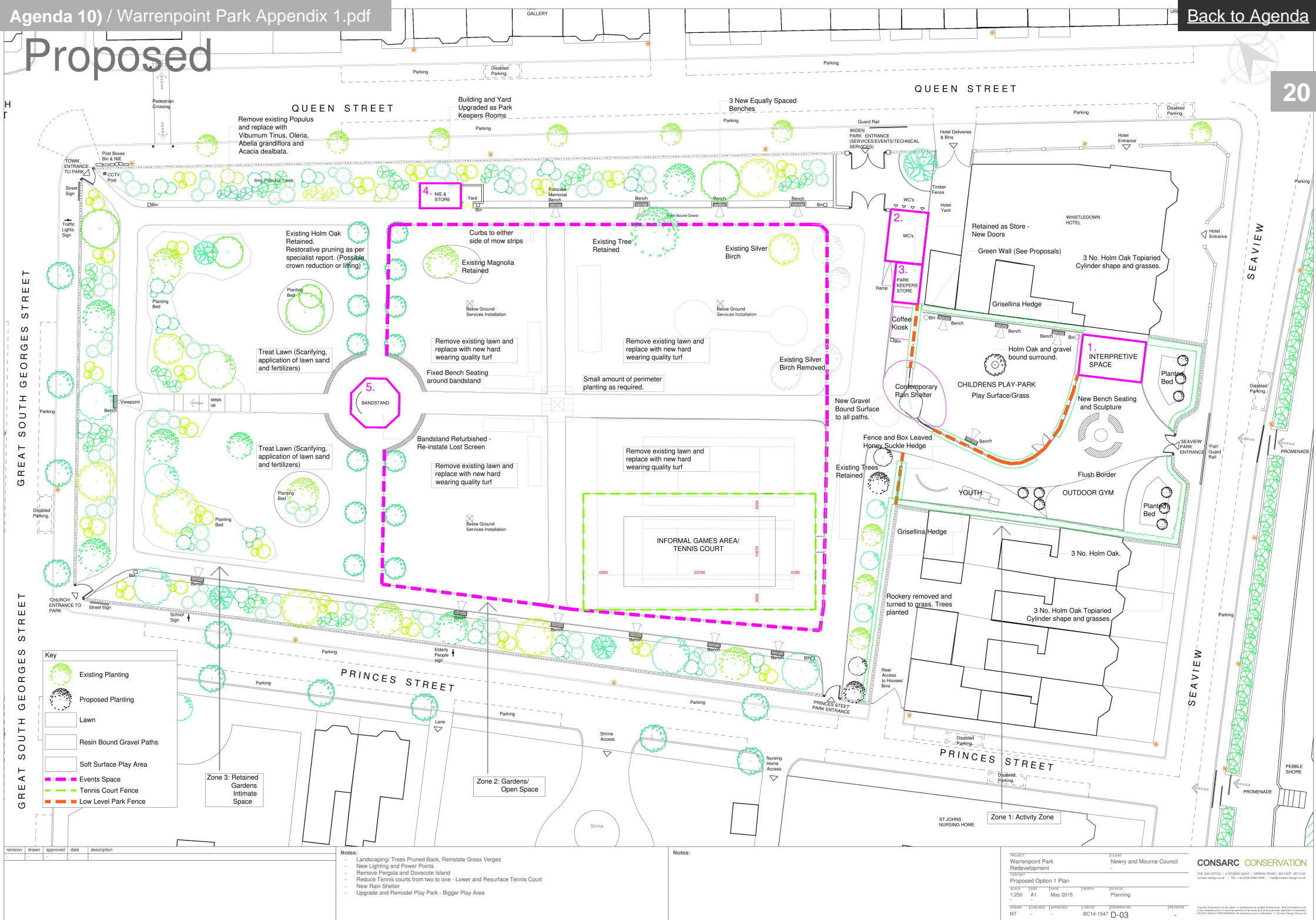
Subsequent to ERT Committee on 13<sup>th</sup> April – the following steps have been taken in respect of the issue pertaining to the tennis courts, the project officer and architect met with Warrenpoint Tennis Club, a public consultation took place on 16<sup>th</sup> April, and council officials met with the funder HLF. The evidence collated from the said consultations indicated that a compromise would be necessary to reconcile the various views with the objective of Conserving the Heritage of the Park in line with funding requirements.

The architect put an updated proposal to the project steering group on 12<sup>th</sup> June. This proposal seeks to reduce the size of the current tennis court area to one full size court (in line with current regulations which indicate there is not enough space for two courts.) The space would also be developed for other games, in effect becoming an informal recreational games area with a removable fence. Please see proposal at Appendix 1. The Steering Group have recommended that this proposal is agreed and submitted for planning approval as per report of said meeting at Appendix 2.

As key proposals have developed across all areas of the project, it is felt that additional works are required in order to develop the Interpretation Plan to a more

	<p>appropriate level for the August submission of a round two application. An under utilised budget has been identified within the current development budget and It is economically viable to re-profile the budget lines and utilise this budget to pay the current Consultancy team additional money to meet the funder's requirements that more detail is added to Interpretation Plan.</p> <p>As per the original round one application submitted to HLF Council is required to match fund the project Delivery Phase. The HLF grant for delivery phase is £850,000. The legacy Council agreed the following match funding as per the letter of offer from HLF:</p> <p>£250,00- general project costs over 4 years;          £100,000- additional management and maintenance costs over 5 years;          £10,000- in non cash and volunteer contributions.</p> <p>It was anticipated that a further £75,000 would be secured from NIEA as additional external funding. Given the budgetary cuts it is unlikely that this £75,000 will be secured, NIEA have advised they have no capital to contribute. Council is therefore requested to provide this additional match funding to the project. Attempts to source external funding will be made over the life of the Delivery Phase of the Project, however to secure the application a commitment to provide this match funding is requested.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>• Submit planning application based on the most up to date proposal which seeks to reduce the size of the current tennis court area to one full size court and develop the space for other games with a removable fence.</li> <li>• Re-profile current development budget and utilise an under-used budget to pay the current Consultancy team additional monies to meet funder's requirements that more detail is added to Interpretation Plan.</li> <li>• Council to provide additional match funding to this project, In the sum of £75,000 to secure the round two application to HLF. Attempts to secure External Funding in this sum will be made over the life of the project delivery phase.</li> </ul>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>In order to secure the required funding from Heritage Lottery Fund (HLF), Council must submit the funding application <u>with planning approvals in place and inclusive of a commitment to provide all match funding-</u> to HLF in August 2015. As a result of this deadline it is imperative that this project does not encounter a delay.</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p><b>Appendix 1</b> Architect Plans compiled by Consarc Design Group dated May 2015  <b>Appendix 2</b> Report of Project Steering Group dated 12<sup>th</sup> May 2015</p>







**Report of Meeting of Steering Group regarding Warrenpoint Municipal Park Heritage Lottery Fund Regeneration Project held on Tuesday 12<sup>th</sup> May 2015 at 10.00am in the Boardroom Warrenpoint Town Hall**

**In the Chair:** **Stuart Smith NM&DDC**

**Council Officials:**  
**Mrs S Keenan**  
**Mrs M Ward**  
**Mr M Patterson**  
**Mrs A McGill**  
**Mr E Curtis**

<b>Others:</b>	<b>Mr J Boylan</b> <b>Mr B McCalmont</b> <b>Mrs O Fitzpatrick</b> <b>Mr P Braham</b> <b>Louise Browne</b> <b>Roisin Donnelly</b> <b>Mr B Reilly</b> <b>Mr M Robinson</b> <b>Mr B Bradley</b>	<b>WBR Chamber of Commerce</b> <b>Old Warrenpoint Forum</b> <b>WBR Chamber of Commerce</b> <b>WBR Chamber of Commerce</b> <b>Louise Browne Associates</b> <b>Consarc Design Group</b> <b>WBR Chamber of Commerce</b> <b>Heritage Lottery Fund</b> <b>Warrenpoint Tennis Club</b>
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<b>Apologies:</b>	<b>Mr J McGilly</b> <b>Mr K Abraham</b> <b>Ms N Cunningham</b> <b>Mr M Kelly</b> <b>Mr T McCann</b>	<b>NM&amp;DDC</b> <b>NM&amp;DDC</b> <b>NM&amp;DDC</b> <b>WBR Chamber of Commerce</b> <b>Warrenpoint Heritage &amp; Dev Grp</b>
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**1. Apologies**

Apologies were provided as noted above.

**2. Report of Previous meeting**

The report dated 19<sup>th</sup> March 2015 was approved as a true and accurate record.

**3. Matters Arising**

S Keenan advised that the matter raised in the previous meeting at AOB regarding future development of the Edwardian/Victorian shore front buildings in Warrenpoint had been referred to relevant person in Council.

**4. Project Update**

S Keenan advised that whilst steering group meetings had been unable to take place as a result of RPA operational changes, a lot of progress had been made in the interim. She advised that a meeting had taken place with the tennis club and they had very strong views about the removal of the tennis courts, in addition she had received emails asking for the facility to remain.

A public consultation had taken place and this evidence had been collated.

The new ERT Committee had passed a decision to allow the agreed parts of the plans to be worked up for planning approval pending a final decision being made in respect of the tennis courts.

A meeting had taken place with the funder to try and find a way forward.

An interpretative workshop had taken place and work had begun on this plan. Work on the Evaluation Strategy had also begun and questionnaires for collating data were being designed with data being collated over the next few months.

## **5. Update- Public Consultation**

L Browne reminded the group of the engagement strategy in use and provided some feedback collected at the Public Consultation, where two options were presented to the public, one option included a tennis court/games area and one option did not. It was clear from the evidence gathered that views were divided in respect of the tennis court /games area with neither option put forward emerging as a clear winner.

## **6. Capital Works Plan**

R Donnelly provided an update on the Conservation Plan and explained how this plan affects everything in the project going forward. An overview of developed capital works plans was provided. R Donnelly advised that following the collation of all the consultation data, and following the meetings held with the tennis club and the funder, a new proposal dealing with the tennis court/games area had been drafted. This proposal reduced the size of this area to one full size tennis court which could also be utilised for other games. She explained that under new regulations there should not be two tennis courts in that area, and reducing the size also met other objectives with regard to the parks formal layout.

Mark Robinson reminded the group that this project is about the protection of heritage and this new proposal seemed to him to be a workable solution.

The plans were discussed at length generally.

## **7. Next Steps and Date of Next Meeting**

S Keenan advised that this would now proceed to ERT Committee. The next steering group meeting would be on 16<sup>th</sup> June 2015.

### **Recommendations:**

**On the Proposal of Jim Boylan, seconded by Brian McCalmont it was agreed;**

1. The proposal presented today by Consarc Design Group should be approved and submitted for planning approval.

There being no further business, the meeting concluded at 11.05 am.

**Report by:**

**Shirley Keenan**

**Warrenpoint Park Project Development Officer**

Report to be considered at the Enterprise Regeneration and Tourism Committee on 8<sup>th</sup> June 2015.

<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Natural Environment Fund Application for the Ring of Gullion
<b>Date:</b>	Tuesday 19 May 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Therese Hamill, Ring of Gullion AONB Officer

## Decisions Required

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

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>Following the cut to the Natural Heritage Grant funding from the Department of Environment to the Ring of Gullion AONB and Landscape Partnership Scheme, a new funding pot has being created called the Natural Environment Fund.</p>
	<p><b>Key Issue</b></p> <p>The deadline for the application is 20th May and funding will cover from 1 July to 31st March 2016.</p> <p>The Ring of Gullion AONB and Landscape Partnership had to put in a joint application.</p> <p>It is unlikely that organisations will receive more funding then they received previously and it is unlikely that organisations will get more then £175,000.</p> <p>The Ring of Gullion are putting in an application for £54,469 and this will cover one full-time post and project costs for the implementation of the actions from the Ring of Gullion AONB management plan and the Landscape Partnership Scheme which will include work on invasive species, red squirrels, the Ring of Gullion Way and review of the AONB Management Plan.</p> <p>maximum funding levels:- up to 75% - project costs Up to 50%- new projects on government and local government land where that body provides match funding and is committed to maintaining the project once NIEA funding is complete.</p> <p>Volunteer time can be included in match funding.</p> <p>There will be further meetings with environmental groups in the autumn about the creation of the new department and how/if a funding pot can be created.</p>
<b>3.0</b>	<b>Recommendations</b>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>The Ring of Gullion AONB Officer and Landscape Partnership Manager have worked on this application form.</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>None</p>

<b>Agenda Item:</b>	[This is the number the item will be given]
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Strangford Lough & Lecale Partnership NEF application
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Caroline Nolan , Manager SLLP

### Decisions Required

NEF application for information only. To agree to review AONB and Destination management in the Autumn.

#### 1.0 Purpose and Background

To update the Committee on the SLLP's funding for 2015/16 and to raise the need to review AONB and Strangford lough Destination management.

#### Key Issue

DoE budget cuts and changes to their administration mean that they now require SLLP to complete a NEF funding application mid year to draw down DOE funds for July 2015 to March 2016 . This system applies to all NGOs and to all Area Management Groups in NI for 2015/16.

Ards and North Down and Newry Mourne and Down councils have already made provision in their budgets for matching funding in 2015 /16 and all of this funding will be required.

If DoE reduce their level of funding then it is expected that SLLP will be able to meet any shortfall through fees payable from ORNI and HLF funding (tbc but expected from Sept 2016).

NEF Work specifically related to the council

1. Overall AONB management
2. Water based recreation development and pontoons
3. Built heritage visitor servicing
4. Beach Management Plans
5. Outdoor Recreation Forum
6. Down Coastal Walk
7. Recreation management - - dog control

SLLP also delivering the following this year:

- Strangford Lough Festival
- Maritime Heritage Guides
- Seafood Business Plan
- Fishing heritage booklet
- And working with tourism officers on Interpretation, WiFi and public realm at

	<p>Ardglass and Kilkeel (also Portavogie)</p> <ul style="list-style-type: none"> <li>• Landscape improvements – gateways</li> <li>• Build up to Skiffieworlds</li> <li>• Local stories CD / web</li> </ul>
<b>3.0</b>	<p><b>Recommendations</b></p> <ol style="list-style-type: none"> <li>1. That the Committee receives an update on the outcome of the NEF application.</li> <li>2. The Director considers future priorities and resourcing for AONB management and the Strangford Lough Destination and reports back to the Committee in the Autumn to inform next year's budgets and the wider council strategy.</li> <li>3. That the Committee receives a presentation on the work of SLLP and relevant projects such as the development of water based recreation in September / Oct 2015. To be delivered by the SLLP manager.</li> </ol>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>None at present other than the funds already provided for in the estimates.</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>NEF application            Paper provided to the Director to advise the committee of the benefits that SLLP is providing to the council in 2015/16 in terms of tourism and outdoor recreation over and above the natural heritage outcomes to be delivered through the NEF application.</p>

<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Friends of Derrymore Partnership
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Amanda Smyth, Enterprise Development Officer

## Decisions Required

To note the contents of the report and the recommendation at Section 3

### 1.0 Purpose and Background

To provide an update to the Enterprise Regeneration and Tourism Committee on the Derrymore Estate Partnership Committee. This Partnership includes National Trust as site owners, Friends of Derrymore Committee and Council, who meet on a monthly basis from the Partnership was formed in March 2013.

### 2.0 Key Issue

#### Background to the Partnership

In 2013, Friends of Derrymore, National Trust and Newry and Mourne District Council agreed to form a 3-way partnership with the remit of developing and progressing projects which will in the long term regenerate and enhance the 110 acre Derrymore Estate for the benefit of the local communities that surround Derrymore Estate, and the wider District.

The Partnership generally meets on a monthly basis. The meetings are lead by Newry, Mourne and Down District Council (formally NMDC). Represented on the partnership are NMDDC Officials, representatives of the Friends of Derrymore Committee, a National Trust Official who has responsibility for Derrymore House, and up to March 2015, the Few's Councillors.

In order to provide direction for the work of the Partnership, Newry and Mourne District Council commissioned a feasibility study which was completed in March 2014. This involved a scoping exercise to identify potential regeneration projects and opportunities for the development of the Estate, following which a feasibility study was undertaken to develop the most relevant ideas which were identified at the scoping stage.

In January – March 2015, Newry and Mourne District Council commissioned an independent community Consultation, which involved an onsite user survey (40 completed), questionnaires with the wider community (260 completed), and a open public consultation event in which 50 people were in attendance from the local community, local schools, and local businesses. A consultation report is available, and will be used, together with the feasibility study to support applications for funding for the proposed regeneration projects.

### Small Projects completed to date

As a result of the Derrymore Partnership a number of small scale projects have been delivered:

- Friends of Derrymore received a grant of £9,900 in 2014 to erect 5 interpretation panels, and a number of tree tags
- A local community group are now working with 2 local schools, having secured an allotment plot onsite, as a result of the facilitation between Council and National Trust
- A Swift Tower has been erected onsite by the Landscape Partnership Initiative for use by the local schools
- Friends of Derrymore are currently seeking funding support for the delivery of 2 family focused events in order to promote the Derrymore estate as an available recreational resource for the local community

### Next Steps

The Council will be submitting an application for funding for the Big Lottery Space and Place programme.

- Stage 1 application will be submitted before the deadline of 7<sup>th</sup> August 2015.
- Council will learn of the success of this stage 1 application in January 2016, and if successful will be invited to submit a stage 2 application before the deadline of 29<sup>th</sup> April 2016.
- Outcomes of stage 2 applications will be advised in May/June 2016 with projects to be completed by June 2018.

### Proposed Projects to be taken forward and associated cost (estimate)

A range of projects were recommended within the feasibility study, to be completed over a number of phases. All projects were highlighted, and obtained full support, at the community consultation event in March 2015. The focus of the Partnership is currently the progression of Phase 1 projects which are identified below. The below projects have in place concept drawings up-to RIBA stage D; the project is therefore subject to Planning Approval.

#### Provision & Improvement of Recreation

- Development of new pathways to provide a looped walking trail around the perimeter of the site and an upgrade to existing pathway network
- Provision of a Natural Play area and provision of natural play items within the woodland and at designated parts of the walking trail
- Provision of interpretation and seating at designation viewing points

#### Provision of Access and Car parking (required with intensification of site usage)

- Creating a one-way system through the Estate and extending the existing car park

Estimated cost for capital works and professional fees: £310,000

Space and Place can fund projects between 55% - 100% of the total project costs

NMDDC has a budget scheduled of £50,000 in 2016/17 against this project – in order to develop the project proposals in preparation for funding applications, i.e. - cost estimation, preparation of drawings, and submission of a planning application

	An addition £50,000 is also scheduled for 2017/2018 as a contribution towards the capital cost of programme delivery.
<b>3.0</b>	<b>Recommendations</b> To note the recommendation which was passed at Newry and Mourne District Council full Council committee on 30 <sup>th</sup> March 2015: <ul style="list-style-type: none"> <li>On completion of appropriate consultation for the Derrymore Estate Regeneration project, efforts should focus on preparation of a space and place funding application, and any other funding applications that would be appropriate for Derrymore House and Estate.</li> </ul>
<b>4.0</b>	<b>Resource Implications</b> Council Officials will continue to lead the Derrymore Partnership  Council will take the lead in the development and submission of a funding application for Phase 1 projects  If funding is secured, Council will work with site owners National Trust to meet the funding requirements for delivery of the projects (i.e. a development agreement / lease agreement will be required)
<b>5.0</b>	<b>Appendices</b>  N/A



## CAPITAL SPEND APPRAISAL FORM

<b>1. Capital Spend Description/Project</b> <i>(Brief description, with estimate of likely cost)</i>				
<b>Derrymore Domain</b>	<u>15/16</u> £50,000	<u>16/17</u> £50,000	<u>17/18</u>	<u>18/19</u>
<ul style="list-style-type: none"> <li>Council in 2012 established a 3 way partnership with National Trust (Site owners) and Friend of Derrymore Group, with the objective of regenerating the Derrymore Domain in order to make better use of what is currently an underused gem on the Outskirts of Newry</li> <li>Council appointed in 2013 consultants to undertake a scoping and feasibility, which is now in place, and outlines a suite of projects which are being proposed for the future regeneration of this site.</li> <li>The partnership are exploring a range of funding options, and in 2015/16 have identified CFNI Space and Place, Rural Development and Heritage Lottery as potential funders. Detail of the project is now been developed to prepare for an application being submitted, in particular with detail around evidence of need, and consultation &amp; supporting documentation from future user groups.</li> <li>In order to make an application to either of the aforementioned bodies, a level of match funding will be required. In addition some further preparatory work will be required in terms of cost estimation, drawings, and submission of a planning application. The above budget request is to meet these project requirements.</li> </ul>				
<b>2. Reason/Need for Capital Spend/Project</b> <i>(Political, Economic, Social, Refurbishment etc, etc.)</i>				
<p>Social, educational and regeneration need.</p> <p>Derrymore House is an 18 Century thatched cottage which stands amid a picturesque landscaped and often described as a fine example of a gentleman's residence. When National trust acquired the site, they set about conserving Derrymore House and its Demesne by introducing walking paths around the parkland, and opening it to the public in 1957. The Friends of Derrymore group represents the local community, who formed with a 2-fold objective of conserving the history of the Demesne, and developing the parkland, woodland and House for informal recreational and enjoyment, that would be keeping in line with its history and Sutherland design. Friends of Derrymore were in the instigator of what is now a 3-way partnership between FoD, National Trust and Newry and Mourne District Council who are working together to achieve this goal.</p> <p>Other than the small pathway development, there has been no development work to open this parkland up for the wider recreational and educational benefit to the local community.</p>				
<b>3. Is the Project a replacement/enhancement of an existing facility?</b> <b>Yes/No. If yes give brief details.</b>				
<p>The project will be an enhancement of the Derrymore Domain</p>				
<b>4. How does this provision/spend complement/replace/agree with other evidence (Strategic Context)</b> <i>(Mentor Report, Council's Corporate Plan, Council's Internal Policies etc, etc.)</i>				
<p>This proposed works fully meets Council policy given that this whole regeneration theme is a core pillar of the Councils Economic Action Plan and Councils Tourism Development Strategy. The project has also been referenced within the Village Plan for Bessbrook.</p>				

## 5. Define the objectives and constraints of the Project

*(Should be specific, measurable, agreed, realistic, time dependent)*

Ensure a Council contribution is available in the 2015/16 period which will enable an application for funding to be made

To continue the partnership working with National Trust and Friends of Derrymore in order to progress the recommendations contained within the feasibility study

To consult with the wider community in order to promote the facility and build a case that demonstrates the wide support and need for the future development of the site

To secure funding to deliver phase 1 projects of pathway development, play area development and car extension

To lever in approx 80% funding against the Council Contribution

## 6. Identify and describe the options

*(i.e. alternative options, including doing nothing)*

1. Do nothing and not provide the funds – If this amount were not put forward in 2015/2016, the council may not be in a position to apply for funding, for which match funding is an essential requirement
2. Make necessary funding available to ensure that the budget is in place, in order to take this scheme forward in 15/16.

## 7. Weigh up non-monetary costs over benefits

*(i.e. likely usage and financial and non-financial benefits, cost per head etc, etc.)*

The investment of this money would have a direct economic, environmental, social and community benefit for the District

Form Completed by: \_\_\_\_\_

Date \_\_\_\_\_

Checked by: \_\_\_\_\_

Project Officer Responsible \_\_\_\_\_

*P.T.O*

## RECOMMENDED ACTION

**Signed by Department Director:** \_\_\_\_\_

**Date:** \_\_\_\_\_

<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Superfast Broadband Voucher Scheme
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Jonathan McGilly, Assistant Director Enterprise, Employment & Regeneration

### Decisions Required

To note progress on Superfast Broadband Scheme and to approve progress to implementation stage and sign SLA with Belfast City Council.

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>As reported at April ERT, following a pilot scheme in Belfast and Derry and other cities in the UK, £40m has been made available to enable 28 additional cities to become super connected cities via a Superfast Broadband Voucher Scheme.</p> <p>Dept of Culture, Media &amp; Sport has accepted a bid to have NI as a location in this Programme which will be administered via Belfast City Council across NI based on their experience to date with Pilot Programme. The Programme will be promoted and marketed locally via EDD's in liaison with chambers of commerce, business park managers, social media, press, trade associations, etc and applications will be submitted to Belfast City Council who will issue vouchers to SME's that are successful. Grants between £500 - £3,000 will be made available to SME;s and they in turn will negotiate connections via a range of service providers as already selected by DCMS.</p> <p><b>Key Issue</b></p> <ul style="list-style-type: none"> <li>- upto 100 businesses locally could benefit from the scheme</li> <li>- scheme marketed &amp; promoted locally</li> <li>- scheme administered for £8,000 cost to each Council as agreed previously</li> <li>- £40m budget will be utilised across the 28 selected cities and is likely to be available during the 2015/16 financial year</li> </ul>
<b>3.0</b>	<p><b>Recommendations</b></p> <p>Note the actions above and approve scheme roll-out as detailed</p>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>No further resource implications than those approved at April ERT</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>N/A</p>

<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Non Domestic (Business) Rates Information and Valuation Process
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Martin Patterson, Enterprise Development Officer

## Decisions Required

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

### 1.0 Purpose and Background

This item was raised at the April ERT Committee meeting.

**Please see attached information leaflet for detail for further detail (appendix 1).**

**The Department of Finance & Personnel (DFP)** recently undertook a rates revaluation on all non domestic (business) properties. The revaluation assessed new rateable values for all non domestic properties and these were used in the calculation of rates bills for the 2015-16 rating year.

Land and Property Services (LPS) have advised that they have met with most Councils and Chambers for advisory meetings and workshops. This has included public meetings in Newry (2 meetings), Kilkeel and Castlewellan. LPS can also meet with individual businesses to discuss their cases upon request.

In addition, for the Council's benefit, LPS can provide a comprehensive breakdown of the implementation and implications of the rate reviews by District Council area. Key officials Paul Boylan and Billy Joss are able to come and meet with the Council if required.

### 2.0 Key Issue

Newry, Mourne and Down DC businesses have regularly voiced their concern over their non domestic rates bills. The key issue is informing the businesses that there is an existing process in place to provide all relevant information on the rates calculations and appeal process. This has been provided on an information leaflet with this report.

In the first instance, there is currently an appeal process in place which should be submitted to LPS within 6 months from the 1<sup>st</sup> April 2015 (although this is an ongoing

	<p>facilitation). It is evident from previous events that the workshop route was not effective and tended to draw out non related issues and complaints rather than the genuine queries on the valuation process. Most business owners attending the workshops were not aware of the appeal process first point of contact. In addition, the subject of non domestic rates is also a confidential one which requires private and intimate conversation, not for the public arena.</p> <p>For information, Newry Chamber of Commerce and Trade organised a workshop in December 2014 for the purpose of informing businesses on the rates process. This was not well attended and it was agreed that a circular would be sent out to businesses requiring a response to which only 15 were received. The Chamber CEO said they have had substantial business success however through the appeal process with financial reductions secured.</p>
<b>3.0</b>	<p><b>Recommendation</b></p> <p><b>Provide an information leaflet and circulate it via email and social media to our business databases providing the current position on non domestic (business) rates valuation and process of appeal. In addition, request on this email if the recipients would attend an information seminar if it was set up in their area.</b></p> <p><b>Contact LPS for a detailed breakdown of our District giving us accurate information on our current position in terms of business rating.</b></p> <p><b>Organise two information sessions in Newry and Downpatrick week commencing Monday 22 June 2015 (agenda to be confirmed following written confirmation from Alan Bronte, LPS Commissioner of Valuation).</b></p>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>Cost of hire of venue and officers time for information seminars.</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>Non Domestic Rates Information Leaflet.</p>

## Appendix 1

## **Non Domestic (Business) Rates Information Leaflet**

### **Background**

**The Department of Finance & Personnel (DFP)** recently undertook a rates revaluation on all non domestic (business) properties. The revaluation assessed new rateable values for all non domestic properties and these were used in the calculation of rates bills for the 2015-16 rating year.

The complete non domestic rates bill is calculated on the net annual value (NAV) multiplied by district and regional rates and is payable by all local privately owned businesses. Some business will get relief; for example, a large number of properties will benefit from small business rate relief and have a % reduction applied to the bill. Others may be distinguished in the 'Valuation List' as wholly or partly industrial and will pay only 30% of the rates on the industrial part.

The new NAV for businesses was calculated by reference to market evidence obtained by the DFP received in relation to market rents from local Commercial Estate Agents and the Ratepayers themselves.

**Land & Property Services (LPS)** provides a valuation for all properties in Northern Ireland which are subject to rates and also provides valuation advice to the public sector. Details below;

There is an appeals process which can be followed and the option is available of meeting in person with an LPS representative on site if required to discuss the process.

All relevant information on the background and processes for non domestic properties can be found by going onto the DFP website [www.dfpni.gov.uk](http://www.dfpni.gov.uk), clicking on 'land and property', 'non domestic property rating' and this opens up a menu of all options. Details below;

- **Business rates: the basics**

What business rates are, how they are calculated and who must pay business rates?

- **Estimate your rate bill**

Get an indication of what your business rates bill might be for 2015/16.

- **Help available for business rates**



Information on various rate relief schemes for businesses.

- **Paying your business rates**

How to pay your rate bill, what you should do if you can't pay your bill and what will happen if you don't.

- **How business rates valuations are calculated**

Valuation for newly built properties, alterations to an existing property, specialist schemes and appealing your valuation.

- **District Rate Convergence Scheme**

The District Rate Subsidy applies to ratepayers who find that the district rate level set by their new council is much higher than that of their old council.

- **Changing your premises and business rates**

How changing your premises or the business you use them for can affect your business rates.

Alternatively contact can be made by telephone on 03002007801 or postal address, Land and Property Services, Lanyon Plaza, 7 Lanyon Place, Town Parks, Belfast BT1 3LP.

In addition there are Charters Surveyors / Rating specialists that can be approached and businesses can find a reputable firm by going to the website [www.ricsfirms.com](http://www.ricsfirms.com) however, there will likely be a fee involved.

**Report by**

**Martin Patterson**

**Enterprise Development Officer**



<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Future use of Narrow Water Keep and Greencastle Castle
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Martin Patterson, Enterprise Development Officer

## Decisions Required

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

### 1.0 Purpose and Background

A meeting was convened in December 2014 with the Northern Ireland Environment Agency (NIEA) and WBR Chamber representatives and Crotlieve Area Councillors to discuss Narrow Water keep current and future use. In addition conversations extended to include Greencastle Castle. Our Council input at present is to promote the two facilities and in terms of Narrow Water Keep we maintain the existing feature lighting and pay for the electricity.

NIEA stated that their operational budgets had been cut particularly in terms of agency staff and they have a current staff of 35 rangers to cover 260 properties to cover all sites in Northern Ireland. They are also currently developing an online booking system for tours and visits and gave examples of partnership working at Carrickfergus and Dunluce Castles through innovation trials. NIEA also gave an update on the conservation work completed recently at Narrow Water Keep. The NIEA plan to install new windows in the 2015/16 financial year but this would be subject to finances.

It was evident there needed to be a multi agency approach to the promotion, maintenance and management of use of Historical Buildings in the District due to increase NIEA operational cuts in service.

At the former N&MDC District Development Committee meeting it was agreed to investigate the possibility of a pilot project be being implemented with Narrow Water Keep and Greencastle Castle. NIEA sought approval for this to be considered and following agreement a meeting was arranged with all relevant NIEA (historical and operational) and Council Officials on Wednesday 3 June 2015 @ 11.30am in Warrenpoint Town Hall.

### 2.0 Key Issue

Greencastle Castle was open for the Easter week 2015 and is currently closed and Narrow Water Keep was not open for the Easter week and is currently closed. All activity has been provided by volunteers who are contacted and managed by NIEA.

	<p>NIEA have stated that they do not have a resource or budget to open either of the facilities now or in the future. They are requesting that the Council would accept a trial transfer of management in terms of access and usage through a licence agreement (albeit the Council would bring in relevant partners to assist). NIEA would retain responsibility of the structure and fibre of the buildings. Previous NIEA costs for both sites were approximately £7 - £10k for voluntary/paid staffing and general maintenance such as grass cutting and marketing.</p> <p><b>Positive for Council taking over responsibility</b></p> <p>The facilities would be open and used at dates and times decided by Council and its partners. Income could be generated from activity to offset the expenditure (entrance fees and events). Marketing would be in the Councils control and assisted by NIEA (currently led by NIEA mainly through the Discover NI website).</p> <p><b>Negative for Council taking over responsibility</b></p> <p>This is a major shift for the Council in terms of facility management and could open up many other historical sites in the District to be managed and maintained. There is a major cost implication to the rate payer. There is no current Council budget for this activity.</p> <p><b>Moving Forward</b></p> <p>In-depth discussion is required between relevant Council Officials in advance of a clear recommendation being brought to Council for consideration. It would involve resource implications across Council Departments.</p> <p>****It should be noted that the Warrenpoint Heritage Development Committee have applied to the Council through the Voluntary Contribution (VC) process 2015/16 for £5,000 for Narrow Water Keep operations activity. This outcome is pending the overall VC process. This may be an option for resourcing and opening Narrow Water Keep in July and August 2015 however NIEA will only allow control of the facility through the Council management.</p>
3.0	<p><b>Recommendation</b></p> <p><b>Convene an immediate meeting of relevant Council officials with WBR Chamber of Commerce and Warrenpoint Heritage Development Committee to discuss in the first instance the potential opening of Narrow Water Keep for the 2015 summer period. In addition, a meeting to be arranged with all relevant stakeholders to discuss the NIEA budget cuts and future implications for the Council due to the number of current NIEA historical sites in the Council District that this issue may apply to.</b></p> <p><b>**It is important to note that there is currently no Council budget for any of this activity.</b></p>

4.0	<b>Resource Implications</b>  As noted in the recommendation. There is no existing Council budget.
5.0	<b>Appendices</b>  N/A

## Tourism Marketing & Communication Programme

April 2015 – September 2015

<b>Exhibitions / Promotions</b>	<p>Meet the Buyer, Belfast – Tourism Stand and tour operator appointments  Balmoral Show, Belfast – Tourism stand  Inflatable ball, Irish Open promotion in Newcastle, Newry City, Opening of Newry Leisure Centre, Blues in bay in Warrenpont  Irish Open, Newcastle – Promotional Stand  Bloom Flower Show, Dublin - Tourism stand  Newry Agricultural Show, Newry Rugby Club - Tourism Trailer  Kilbroney 2000 – Kilbroney Park – Tourism Trailer  The Irish Game Fair, Shane's Castle, Antrim – Tourism Stand  Festival of Flight, Newcastle – Tourism Trailer  The Irish Game and Country Show, Offally – Tourism Stand  National Ploughing Championship, Co. Laois - Tourism Stand</p>
<b>Communications &amp; PR</b>	<p><b>Media - TV</b>  Sky Coverage of Irish Open  Golf Channel feature of the region - USA  Irish Open Fringe Events Launch – BBC Radio  Chair of Council speaks to reporter Ivan Little about Irish Open coming to the district.  Q Radio – numerous interviews regarding the Irish Open and Fringe events  Weekly profile on Q Radio regarding up and coming events across the District  Full month ad feature on DownFM regarding Irish Open  BBC News feature on Slieve Gullion Cairn project  Q Radio interviews and advertising re. Festival of Flight, Grand Fondo, Mourne International Walking Festival, Ring of Gullion events and Famine Commemorations  Destination Newry live Web Cast of GAA Open – Ulster select v Rest of Ireland Select.  30 Min Film of Live, Mission &amp; Legacy of St Patrick – USA, Europe</p>

## **Communications & PR (cont'd)**

### **Press Features**

Press Release launching - Down Junior Challenge – Youth Legacy Tournament, GAA Legends Exhibition Game  
 Patrick Kielty to Headline Comedy Event  
 Food and Blues in Belfast Telegraph  
 Council Chair Welcomes News of Big Names to District'  
 'The GAA Open' – When Football, Hurling and Golf Combine'  
 Press release and picture distributed to District Wide press contacts.  
 'Murlough / Minerstown Beach Clean in Preparation for DDF Irish Open in association with Coca Cola'  
 Chair of Council welcomes Irish Open Wives Association to Newry, Mourne and Down District  
 Advertising in official programme of Tall Ships and Grand Fondo re. Festival of Flight  
 Press editorial campaign re. Festival of Flight  
 Press editorial campaign re. Mourne International Walking Festival  
 Press editorial campaign re. Famine Commemorations  
 Press editorial campaign re. Ring of Gullion events  
 Press feature and photocall regarding 3 blue flag beach awards  
 Press feature and photocall regarding Cloughmore Centre programme of events  
 Press feature and photocall regarding Ring of Gullion website  
 Press feature and photocall regarding completion of Mourne Coastal Schemes at Cranfield Beach and Mourne Esplanade, Kilkeel  
 Press feature and photocall re. Euromeet conference  
 Magazine Feature - Enterprize Magazine – 5 Page feature on Destination Mourne Mountains & Ring of Gullion  
 Magazine Feature – Golf Digest – 5 Page feature on golf in Co. Down

### **Promotional competitions**

Facebook Competition – win two tickets to May McFettridge.  
 Golf Opera Facebook Competition – win a Blu Ray DVD player courtesy of AJC Electrical, Newcastle  
 'Win Two Irish Open Tickets Courtesy of Newry, Mourne and Down District Council'  
 Press release and picture has been distributed to District wide press contacts.  
 Competition – Win two tickets to Mourne Seafood Bar's Cookery School.  
 General fringe events

## Communications & PR (cont'd)

### Billboard/banner campaign

Irish Open window stickers circulated to business across the District

Billboard and advertising campaign across city and town sites for the Irish Open

Advertising campaign for the Irish open at Republic of Ireland train stations

Advertising campaign on buses operating out of Newcastle, Newry, Downpatrick, Craigavon and Armagh depots

Campaign in partnership with Translink promoting Irish Open at Newry Train Station, Newry Bus Station and Newcastle Bus Station

60 banners erected at key sites across the district raising awareness of the Irish Open

Billboard advertising in key towns re. Festival of Flight

### Advertising

Down Recorder/Mourne Observer / Newry Advertiser - Full Page Ad regarding Irish Open

Belfast Telegraph Events Guide Full Page advert for Irish Open

British Walking Federation feature re. walking across the District

Irish News – Irish Open feature

Irish News – Mourne International Walking Feature

GAA Magazine – Irish Open feature

NI Holiday News – District wide feature on events and product offering

Mourne Calender – Promotional feature

Ireland at a Glimpse Tour Operator attractions Voucher booklet– Destination Mourne Mountains & Ring of Gullion, Strangford Lough & St Patricks Country

### Miscellaneous

Promoting the branded Council vehicles 'out and about' the district on Facebook and twitter.

'Take your photo with Rory and G-Mac' – Social media activity asking followers to take an image of themselves with the tow topiary 'Golfer' sculptures in Railway St, Newcastle.

Coverage of Irish Open fringe events on Twitter and Facebook this week.

On the Ground at Royal County Down - Live updates from the Irish Open / Social shots

Big screen feature of promotional videos of the region during the Irish Open

Expressions of Interest submitted to UK Challenge fund for marketing campaigns

- Walk in the footsteps of St Patrick
- Game of Thrones
- Green Destinations Destination Mourne Mountains & Ring of Gullion & Strangford Lough

<b>Internet</b>	<p><b>Visit Mourne Mountains and Ring of Gullion Website</b>          To date (using figures until the end of April) the website has had 49355 visitors. These visitors are originating from UK, Republic of Ireland, USA, Russia, Brazil, China among others and the number of visitors each month is increasing.          Walking Trail Mobile Apps developed for, Dundrum, Castlewellan, Euro Meet Conference sub section developed          Famine Commemorations /Genealogy Sub section being developed</p> <p><b>Social media</b>          Facebook followers until end of April – 1919          Twitter followers until end of April – 1610          Posts are well received on each platform, with good interaction, likes and shares          Staff attended Twitter training in conjunction with SERC to assist with the page          Green Tourism Destination Mourne Mountains &amp; Ring of Gullion, GB marketing Campaign          Smart phone app for Leisure activity in Mourne and Ring of Gullion, Newry Heritage Trail and Narnia/Ross heritage</p> <p><b>Visit Strangford website</b>          To date (using figures until the end of April) the website has had 57147 visitors (site has been in operation longer than the Mourne Mountain and Ring of Gullion site) These visitors are originating from UK, Republic of Ireland, USA, Canada, Australia and Brazil among others and the number of visitors each month is increasing.          Walking Trail Mobile Apps developed for Ardglass, Killyleagh, Strangford, Saintfield</p> <p>St Patricks Country Website being developed</p> <p><b>Social Media</b>          Facebook followers until end of April – 856          Twitter followers until end of April – 950          Posts are well received on each platform, with good interaction, likes and shares          Green Tourism Strangford Lough GB marketing Campaign</p>
<b>Publications</b>	<p>A portfolio of 'Customer Orientated' Visitor Servicing literature produced to support all Marketing Activity of the region including:</p> <p>Visitor Guides – Destination Mourne &amp; Ring of Gullion, Strangford Lough &amp; St Patrick Country          Product Guides (walking, cycling, activity, angling) are all currently in stock          Game of Thrones flyer          Mourne Mountain &amp; Ring of Gullion Events Guide (July – December 2015)          Strangford Lough walking and cycling reprint</p>

	<p>Golf brochure                      Fringe Festival brochure for Irish Open                      Newry Heritage Trail – reprint                      Cloughmore Centre promotional leaflet                      Bessbrook Heritage leaflet                      Ardglass Heritage Trail                      Killyleagh Heritage Trail                      Strangford Heritage Trail                      Saintfield Heritage Trail                      St Patrick's Pilgrim Way Walking Trail                      Mourne Coastal Route Visitor Map</p>
<b>Distributions</b>	<p>Brochure Distribution Programme across all key markets to key suppliers and service suppliers ongoing                      Co-ordination of brochure distribution to key Republic of Ireland TIC's ongoing                      Advertising presence for Destination Mourne Mountain &amp; Ring of Gullion, Strangford Lough &amp; St Patricks Country and brochure distribution at Belfast Welcome centre, Belfast City &amp; Belfast International Airports</p>
<b>Tour Operator Engagement</b>	<p>Up to date database of all operators/travel trade with Northern Ireland on their itinerary has been compiled and is updated post trade promotions and exhibitions                      Day trip visits from Dublin to Downpatrick                      3 new Tour Operator schedules – Select International (USA) Peters way (USA), Camino Ways (Eur)                      Supporting International Tour Operators visiting attractions across District</p>
<b>Industry Engagement &amp; Support</b>	<p>Green Tourism accreditation Scheme and marketing campaign across Destinations Mourne Mountain &amp; Ring of Gullion &amp; Strangford Lough targareting 120 businesses                      Industry Clusters/Support groups</p> <ul style="list-style-type: none"> <li>- Activity Tourism</li> <li>- Food</li> <li>- Mourne Coastal Route</li> <li>- St Patrick/Pilgrim Trail</li> <li>- Green Destinations</li> <li>- Game of Thrones</li> </ul>



<b>Agenda Item:</b>	Tourism Marketing and Communication plan
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	Tourism Marketing and Communication plan from April 2015 – September 2015
<b>Date:</b>	25 May 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Michelle Boyle/Mark Mohan

### Decisions Required

To note the contents of the report.

<b>1.0</b>	<b>Purpose and Background</b>  The Council tourism section have developed a comprehensive marketing and communication plan which has been developed on the basis of Tourism Ireland research into the key visitor markets and the increasing range of events secured into the region. Attached is a copy of the Tourism Marketing and Communication plan from April 2015 – September 2015
<b>2.0</b>	<b>Key Issues</b>  The Plan has been developed on the basis of Tourism Ireland research into key markets and to effectively market key events secured into the Region Additional activities will be undertaken as opportunities arise which are not known to officers at this time
<b>3.0</b>	<b>Recommendations</b>  <b>To note the Tourism Marketing and Communication plan from April 2015 – September 2015 with relevant additional activities as opportunities arise particularly associated with events</b>
<b>4.0</b>	<b>Resource Implications</b>  The budget is included within this financial year to deliver the programme of activity
<b>5.0</b>	<b>Appendices</b>  Attached is a copy of the Tourism Marketing and Communication plan from April 2016 – September 2016



<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise, Employment and Regeneration
<b>Subject:</b>	Tourism Development Strategy & Action Plan
<b>Date:</b>	8 June 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Mark Mohan

### Decisions Required

The Committee agrees to appoint a consultant to develop a Tourism Strategy and Action Plan for the district, in line with the new Council Corporate Plan and the emerging Newry Mourne and Down Economic Regeneration and Investment Strategy.

To establish a project board to provide overall direction and accountability for the development and implementation of the Tourism Strategy and Action plan for the district.

#### 1.0

#### Purpose & Background

Tourism Development, Marketing, Promotion & Events have been identified as a key theme within the emerging Newry Mourne and Down Economic Regeneration Vision and Investment Strategy and Corporate Plan for council. At Present the Tourism Function is working to a Tourism Destination Strategy & Action Plan in line with Tourism NI and DETI. There is a need to ensure that plans going forward dovetail with the aforementioned Corporate & Strategy documents.

#### Key Issues

Tourism Destinations need to be developed from a holistic point of view. Product Development, Marketing & Promotion, Visitor Servicing, Events & Infrastructure development all play an important role in developing the Tourism Destination. The Strategy will look at how these interlink in a cohesive and meaningful way, as all will impinge upon the delivery of the overall Tourism Development Strategy. To that end the strategy will incorporate 5 main strands;

- Product Development Strategy
- Marketing & Promotions Strategy
- Visitor Servicing Strategy (including role and function of Visitor Information Centre's)
- Events framework strategy.
- Tourism Infrastructure development

This collective approach will ensure a holistic strategy is developed.

2.0	<p><b>Recommendation</b></p> <p>The Committee agrees to appoint a consultant to develop a Tourism Strategy and Action Plan for the district, in line with the new Council Corporate Plan and the emerging Newry Mourne and Down Economic Regeneration Vision and Investment Strategy.</p> <p>The Committee establishes a project board of ? members of the ERT Committee to provide overall direction and accountability for the development and implementation of the Tourism Strategy and Action plan for the district.</p>
3.0	<p><b>Resource Implications</b></p> <p>The budget to develop the strategy and action plan is included within this year's departmental/corporate estimates.</p>
4.0	<p><b>Appendices</b></p> <p>N/A</p>

<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Continuation of Mourne Cooley Gullion Geotourism
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	John Devaney, Geotourism Manager

## Decisions Required

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

### 1.0 Purpose and Background

The Geotourism project 2012-2015 is a collaborative initiative involving Newry, Mourne and Down District Council (Management Agency), Louth County Council, East Border Region and Mourne Heritage Trust, and with support from the Geological Surveys of Northern Ireland and Ireland. It is funded through the INTERREG IVA Cross-Border Programme. This funding will conclude on 30 June 2015. There are now two members of staff – a Project Manager (John Devaney) and Geologist (Dr Siobhán Power).

The work over the past 32 months leaves the region in a strong position to be considered as Ireland's leading applicant for UNESCO Geopark status in 2016. This could be considered after a consultation process. It would be important that Geotourism staff members are maintained to build on the existing project, complete the consultation and application process and to facilitate the UNESCO assessment.

### Key Issue

**The key issue is the further development of the Geotourism project and, in particular, maintaining staff and the project for the next 12 months to consider UNESCO Geopark application status and future funding opportunities.**

The Geotourism Technical Working Group is considering a number of future funding streams and opportunities. The most likely to match our future plans is the Atlantic Area Transnational Programme 2014-2020, specifically Thematic Priority Axis 4.2 'Enhancing natural and cultural assets to stimulate economic development'. We have carried out some initial work on draft proposals and on identifying some potential partners (Newry Mourne and Down District Council and Louth County Council would be two partners from two jurisdictions).

However, the call for applications will not open until January 2015. It is important to note that we have been advised by SEUPB that the preparatory work and application process (particularly if we are to take the position of Lead Partner) will require dedicated staff.

We are also engaging with the Geological Survey of Ireland and the Geological Survey

	<p>of Northern Ireland. They are keen to see the project continue and will work closely with us on identifying opportunities within PEACE V. They have agreed to direct funding support of €15,000.00 per year for a three-year period from July 2015.</p> <p>While the process towards an application for UNESCO Geopark status will require consultation in the region, the project Steering Committee and Technical Working Group have assessed the value of attaining this award and they view it as a significant international landscape brand for the entire region.</p> <p>The entire process for the Geopark consultation, application and assessment and the work on funding opportunities will require dedicated staff.</p> <p><b>Key Areas of Work for Staff 2015-16:</b></p> <ol style="list-style-type: none"> <li>1. Developing the application for Atlantic Area Programme Funding. This work will include identifying (and working with) partners in other EU jurisdictions, mainly drawn from the European Geoparks Network and Aspiring Geoparks.</li> <li>2. Consultation on the proposal to submit UNESCO Geopark Application.</li> <li>3. Technical Working Group to continue the development of the UNESCO Geopark Application papers in preparation for submission in December 2015.</li> <li>4. UNESCO Geopark assessment stages in 2016.</li> <li>5. Development and management of the Geo Ambassador Training Programme 2015-2016.</li> <li>6. Enhanced Schools Outreach Programme.</li> <li>7. Develop and facilitate a Teacher Training Programme.</li> <li>8. Continuation of a Marketing Programme (including advertising).</li> <li>9. Work alongside tourism (and related) staff of Newry, Mourne and Down District Council and Louth County Council on tourism related strategies/plans.</li> </ol>
<b>3.0</b>	<b>Recommendations</b>
<b>4.0</b>	<b>Resource Implications</b>
<b>5.0</b>	<p><b>Appendices</b></p> <p>None</p>

<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise, Employment and Regeneration
<b>Subject:</b>	Accommodation needs analysis study
<b>Date:</b>	8 June 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Mark Mohan

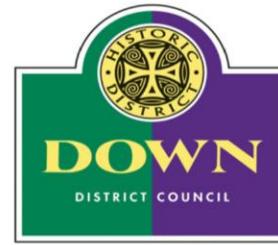
## Decisions Required

The Committee supports the delivery of the Accommodation needs analysis study.

<b>1.0</b>	<p><b>Purpose &amp; Background</b></p> <p>The Legacy Councils of Down District &amp; Newry &amp; Mourne have commissioned the development of an in–depth scoping study that will assess the current level and profile of overnight accommodation within the new district council area.</p> <p>The study will identify potential areas for growth within the sector and will highlight any gaps in future provision based on identification of anticipated future tourism trends.</p> <p>The study will also identify innovative ways in which overnight accommodation providers can use their product to enhance, compliment and provide additionality to the work of Destinations Mourne Mountains and Ring of Gullion and Destination Strangford Lough (incorporating St Patrick’s signature project), along with the vast array of other rich tourist offerings the area has to offer.</p> <p><b>Key Issues</b></p> <p>The objectives of the study are:</p> <ul style="list-style-type: none"> <li>- Completion of a comprehensive scoping study that will ascertain the current level and profile of overnight tourist accommodation within the destination highlighting how the profile of supply and the profile of users has changed;</li> <li>- Identify and scope the various types and scale of accommodation currently available, taking into account all forms of accommodation ranging from camping provision, self-catering, B&amp;B’s, guest houses to hotel and other alternative forms of accommodation;</li> <li>- Highlight future anticipated growth in the number of overnight tourist to the area and future demand for overnight accommodation by type of accommodation for the period 2015 to 2020;</li> <li>- Identify where gaps in the supply side are likely to emerge and make recommendations regarding the type and scale of accommodation required to bridge those gaps and where additional room stock should ideally be developed.</li> </ul>
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	<p>Consultations will take place with up to 30 current accommodation service providers across the district, council senior management, DETI, Tourism NI, Tourism Ireland and selected Tour Operators, along with an assessment of current tourism visitor trends.</p> <p>The study will be complete by 31 July 2015</p>
<b>2.0</b>	<p><b>Recommendation</b></p> <p>The Committee supports the delivery of the Accommodation needs analysis study.</p>
<b>3.0</b>	<p><b>Resource Implications</b></p> <p>The budget to deliver the Accommodation needs analysis study is included within this year's departmental/corporate estimates.</p>
<b>4.0</b>	<p><b>Appendices</b></p> <p>The appointed consultants (ASM/Stevens &amp; Associates) proposed delivery plan</p>





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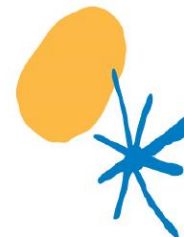
**AN DÚIN**



**Mourne  
Mountains  
& Ring of Gullion**

**Proposal for  
Scoping Study of Tourist Accommodation within  
Destination Mourne Mountains and Ring of Gullion**

**19 February 2015**



**Stevens & Associates**

Ref: MW/kc

**Private and Confidential**

Mr Mark Mohan  
Down District Council  
Downshire Estate  
Ardglass Road  
Downpatrick  
BT30 6RA

ASM  
20 Rosemary Street  
Belfast  
BT1 1QD

19 February 2015

Dear Mr Mohan

**Re: Quotation – Audit of Accommodation Provision**

We have set out in the following pages, our proposal in relation to the above noted assignment.

For ease of use we have referenced the format of the submission, as outlined in the invitation to tender, to our proposal documents as follows:

Contact & Insurance details	Page 2
Proposed Team (inc curricula vitae)	Pages 3 - 9
Examples of Previous Work	Pages 10 - 11
Understanding the brief	Pages 12 - 13
Proposed Methodology	Pages 14 - 17
Completion of Study & Project Management	Pages 18 - 19
Cost & Value for Money	Page 20

If you have any queries regarding this proposal document, or if we can be of any further assistance, please contact Michael Williamson at this office by calling 028 90 249222, or by email (address below).

Yours sincerely

ASM (B) Limited

Email: michael.williamson@asmbelfast.com

### Contact details

**Contact Name:** Michael Williamson

**Position:** Director

**Address:** ASM (B) Limited, 20 Rosemary St, Belfast BT1 1QD

**Phone:** 028 90249222

**Email:** michael.williamson@asmbelfast.com

**Website:** www.asmaccountants.com

**Expiry date of all policies:** 30<sup>th</sup> June 2015

### 2. Public Liability Insurance

**Insurer:** AVIVA

**Policy numbers:** 97OSP4126371

**Value:** £5,000,000

**Expiry date:** 14<sup>th</sup> November 2015

### Insurance details (£15m Prof Indemnity cover in total)

#### 1. Professional Indemnity Insurance

**Insurer:** Royal & Sun Alliance Insurance plc

**Policy numbers:** Epic 50548A/ProfLiab/10695700

**Value:** £5,000,000

**Insurer:** QBE (Insurance) Europe Ltd

**Policy numbers:** 50548A/ExLayers/10695700

**Value:** £5,000,000

**Expiry date:** 30<sup>th</sup> June 2015

**Insurer:** Liberty Mutual Insurance Europe Ltd

**Policy numbers:** BRAAUP5A-002

**Value:** £5,000,000



## Scoping Study of Tourist Accommodation: Destination Mourne Mountains & Ring of Gullion

## Proposed Team

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### Joint bid

1. This proposal is a joint bid between ASM (B) Limited and Stevens & Associates.
2. Our bid team is comprised of:
  - a) Professor Terry Stevens (Stevens & Associates);
  - b) Michael Williamson (ASM (B) Limited); and
  - c) Katie Cairns (ASM (B) Limited).
3. **ASM (B) Limited will lead the assignment** and will be responsible for its delivery, if appointed.
4. The role of each individual on the assignment is outlined below. Details on the number of days allocated to each function by each team member are detailed in our Proposed Timetable (pages 18 – 19).
5. Detailed curricula vitae are included (pages 5 – 9).

### Michael Williamson, Director of Consulting at ASM (B) Limited

1. Michael will lead the assignment and will be responsible for our report and conclusions.
2. The particular functions that Michael will undertake as part of the assignment include:
  - a) undertaking the project initiation meeting with Down District Council Tourism Unit;
  - b) meeting with Tourism NI (NITB) to gather data on the supply of tourist accommodation in the Destination Mourne Mountains and Ring of Gullion region (inc. Strangford Lough) and how the profile of that supply has changed;
  - c) gathering information from the local councils on the supply of touring caravan/motorhome and tent pitches (we already have much of this information);
  - d) analysing the performance of the accommodation sector in the subject region from official statistics (in conjunction with Ms Katie Cairns), including seasonality of demand;

- e) direct consultation with accommodation owners/managers regarding their customer profiles and any plans for expansion;
- f) preparing a “baseline” position of accommodation supply and demand from which future shortfalls or gaps can be measured;
- g) wide ranging stakeholder consultation inc council officers, Tourism NI, Tourism Ireland, Invest NI, Royal Portrush Golf Club;
- h) assessing planning consents for new accommodation development;
- i) undertaking an assessment of future demand for accommodation in the region based on a review of relevant strategies and plans (to be undertaken by Dr Terry Stevens) and our consultation/research findings. Determining demand by product type/star grade where appropriate;
- j) concluding on shortfalls in supply, when that is likely to arise and where it should, ideally, be located; and
- k) preparing our draft report, meeting with Down District Council Tourism Unit to review and finalising our report.

### Professor Terry Stevens, Managing Director of Stevens & Associates (international specialist tourism consultancy)

1. Prof Stevens will provide a key role on this assignment in the area of determining the changes that are likely to occur in the marketplace and which may have influence on the type and volume of accommodation demand in the future.
2. The particular functions that Prof Stevens will undertake as part of the assignment include:
  - a) the review of key tourism development strategies and plans for the region and for Northern Ireland to determine the changes that are likely to affect the local marketplace;
  - b) benchmarking of trends and innovative accommodation development in other rural destinations;
  - c) assisting in the identification of supply side accommodation

needs; and

- d) assisting with the drafting of our report.

**Katie Cairns, Researcher at ASM (B) Limited.**

1. The particular functions that Katie will undertake as part of the assignment include:

- a) gathering of all key reports, plans and strategies to be reviewed as part of the assignment;
- b) assisting in the review of accommodation supply and demand data to develop the baseline position;
- c) developing a standard questionnaire and contacting a wide range of businesses to secure information on their requirements and preferences for accommodation and other services; and
- d) developing standard questionnaires and contacting a wide range of tour group and golf tour operators to secure information on their requirements and preferences for accommodation in the region.



**Michael Williamson ACMA, CGMA (Partner, ASM)**

**BACKGROUND:**

1. Michael is the Director in charge of consulting services in ASM. He is a qualified management accountant and a member of the Chartered Global Management Accountants who has spent almost a quarter of century working in the tourism industry. He was a financial controller with the Emerald Hotels Group and the General Manager of Northern Ireland's 2 largest hotels (The Europa and Slieve Donard hotels).

2. He joined ASM in 1999 specifically to develop its hotels, tourism and leisure consulting division. He understands the tourism industry and the particular challenges facing the owners and operators of tourist accommodation. Michael has the following skills that are highly valued and relevant to this assignment:

- a) practical experience of working in the tourism industry, an understanding of tourism development and the associated market dynamics. He has experience of working and communicating with stakeholders at all levels;
- b) as author of the annual ASM Hotel Industry Survey in Northern Ireland (the only comprehensive survey of hotel performance) and of the quarterly Hotel Performance Index report, he not only developed the questionnaires to gather the relevant information, he also developed the financial models to analyse the data supplied by hotels. He also interprets the results and prepares our reports for publication;
- c) his absolute commitment to the provision of a high quality services to clients; and
- d) he has undertaken extensive research into the need for tourist accommodation for private sector clients and public sector bodies and he has developed strategies, business plans or recovery plans for a wide range of businesses in the tourism and hospitality sector including major hotels, resorts, all other types of serviced accommodation, self-catering, the Northern Ireland Hostelling Association, restaurant and pub chains.

**CURRENT & RECENT ASSIGNMENTS:**

**Hotel scoping study – Portrush (2015)**

3. Michael is leading the team that is undertaking the scoping study of the need for upmarket hotel accommodation in the town of Portrush. This project has been initiated by DSD and Coleraine Borough Council which have aspirations to include high quality hotel accommodation within a future stage of the Portrush Town Regeneration Strategy.

4. The assignment requires wide ranging consultation with local hotel owners/operators, an assessment of the demand for accommodation in the town and how that has changed over recent years, detailed discussions with tourism marketing and development stakeholders to determine the future direction for tourism in the area, engagement with private sector companies, the local University, tour group and inbound golf tour operators to determine their accommodation needs in the future and projections of the quantum, and profile, of demand for hotel accommodation over the forthcoming 5 year period – this will identify whether, or not, a shortfall in hotel supply is likely to exist and if so, the type of product required to satisfy the latent demand for accommodation.

5. Once the scale and grade of hotel has been determined, Michael will then assess potential development sites to conclude on which offers the best development solution.

**Economic contribution of the Caravan, Motorhome & Camping sector (2015)**

6. Michael is leading a review of the caravan, motorhome and camping sector on behalf of the Northern Ireland Tourist Board to determine its economic contribution to the local tourism industry.

7. This assignment requires extensive stakeholder engagement to gather primary data on the demand for touring pitches across Northern Ireland and the geographic source of those users, when they travel and their spending patterns.

8. Fundamental to this assignment is the identification of barriers to growth in this market and its growth potential in the period to 2020.



### **Hotel scoping study – West Belfast (2014)**

9. Michael led the assignment team and prepared our report for Belfast City Council. The objectives of the assignment were to:

- a) determine if need existed for hotel accommodation in the West Belfast area;
- b) quantify the nature and scale of that need;
- c) conclude on the type of hotel facility appropriate to meet the opportunity (where one exists);
- d) identify suitable sites in West Belfast for the hotel; and
- e) assess interest from potential developers and developer/operators.

10. Michael was the key contact point with the client and undertook the review of reports, tourism strategies and action plans likely to impact on the demand for tourism accommodation in West Belfast and a review of socio economic data and economic development plans for the area to establish possible demand for other hotel services.

11. This information was collated with our customer survey results (see experience profile of Katie Cairns) and the results of our “one to one” stakeholder engagement (also undertaken by Michael) to arrive at conclusions regarding the source, nature and volume of demand for hotel services of all types in the area. This was matched to a profile of current and expected future supply of hotel accommodation in the City to determine if any obvious gaps in the demand / supply equation could exist and whether, or not, development in West Belfast would help address any accommodation shortcomings.

### **Hotel performance and needs assessment – Belfast (2014)**

12. Michael led this assignment which required:

- a) an assessment of hotel supply and bedroom demand in the Belfast City Council district from 2006 to 2013, highlighting how the profile of supply and of hotel users had changed during the period. As part of this assessment, we were also required to review the recessionary/supply side impacts on achieved room rates in hotels;

- b) a review of current BCC/NITB/BVCB strategies/development plans (and other relevant documents) to establish the large scale projects/events/activities that are likely to increase the volume of overnight visitors to the City, identifying when this may occur (year and season), and the type of visitor that may be attracted by such developments. This enabled an estimate of future demand levels for hotel accommodation to be prepared; and
- c) an assessment of current planning consents/rumoured developments and extensions and an opinion on likely “deliverability” to 2018. From this, we were required to assess whether the expected increase in accommodation supply (by type) is likely to meet projected demand levels to 2018. If not, identify where “gaps” exist (by hotel type) and identify where opportunities exist in terms of location within the district.

13. Michael was the key contact point with the client and undertook the review of reports, tourism strategies, action plans and factors likely to impact on the demand for tourist accommodation and services in Belfast. This information was collated with our customer survey results (see experience profile of Katie Cairns) and the results of our “one to one” stakeholder engagement (also undertaken by Michael) to arrive at conclusions regarding the source, nature and volume of demand for hotel services of all types in the City. This was matched to a profile of current supply in the City and detailed demand performance statistics to determine where gaps in the demand / supply equation could arise. Michael’s review of planning consents and applications and his wider knowledge of planned developments allowed an assessment to be made of developments appropriate in Belfast and their most opportune location.



Other relevant assignments/experience

14. In addition to the aforementioned assignments, Michael has also undertaken **hotel scoping studies for Down District Council** (2006), **Craigavon Borough Council** (start Nov 2008, completed May 09), **Lisburn City Council** (2004 and 2007), **Derry City Council** (2011 – in the run up to UK City of Culture and for a private sector client that was planning to develop a hotel in Dundalk (2007) and for another private sector client planning to develop in Leeds (2010).

15. Michael also completed **an Upmarket Hotel Prospects Report for Coleraine Borough Council** in 2008. This assignment included the high level assessment of two potential development sites in Portrush to determine which was best suited to an upmarket product.

16. He has also **advised on a range of new hotel developments** including the scale, features, market position and, or, the branding of the **Radisson Blu Hotel, Radisson Park Inn Hotel, the Fitzwilliam Hotel and the Ramada Da Vinci's Hotel** in Northern Ireland. This work included the preparation of feasibility studies, business plans, operational advice and management contract negotiation.

17. He has also undertaken a number of commercial appraisals or post project evaluations for Invest NI including **Galgorm Resort and Spa**, the **Magherabuoy House Hotel** and the **Slieve Donard Hotel** and he has recently undertaken business and market reviews for, and provided strategic and operational advice to, **The Ice House Hotel** in Co Mayo, **The Merchant Hotel**, Belfast, **The Park Avenue Hotel**, Belfast, the **Garvan O'Doherty Group** and for a major hotel, bar and restaurant chain with turnover of £25m per annum.

18. He has recently completed the business case for **a boutique hotel project to be developed in Derry** and for which funding from The Heritage Lottery Fund has been secured and he has also recently completed market assessments, feasibility studies and the development of business plans and economic development impacts for two proposed hotel/resort projects in **Ballycastle and at Slieve Gullion**. In 2011, Michael prepared the Belfast City Region Marketing Plan (2011 – 2014) for the Belfast Visitor & Convention Bureau. He currently sits on the Board of VisitBelfast and on the Belfast Integrated Tourism Strategy review group.

19. Michael also undertakes the research, analysis, interpretation of

outputs and he authors the annual **ASM Hotel Industry Survey for Northern Ireland** (now in its 18th year of publication).

20. His experience in the industry is highly regarded. He is a frequent guest on news and current affairs programmes with an economic or tourism element and he was appointed by a London based firm of Solicitors to act as an expert witness on behalf of Hilton Hotels in a contractual dispute with a landlord. He was subsequently appointed in 2012 to prepare a report into the negative impact of a new build road scheme on the trading performance and profitability at a nearby hotel. Substantial compensation was awarded to the hotel owners.

**Prof Terry Stevens (Managing Director, Stevens & Associates)****BACKGROUND:**

21. Professor Terry Stevens is the Managing Director of the international, specialist, tourism consultancy Stevens & Associates. He has worked on over 400 strategic tourism projects in some 50 countries around the world and has contributed extensively to the development of tourism on the Island of Ireland throughout the past 30 years.

**CURRENT & RECENT ASSIGNMENTS:****Tourism strategies**

22. Prof Stevens' work includes the preparation of national strategies for tourism in Ireland (for **Board Fáilte and NITB**) as well as regional and local area work for **Shannon Development, Westmeath County Council, Waterford County Council, Dublin City Council**, Larne Borough Council, Fermanagh District Council, Belfast City Council and Armagh City and District Council and many private sector Clients (including Guinness, Waterford Crystal, The Duke of Devonshire).

**Attractions**

23. Terry has worked on several of the NITB's '**Signature Projects**' over the years, including: **Titanic Belfast**, the **Giant's Causeway** and the **St Patrick's Trail**. He also led workshops for NITB on destination development in 2013. In 2014, he was jointly commissioned by Armagh and Down District Councils to undertake a review of the potential to further



develop the potential of St Patrick.

24. He has a long association with Northern Ireland and has been a regular visitor for personal and professional reasons since the 1970's. In 1982 he was the Allied Irish Bank's **Visiting Professor of Rural Planning at Queens University**.

#### **Accommodation development**

25. In terms of hotel and tourism accommodation provision most of the strategic work in destination development has included reviews of the demand and supply of overnight accommodation. Terry is currently working on a new concept for overnight accommodation for the community of Kerteminde in Denmark; he has worked with Design Hotels on an innovative 'pop-up' hotel concept for the Tu'Lum jungle in Mexico, a feasibility study for a new hotel complex in Cardiff Bay has just been completed and he is currently working with Michael Williamson on developing a new concept of accessible tourist accommodation for a site within the Gower AONB in Wales.

**Katie Cairns (Researcher, ASM)**

#### **BACKGROUND:**

26. Katie leads the research function within ASM. She has been involved in a number of tourism related assignments and particularly where these relate to tourist accommodation development.

#### **RECENT ASSIGNMENTS:**

##### **Hotel scoping study – Portrush (2015)**

27. This assignment is being undertaken in behalf of DSD and Coleraine Borough Council.

28. A key element of this appointment is determining the level of need for a possible new build, up market, hotel located in Portrush town. This need could arise from a range of market opportunities, including local businesses, golf tourism visitors, upmarket coach tours and independent overseas visitors, those attending events in and around the area and domestic visitors seeking high quality accommodation and facilities. In order to assess this potential, Katie is consulting with key industry

stakeholders such as Golf Tourism operators, Tour Group operators, local businesses and the University of Ulster at Coleraine, which hosts a number of conference and meeting events which could provide demand for high quality hotel facilities.

29. Consultations with Tourism NI, the Causeway Coast and Glens Regional Tourism Partnership, Coleraine Borough Council, Royal Portrush Golf Club and Tourism Ireland have also identified a number of market opportunities that are being pursued and which may have relevance to this assignment.

##### **Hotel scoping study – West Belfast (2014)**

30. This assignment was undertaken on behalf of Belfast City Council.

31. There is an aspiration amongst local stakeholders and development bodies for a new hotel to be developed in West Belfast so that the benefits of tourism can be directly felt by local businesses and attractions. However, there had been only limited research into the demand for such a development prior to 2014. As part of our scoping study for hotel facilities in this part of the City, we needed to establish whether, or not, there was likely to be a sustainable level of demand for a hotel or some other accommodation type, before turning our attention to the scale and nature of development required and its location.

32. Katie developed a standard questionnaire and contacted a wide range of businesses in the area to secure information on their requirements and preferences for hotel accommodation and other services. Katie also contacted all of the local health service and private hospitals in the area to determine the level of enquiries for overnight accommodation by those visiting friends and relatives and she assisted in analysing information provided by local stakeholders in terms of visitor numbers, reason and month of visit and in assessing the socio - economic profile of the West Belfast area to determine the demand for hotel facilities other than overnight accommodation.

33. Katie used the information gathered to extrapolate hotel demand projections for each of these key markets and for different types/grade of hotel. The output was then factored into our assessment of the demand potential for a hotel developed within the West Belfast area.



**Hotel scoping study –Windsor Park Stadium (2014)**

34. This assignment was undertaken on behalf of Belfast City Council and it was led by Michael Williamson.

35. A key element of this appointment was determining the level of need for a possible new build hotel located close to the redeveloped Windsor Park Football Stadium and the redeveloped Olympia Sports Village. This need could arise from several sources such as local businesses, travelling football fans, family and friends of “in-patients” at local hospitals and of local residents, and those attending events in and around the City. However, this potential demand had to be quantified and assessed.

36. Katie developed a standard questionnaire and contacted a wide range of businesses in the area to secure their needs and preferences for hotel accommodation and other services. Katie also contacted all of the local health service and private hospitals in the area (5 in total) to establish the level of enquiries for overnight accommodation by visiting friends and relatives, by medical staff and (in the case of private hospitals) during post operation recuperation. In addition, contact was made with the Irish Football Association and Linfield FC to determine the expected levels of attendance at International and League games and whether demand may exist from visiting fans/officials/teams. Katie used the information gathered to extrapolate hotel demand projections for each of these key markets and for different types/grade of hotel by location. This information was then factored into our assessment of demand potential for a hotel developed within the general area of Windsor Park / Olympia Sports Village.

37. This, in turn, informed the market position (ie star grade), the level of facilities and in turn, potential development sites that could offer the space requirements for such a scheme and which are easily accessible.



## Scoping Study of Tourist Accommodation: Destination Mourne Mountains & Ring of Gullion

## Examples of Previous Work

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### Hotel scoping study – Portrush (2015)

1. ASM is currently undertaking a scoping study of the need for an upmarket hotel as part of a future phase of the Portrush Town regeneration Plan.
2. This assignment is being conducted on behalf of DSD and Coleraine Borough Council. It requires that we demonstrate a need for such a project. As a result a comprehensive assessment of hotel performance in the town, and a review of strategies and plans that will drive visitor numbers in the future has been undertaken. From this, the demand for different types of hotel product can be predicted and this may include an opportunity for additional supply side development in the Portrush area. We will conclude on the market position of any new supply, the facilities that it should include, the scale of such developments and their location within the Portrush area.
3. As part of this process, we are also engaging closely with Royal Portrush Golf Club, Tourism Ireland; Tourism NI, the Causeway Coast and Glens Regional Tourism Partnership, local businesses, tour group and golf tour operators.

### Hotel performance and needs assessment – Belfast (2014)

1. This assignment was undertaken for Belfast City Council.
2. It required an assessment of hotel supply and bedroom demand in the council district from 2006 to 2012, highlighting how the profile of supply and of hotel users had changed during the period. As part of this assessment, we were also required to review the recessionary/supply side impacts on achieved room rates in hotels;
3. To determine future demand we undertook a review of current BCC/NITB/BVCB strategies/development plans (and other relevant documents) to establish the large scale projects/events/activities that are likely to increase the volume of overnight visitors to the City, identifying when this may occur (year and season), and the type of visitor that may be attracted by such developments. This enabled an estimate of future demand levels for hotel accommodation to be prepared.
4. An assessment of then current planning consents/rumoured developments and extensions was undertaken and an opinion on likely "deliverability" to 2018 provided. From this, we were required to assess

whether the expected increase in accommodation supply (by type) was likely to meet projected demand levels to 2018. We concluded on where "gaps" would exist (by hotel type) where opportunities existed to develop new room stock in terms of location within the district.

### Hotel scoping study as part of the redeveloped Windsor Park Stadium/Olympia Sports Village (2014)

1. This assignment was undertaken on behalf of Belfast City Council.
2. Given the proximity of the Windsor Park site to local business parks, hospitals and so on, we contacted a wide range of businesses in the area to secure their needs and preferences for hotel accommodation and other services. We also contacted all of the local health service and private hospitals in the area (5 in total) to establish the level of enquiries for overnight accommodation by visiting friends and relatives, by medical staff and (in the case of private hospitals) during post operation recuperation. In addition, contact was made with the Irish Football Association and Linfield FC to determine the expected levels of attendance at International and League games and whether demand may exist from visiting fans/officials/teams.
3. We also undertook a similar study in 2014 of the need for tourist accommodation in the West Belfast area.

### Tourism accommodation scoping study – Londonderry Inner City Trust (2014)

1. ASM was appointed by Londonderry Inner City Trust to undertake a scoping study for the restoration of a "landmark" building in the City.
2. Londonderry Inner City Trust is a registered charity with a remit to save historically significant buildings within the walled city area and to bring them back into economic use.-
3. The Trust had acquired the "Northern Counties Building" close to the Court House. It was in a run-down state but is highly significant in the City's recent history. Our research identified an opportunity to restore and convert the building into a unique boutique style hotel with meeting facilities and a small cookery school.
4. We then prepared a business plan for the project which accompanied an application to the Heritage Lottery Fund. We understand



## **Scoping Study of Tourist Accommodation: Destination Mourne Mountains & Ring of Gullion**

## **Examples of Previous Work**

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that it is the first hotel scheme to have been supported by HLF. Restoration work is currently underway.

### **Tourism development scoping study – Killeavy Castle Estate (2013)**

1. ASM was appointed by the Australian owner of Killeavy Castle Estate to look at opportunities to develop a tourism product on the site.
2. The Estate is located at Slieve Gullion and includes 160 acres of farmland and forest, a small castle and farm outbuildings.
3. Our research and consultations concluded that the development of the outbuildings into a small spa hotel and wellness centre (including walking/running/cycling trails, horse riding and nature trails etc) would offer the most appropriate and practical use of the Estate.
4. The project has secured planning consent and we are currently in negotiations with Invest NI regarding grant assistance for the scheme.

### **Tourism development scoping study – Ballycastle Town (2011)**

1. ASM was appointed by a private sector developer to look into the opportunity for new tourist accommodation development in Ballycastle.
2. Our research and consultation identified the need for a family orientated hotel and spa facility which would not only serve touring visitors to the area, but which could prevent the leakage of the family market to dedicated family orientated hotels in Ireland. We also identified a need for uniquely styled, up market, self-catering facilities in the area given that the Promoter has a number of sites with stunning views of the Causeway Coastline and beyond.
3. Application for grant assistance to support the hotel development has been made to DSD and Invest NI. Four high quality, detached, Scandinavian style self-catering units have already been developed.

### **Tourism development scoping study – Portrush Town (2008)**

1. ASM was appointed by a private sector developer to assess the opportunity for new tourist accommodation development on a site overlooking the East Strand in Portrush.
2. Our research indicated that there was a need for high quality self-catering facilities in the town and that the subject site, located adjacent to

the sea, would appeal to out of state visitors seeking a spectacular setting and views.

3. Given the difficult economic climate and the challenges of raising finance, the project has been placed on hold.

### **Other relevant assignments**

1. ASM has undertaken a number of other relevant assignments – these are detailed within our TEAM CVs.



### Understanding the brief

1. Tourism in Northern Ireland is going through transformation.
2. The development of signature projects and the hosting of high profile events have started to change perceptions of the country as a troubled land with no real appeal to the visitor.
3. And yet it is our recent past that has, in many ways, now created an opportunity insomuch as our naturally beautiful countryside and coast have not been blighted by over-development.
4. Underpinning the drive to move tourism to a new level was the Strategic Framework for Action 2004 - 2007. The principles behind the framework are sustainable market driven tourism development, customer focus, high quality and excellence. The development of the "Signature Projects" was identified as the mechanism to deliver world class excellence and international 'standout'.
5. Following on from the Strategic Framework for Action and the development of the Signature projects, the draft Tourism Strategy for Northern Ireland ("TSNI") 2010 - 2020 sets a clear objective to double tourism spending and to increase the number of visitors from 3.2 million to 4.5 million during that decade. We estimate that this could lead to an increase in overnight stays of 4 million (+36%) over the period to give a total of circa 15 million overnight stays per annum. If this is to be achieved, new accommodation must be developed since there is insufficient stock at present to meet expected demand during peak periods.
6. At the core of the Strategy is the intention to grow income from visitors faster than the growth in visitor numbers. This means that visitors will either spend more when they are in Northern Ireland, or stay longer, or both. The Strategy has also identified the following key short and medium term priority markets:
  - a) city breaks (especially event-led short breaks);
  - b) culture/experience seekers;
  - c) activity/special interest breaks;
  - d) conference, meeting and incentive travellers;
  - e) food,

- f) wellbeing;
- g) green travel and eco-tourism; and
- h) extended family groups

7. The draft TSNI identified 9 world class destinations within Northern Ireland and NITB supported tourism stakeholders in these destinations through the production and delivery of Destination Development Plans. So far as this assignment is concerned, the region takes in 2 of these world class destinations, these being the Mourne Mountains and Strangford Lough. Many of the aforementioned short/medium term priority markets fit especially well within the Mourne Mountains and Strangford Lough destination.

8. Of the 5 intended Signature projects, one is located within the region (Christian Heritage/St Patrick) while a further project (Mournes National Park) has yet to be realised.

9. A key feature of tourism in the region is that it is largely a day trip market. Of those overnight visitors to the region, local accommodation providers are heavily reliant on the domestic market.

10. Yet, it is arguably the region that has best access for out of state visitors and for overseas visitors using either Dublin or Belfast as their gateway. Recognising that increasing dwell time in the region and attracting new as well as returning visitors should improve the volume of overnight stays, the local councils in the area have been investing in their tourism assets and there has already been some marked success in this regard (Mountain Bike Trails / redeveloped Promenade in Newcastle, St Patrick's Trail for instance).

11. The Natural Resource Rural Tourism Initiative Tourism Strategy for the Mournes includes a number of key objectives designed to develop cultural tourism, improve access to tourism through the provision of infrastructure at key locations and protect and enhance the built and natural resources, character and bio-diversity of the rural resource. Meanwhile the **Mourne Mountains and the Ring of Gullion** have been identified as strategic natural resources within the regional development strategy for Northern Ireland with **major development opportunities**.

12. A key weakness in the development of tourism in the region has been identified as the **"limited tourism product"** including



## **Scoping Study of Tourist Accommodation: Destination Mourne Mountains & Ring of Gullion**

## **Understanding the brief**

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accommodation and tourism activities. Down District Council's Tourism Unit recognises that having a positive visitor experience is dependent on the level and type of available accommodation and this can either make for a good trip, or a poor one. Ensuring that there is sufficient stock of good quality accommodation to meet the varying needs of visitors is central to ensuring a positive visitor experience.

13. It is against this background, that this Tourist Accommodation Scoping Study is to be commissioned.

### **Risks and challenges**

#### ***Available performance data***

14. While information on the performance of the hotels, guest-house, bed and breakfast and the guest accommodation sectors is regularly published by NISRA, the level of available information on the Self-Catering, hostel and camping/caravanning sectors is less robust or simply not available in the manner required by the assignment. Therefore, we will need to gather primary research information from these accommodation segments to ensure a better understanding of the demand for these accommodation types and the seasonality of that demand.

15. Our methodology provides for direct consultation with accommodation providers for this and other purposes.

#### ***Reluctance to provide information***

16. Our experience of gathering information from the accommodation sector in Northern Ireland shows that for many, there is an initial reluctance to share what they see as sensitive business information. We address this by underlining the benefits of participation and providing a clear statement that information will not be shared with any other party.

17. As we plan to consult with a wide range of tour operators, there is also a risk that securing the required input from them may be an issue. We are currently engaged with a number of these organisations in other assignments that we are working on and we feel that this prior engagement will help to secure the necessary responses when we contact them in relation to this assignment.

#### ***Timeliness of our report***

18. There is always the risk that one or other key members of the team

may not be available due to unforeseen circumstances (such as illness) and this could affect the timing of our work.

19. To mitigate against this, we have in place the following contingency arrangements:

- a) in the absence of Michael Williamson, his role on the assignment will be undertaken by Adrian Patton (a Senior Manager within ASM and who has worked on a large number of tourism related assignments with Michael). Adrian will undertake the research, consultation and forward projection of demand elements of the methodology. He will prepare our report which will then be reviewed by another Director of the firm, Michael Nixon (who works closely with Michael Williamson on consultancy and corporate finance projects);
- b) in the absence of Dr Terry Stevens, his role will be undertaken by Michael Williamson; and
- c) in the absence of Katie Cairns, Adrian Patton will undertake the stakeholder research functions allocated to Katie.

#### ***Choosing the right team***

20. This is not only important for Down District Council, it is important for the successful bidder. We have undertaken a number of tourism accommodation scoping studies in the past and our team includes an international tourism expert (Prof. Terry Stevens) with direct experience of such work, and with extensive experience in the strategic development of tourism, in tourism trends and their implications for visitor accommodation preferences.



## Introduction

1. The starting point for this assignment is the **current “baseline” position** of accommodation supply, by type, and the profile of demand for the accommodation in the area. Recent statistics produced by NISRA for the South East region suggest that occupancy rates in most types of tourist accommodation are relatively low, suggesting that there may be opportunities to grow demand at a greater rate than any increase in supply. However, in determining any supply side shortfall, it will be important to determine the degree to which **seasonality** is a factor in the number of overnight stays in the region.

2. This research will need to be augmented by **direct contact** with accommodation providers to establish the reason why visitors use their accommodation (i.e. their purpose of visit to the area), and their nationality (certain visitor types are likely to have a preference for certain accommodation types) and whether, or not, accommodation providers have plans for expansion.

3. In looking at the future demand scenario, we need to **consult with** local council officers, Tourism NI, Tourism Ireland and key providers of visitors to the region (i.e. tour groups, inbound golf tour operators and so on) to determine what is going to change, or what needs to change, to improve the appeal of the region in respect of overnight stays, how these changes may impact on visitor numbers and the type/nationality of visitor and what their expectations are likely to be with regard to overnight accommodation. In talking to tour operators we hope to determine where deficiencies on the supply side currently exist. If they visit but do not currently “overnight” in the region, it will be important to determine why that is the case as this will represent a “lost opportunity” to the local economy.

4. The future demand scenario must be augmented and informed by international best practice and market trend reviews. This should look particularly at innovation in terms of product development (across all kinds of rural overnight accommodation provision for tourists) and in terms of the policy, planning and investment environments that exist in comparable geographic areas (so for example, we will look at what is happening in comparable rural destinations such as The Pembrokeshire Coast and New Forest National Parks and in South Somerset in the UK as well as, for example, rural Bregenzerwald in Austria). This research will provide

indicators as to the nature of demand as well as to the conditions that are put in place to secure investment and development in these types of products. This will involve desk research, telephone interviews with key stakeholders in these destinations and, where appropriate, visits to tradeshows, seminars and conferences on these matters.

## Preliminary research

### Key objectives:

- what is the profile of tourist accommodation supply in the region at present and has it changed materially?
- how does it perform in terms of bedroom and bed space demand? (and has there been material change over say, the past 5 years);
- meet with key stakeholders to establish the nationality of overnight visitors and the reasons to visit the region (currently there is a high ratio of day visitors to the region); and
- determine how the profile of demand leads to seasonality in terms of accommodation occupancy rates.

### Research approach

5. **Task 1:** The **current supply of tourist accommodation stock** (excluding camping and caravan/motorhome pitches) in the destination area will be assessed through consultation with the **Tourism NI Quality and Standards department** (which undertakes the certification & classification (star grading) of all tourist accommodation). From our discussions, we will also determine how the profile of that supply has changed over the past 5 years. Information on the number of caravan/motorhome and camping pitches can be secured from the local councils and DARD (i.e. Tollymore/Castlewellan). **We already have up to date details** on the number of caravan/motorhome pitches in the Newry and Mourne, Down and Ards Council areas. From this information we can “map” geographically, the location of accommodation supply, by type – this may be useful in highlighting **geographic gaps** in provision when looking at where visitors will be drawn across the region in the future.



6. **Task 2:** The **performance of each accommodation type** (excl. caravan/motorhome and camping), in terms of the demand for bedrooms and bed spaces, will be sourced from official statistics prepared by NISRA and from Northern Ireland Tourist Board accommodation sector reports over the past 5 years. This will help to build a profile of demand for tourist accommodation by type in the region, and whether it has been increasing or declining. **We are currently trying to determine the level of demand for touring caravan/motorhome and camping pitches in the region** for another assignment that we are currently working on, and if successful, we can use these outputs on this assignment.

7. **Task 3:** The **output from the above activities** will establish the type, scale, quality (star grade) and usage of the different accommodation types in the region, what changes have taken place in the supply of and the demand for each accommodation type and how each performs in comparison to other areas of Northern Ireland. Importantly, we should be in a position to determine the **seasonality of demand** for accommodation. This is important because if future growth in demand is in shoulder or low seasons, then the need for additional accommodation stock may not be as high as it would be if future growth arises during the peak season.

8. International benchmarking and trend analysis will be used to identify contemporary demand and market requirements for overnight accommodation in comparable locations. We will seek to identify the critical success factors for these developments including, for example, establish an understanding of the prevailing planning policies and conditions being applied, how local destination accommodation development is funded and how it is performing. It is clear that in highly attractive landscapes and designated landscapes there is a fast growing demand from emerging markets for novel, innovative and sometimes quirky forms of sustainable accommodation that matches the activities and heighten the experiences of a visit to these special places. We need to apply these ways of thinking about future product development to this destination.

9. **Task 4: Face to face consultation** or telephone based consultation with a selection of accommodation owners/managers (up to 30) will help augment this initial research by:

- a) establishing the nationality of visitors to different accommodation types;
- b) the level of demand for self-catering/hostel accommodation;

- c) when those nationalities visit; and
- d) the reason for their visit.

10. **Task 5:** This research will allow us to assess the markets that are "drawn" to the area by accommodation type (i.e. corporate, independent tourists, coach tours, sports groups, golfers, conference/special events guests, family etc), when they visit (seasonality) and where they come from. In the case of hotels, and where it is possible to do so, the results can be **benchmarked** against our own detailed research into the performance of the sector for the production of our annual **ASM Hotel Industry Survey**.

11. **Task 6:** The above activities will provide a **baseline position** from which any future accommodation supply side requirements can be determined.

#### Strategy review & consultation – the growth of tourism in the region

12. **Task 7:** Our initial research will be augmented by strategy and plan reviews and wide ranging consultation to determine the likely profile of visitors in the future. This will be achieved by

- a) a **review of tourism plans** and other reports for the area (specifically the **Destination Mourne Mountains Tourism Plan 2013 – 2018**, the **Destination Strangford Lough Tourism Plan 2013 - 2018** and other reports / research such as the relevant **visitor attitude surveys**, the **Natural Resource Rural Tourism Initiative Strategy** and economic development strategies for each council area where these have not already been considered within the context of the Tourism Plans, the **Northern Ireland Economic Strategy Priorities for Growth** and the draft **Tourism Strategy for Northern Ireland to 2020**. We will also discuss with Council representatives, any other plans to improve visitor attractions in the area and the wider tourism infrastructure and what they believe will change after the period of the current Tourism Plans (i.e. between 2018 and 2020);
- b) the **development opportunities** that exist and which are **being pursued** will inform the type of overnight visitor being



## Scoping Study of Tourist Accommodation: Destination Mourne Mountains & Ring of Gullion

## Proposed Methodology

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drawn to the region which in turn, will inform accommodation preferences. The expected increase in visitor numbers and when they are likely to arrive, will help inform the future **level of demand** for accommodation – this will help in identifying possible gaps in the type of accommodation provided at present (i.e. Northern Ireland has only limited provision in unique or interesting buildings and settings - why can't barges or fishing boats be used on Strangford Lough, disused lighthouses, old railway carriages and so on if these could add to the appeal of the region – especially for those markets drawn by activities or the history of the region) and in the **quantum of accommodation required**;

- c) in assessing future demand, we will also contact/survey key **manufacturing/service businesses** within the area including those with international reputation/connections that may require hotel accommodation and other facilities (such as conference and meeting space). This business tourism market may have important implications for any new development in the region;
- d) we will also consider the potential **legacy of hosting the Irish Open at Royal County Down** in 2015 by reference to its impact on the number of visitors to Royal Portrush, post the Irish Open being hosted there in 2012;
- e) we will discuss **"expected" tourist accommodation developments** (from a review of planning consents for the destination) / extensions to current premises and closures that will impact on the supply side over the next 5 years. We expect to consult with the **Down District Council Tourism Unit, the NI Hotels Federation, Tourism NI and Invest NI** for this aspect of the assignment – each of these organisations will have some level of contact with new/prospective developments;
- f) as part of the consultation exercise, we also want to understand how the area is to be marketed in the future, and to which source markets. To this end, we will consult with **Down District Council Tourism Unit, Tourism Ireland and Tourism NI**. During these consultations, we will also discuss any opportunities that exist for accommodation providers to

**enhance, compliment or provide additionality** to the region (i.e. motorhome stop-over points at static accommodation sites such as guesthouse/B&Bs, packaging access to attractions with overnight stays, combining overnights stays with visits to artisan food producers in the region etc). We will also be mindful of how the development/promotion of direct air access into Dublin and Belfast and the promotion of the Wild Atlantic Way could impact the region (especially for touring visitors in the case of the latter);

- g) we will contact **Tour Group** operators and inbound **Golf Tour Operators** (up to 20 in total) to assess their views on the current choice and level of supply of accommodation stock in the area, where deficiencies exist and where they see the growth opportunities for the destination from within their markets; and
- h) we will undertake an assessment of **emerging trends** in the industry that may impact on the profile of visitors to the area and we will also discuss with Tourism NI, the prospects in the region for attracting the **Incentives market** (note: with the current expansion of the Waterfront Hall in Belfast, there is an opportunity to better tap into the international conference/incentives market and this may present opportunities for the region).

### Conclusions on accommodation need

13. **Task 8:** Based on the targets set out in the **Tourism Plans**, adjusted to take account of any material opportunities arising from our consultations and research, we can produce estimates of the expected increase in the demand for tourist accommodation in the destination area over the period to 2020 by accommodation type. Importantly, we need to be mindful of "when" that demand is likely to arise as significant seasonal fluctuations may limit what additional stock can be developed if it is to be sustainable over the long term. The changing profile of visitors during the timeframe (including length of stay) will inform the type of accommodation required and when it is required (i.e. over the period between 2015 and 2020). When considered against the current baseline position of



accommodation supply and expected movements in that supply (i.e. new developments, closures), this will highlight where **“shortfalls”** in **or “excess” future provision are likely to emerge** in terms of accommodation type and bedroom numbers.

14. The key points from this exercise will be concluding on whether a natural gap exists or will emerge for current types of accommodation in the region and, or, it will highlight demand for new forms of accommodation and identify what these new forms of accommodation will look like and where within the destination they would be relevant and appropriate. It will also highlight model planning policies that could be applied and the form and character of the investment environment that is needed to make such investments work.

#### Location identification

15. **Task 9:** The Mourne Mountains, Ring of Gullion and Strangford Lough region is a geographically large, diverse and beautiful area. However, accommodation provision needs to be in those places that visitors want to stay by virtue of their reason to visit (i.e. water sports visitors need to be near water, golfers want to be near high quality courses) or because it offers some unique or interesting alternative to the mainstream. Indeed, there is an argument that the less isolated accommodation is, then the more likely visitors are to engage with, and spend in, the local economy. Taking account of the “drivers” that will deliver visitors to the region and their expected accommodation preferences, we will match expected demand with current provision while taking account of the current location of that provision (from our geographic mapping exercise undertaken above (paragraph 5 above). Where a shortfall in accommodation supply has been identified in the period to 2020, we will make recommendations as to the areas (i.e. town, village or townland etc) where additional supply should be developed and which is likely to best meet the requirements of visitors in the future.

## Scoping Study of Tourist Accommodation: Destination Mourne Mountains &amp; Ring of Gullion

## Proposed Timetable

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TIMETABLE / time input (days)															
Activity	Feb/Mar 15						Apr 15				May 15				
Initial research week commencing	23	2	9	16	23	30	6	13	20	27	4	11	18	25	
<b>Initiation meeting</b> with Down District Council Tourism Unit– Agree terms of reference, meeting dates, information availability / stakeholders to be consulted	MW 0.5														
Secure all reports referred to in the proposed methodology, plus any other reports deemed relevant.	KC 0.5														
<b>Task 1:</b> Meet Tourism NI ("NITB") Quality & Standards Dept – secure details on accommodation stock / discuss changes		MW 0.5													
<b>Task 2:</b> Gather official statistics on the performance of tourist accommodation in the region		MW/KC 1.0/1.0													
<b>Task 3:</b> Analyse the above information to determine accommodation supply and demand by accommodation type, and the seasonality of that demand in the region. International benchmarking & trend analysis			MW 1.0												
				TS 2.0											
<b>Task 4:</b> Direct consultation with accommodation owners/managers – gather performance data			MW 2.0												
<b>Task 5:</b> Assess accommodation users by visitor type				MW 1.0											
<b>Task 6:</b> Prepare baseline position of accommodation and performance			KC 2.0	MW 1.0											
<b>Task 7a:</b> Review tourism plans / strategies etc					TS 2.0										
<b>Task 7b:</b> initial assessment of future demand						MW 2.0									
<b>Task 7c:</b> contact private sector businesses						KC 3.0									
<b>Task 7d:</b> contact Royal Portrush re: legacy of Irish Open						MW 0.2									

**Key:** MW = Michael Williamson TS = Professor Terry Stevens KC = Katie Cairns

Time input in RED (days)

# Scoping Study of Tourist Accommodation: Destination Mourne Mountains & Ring of Gullion

## Proposed Timetable

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TIMETABLE / time input (days)														
Activity	Feb/Mar 15						Apr 15				May 15			
Initial research <i>week commencing</i>	23	2	9	16	23	30	6	13	20	27	4	11	18	25
<b>Task 7e:</b> assess level of new developments planned/rumoured								MW						
<b>Task 7f:</b> consult stakeholders regarding marketing of destination								1.0						
<b>Task 7g:</b> contact tour group and golf tour operators								MW						
<b>Task 7h:</b> assess emerging trends/opportunities that may be relevant to the region								2.0						
<b>Task 8:</b> calculate expected demand for accommodation by accommodation type								KC						
<b>Task 9:</b> conclude on supply shortfall locations								3.0						
<b>Task 10.</b> Prepare report – issue in draft form									TS					
Meet with <b>Down District Council Toruism Unit</b> to discuss report content an conclusions									1.0					
Make revisions to draft/issue report in final form									MW					
									2.0					
Total time input: MW: 21.7 days (@£600/day) TS: 6.0 days (@£750/day) KC: 9.5 days (@£250/day)														
	Total cost: £19,895 + VAT													

**Key:** MW = Michael Williamson TS = Professor Terry Stevens KC = Katie Cairns

Time input in RED (days)



	DAYS	DAILY RATE	PRICE (£)
Michael Williamson	21.7	£600.00	£13,020
Prof. Terry Stevens	6.0	£750.00	£4,500
Katie Cairns	9.5	£250.00	£2,375
Totals	37.2 days	Avg: £534	£19,895
Note: the Total Cost includes expenses but excludes VAT			

<b>Agenda Item:</b>	Public Art - Hilltown
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	Insurance and maintenance of Public Art in Hilltown
<b>Date:</b>	22 May 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Michelle Boyle

## Decisions Required

To approve the recommendations at 3.0 in the agenda.

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>This project being delivered by Mourne Heritage Trust is the final stage of the Mourne Public Art Programme, which has already installed 10 pieces of public art across the Mourne Area of Outstanding Natural Beauty. The final piece will be installed in Hilltown and has received funding from the Arts Council of Northern Ireland and Mourne Mountains Landscape Partnership.</p> <p>The Mourne Public Art Trail has been conceived as an interesting and innovative means of interpreting the landscape/culture/heritage of the Mournes whilst helping to disperse visitors across the area, communities, such as Hilltown, to benefit from tourism, thereby stimulating economic development.</p> <p>An experienced artist/facilitator during October/November 2013 carried out community consultation and creative engagement in Hilltown. The facilitator developed ideas and themes for artwork, which is reflective of the Hilltown area. The outcome informed the brief for a new piece of public art in the Square in Hilltown. The theme which is developing is on the basis of A pump, a pony and two gentlemen who never met.</p> <p>The art work is valued at £15250</p>
<b>2.0</b>	<p><b>Key Issues</b></p> <p>The piece of public Art in Hilltown is located on lands owned by Transport NI and as per previous pieces of public art installed across the Council at locations including Clough, Dundrum, Castlewellan, Bloody Bridge and Warrenpoint, Council have been requested to confirm that the site and piece of art will be insured (including public liability) and maintained by the Council for a period of at least 10 years following installation.</p> <p>The material used will be stainless steel and will require minimum maintenance</p> <p>In terms of previous pieces of art insured as part of the Mourne Public Art Programme, this has no cost to Council in terms of increased premium</p>

	<p>The Council have also been requested by Mourne Heritage Trust as per previous public art projects to pay the associated fee of £415.50 for the certificate of lawful development</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p><b>The site and piece of art will be insured (including public liability) and maintained by the Council for a period of at least 10 years following installation.</b></p> <p><b>To pay the associated fee of £415.50 for the certificate of lawful development</b></p>
<b>4.0</b>	<p>Resource Implications</p> <p>The piece will be insured for a cost of replacement of £15250 MHT have advised minimal maintenance The certificate of lawful development cost is £415.50</p>
<b>5.0</b>	<p>Appendices</p> <p>N/A</p>

<b>Agenda Item:</b>	Designate Trading Bays
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	Designation of 4 no. Trading Bays, Albert Basin Quayside, Newry
<b>Date:</b>	22 May 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Michelle Boyle

### Decisions Required

Members are asked to note the contents of the report, and consider and agree to:

- To proceed with the process of designating 4 no. Trading Bays at Albert Basin Quay Side – location to be agreed on site. The trading Bays will be non electric facilities.
- To accept letter of offer from Loughs Agency for £7500 and commence the process of detailed assessment and design of electrical upgrade requirements.
- Council continue to pursue funding opportunities to upgrade the electrical supply and access requirements at Albert Basin.

**1.0**

### Purpose and Background

Albert Basin is a Council owned facility in Newry City Centre which provides a deep water Quay for craft and is widely used for fishing and increasing used for events. The Albert Basin is located directly opposite the Quays shopping centre and therefore an extremely busy end of the City.

The Council has received interest from a number of private sector businesses regarding the potential to offer trading opportunities from this location for eg. Restaurant/Sandwich Bar concepts.

Trading at this location would require the allocation of trading pitches

**2.0**

### Key Issues

By virtue of Section 3 of the Street Trading Act (Northern Ireland) 2001 the District Council may pass a Resolution Designating a street in which it may allocate trading pitches to holders of street trading licences.

The District Council will consult with PSNI, DRD and may also consult other parties such as Planning, Chamber/City Centre Management, Businesses in the vicinity and other groups in the community considered relevant



	<p>Currently the location has electricity supply for 10 craft and the existing supply will not cater for any trading requirements. Newry &amp; Mourne DC have considered a report on upgrade requirements and agreed to investigate opportunities for funding. An application is pending with Loughs Agency which has been successful we await the letter of offer, for funding to undertake the detailed assessment and design requirements for the upgrade to electrics and any access requirements.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p><b>To proceed with the process of designating 4 no. Trading Bays at Albert Basin Quay Side – location to be agreed on site. The trading Bays will be non electric facilities.</b></p> <p><b>To accept letter of offer from Loughs Agency for £7500 and commence the process of detailed assessment and design of electrical upgrade requirements.</b></p> <p><b>Council continue to pursue funding opportunities to upgrade the electrical supply and access requirements at Albert Basin.</b></p>
<b>4.0</b>	<p>Resource Implications</p> <p>The standard Trading designation process will be used The Council have made available £2500 to match fund the detailed design and assessment for electrical upgrade</p>
<b>5.0</b>	<p>Appendices</p> <p>N/A</p>

<b>Agenda Item:</b>	Glebe National School in Donaghmore
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	Letter of support regarding pending application to secure funding
<b>Date:</b>	29 May 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Michelle Boyle

### Decisions Required

Members are asked to note the contents of the report, and consider and agree to:

- To provide letter of support to the Steering Committee for the Glebe National School restoration project which currently has an application pending to Heritage Lottery Fund

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>The Steering Committee of the Glebe National School restoration project has written to the Council requesting a letter of support for their project. An application is currently pending with Heritage Lottery Fund.</p> <p>The 'School House' is set on the historical Harshaw trail and is also in very close proximity of the 'Bronte Trail' therefore the School house will receive a lot of attention from tourists and historians alike and will also serve to be a place of great interest for local school field trips. It is located en route to the historical Tullymore House which is owned by the Irish Trust and more importantly, the School House is also adjacent to the historical Donaghmore graveyard, this is subjected to attention for its tenth century High Cross. The High Cross is of immense historical importance due to its unique size and its association with Saint MacErc. The graveyard is also the resting place of John Martin, the United Irishmen leader and many people who visit his grave also.</p> <p>The Steering committee believe to preserve the School House, would be to crystallise the big picture in regards to local tradition and would envisage guided tours for local schools and historical groups alike.</p>
<b>2.0</b>	<p><b>Key Issues</b></p> <p>Letter of Support for a local group who are seeking to restore an historic property for tourism, community and cultural benefits</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p><b>To provide letter of support to the Steering Committee for the Glebe National School restoration project which currently has an application pending to Heritage Lottery Fund</b></p>

4.0	<b>Resource Implications</b>  No cost to Council
5.0	<b>Appendices</b>  N/A

<b>Agenda Item:</b>	National Famine Commemorations
<b>Report to:</b>	Enterprise, Regeneration and Tourism Committee
<b>Subject:</b>	National Famine Commemorations
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Gerard McGivern
<b>Contact Officer:</b>	Gerard McGivern

### Decisions Required

To note the contents of the report and approve recommendations at section 2.0

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>The Irish Minister for Arts, Heritage and the Gaeltacht, Heather Humphreys TD, has announced that the 2015 Famine Commemoration will take place on Saturday 26 September in Newry. In recognition of the fact that the Great Famine affected all parts of the Island, the location of the Annual Commemoration has rotated in sequence between the four provinces since the first commemoration took place in Dublin in 2008.</p> <p>The Famine Commemoration event will be held on Saturday 26 September 2015 at Albert Basin, Newry and will be attended by Senior Government representatives from across the Island and overseas. Details of the event programme are currently under discussion with relevant government departments and will be brought to the Council when agreed.</p> <p>In the lead up to the National Commemoration a programme of supporting events will take place including schools education programme, travelling exhibition, conference and famine walk. Further details to be brought to the Council.</p>
<b>2.0</b>	<p><b>Recommendations</b></p> <p>The Enterprise, Regeneration and Tourism Committee is asked to consider the following recommendations:</p> <ul style="list-style-type: none"> <li>a) National Famine Commemoration Event to be held at Albert Basin, Newry, on 26 September 2015.</li> <li>b) Council in conjunction with Office of Public Works, Dublin, to procure the necessary infrastructure and services to host the event at Albert Basin.</li> <li>c) The Council to issue invitations to main commemoration event.</li> <li>d) Nomination of 6 Members from ERT Committee to sit on a working group with Council officials to work up detail of Famine Commemoration</li> </ul>

	and supporting events and agree through the ERT Committee.
<b>3.0</b>	<b>Resource Implications</b>
<b>3.1</b>	<p>The Council has provided funding in its budget for 2015/16. Contact has been made with DOE, DCAL and DETI, seeking financial assistance.</p> <p>The Office of Public Works, Dublin has agreed to provide financial allocation towards the costs of preparing the Albert Basin site.</p>
<b>40</b>	<p><b>Appendices</b></p> <p>None</p>

<b>Agenda Item:</b>	Gran Fondo Giro d'Italia
<b>Report to:</b>	Enterprise, Regeneration and Tourism Committee
<b>Subject:</b>	Gran Fondo Giro d'Italia 21 June 2015
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Gerard McGivern
<b>Contact Officer:</b>	Gerard McGivern

### Decisions Required

To note the contents of the report and approve recommendations at section 2.0

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>The Enterprise, Regeneration and Tourism Committee at its meeting of 13 April 2015 agreed to sponsor the Giro d'Italia Gran Fondo for the next 3 years. This years event takes place on 20/21 June 2015. The Committee also agreed to provide logistical support. The purpose of this report is to seek approval of the Council to provide the supports listed in Section 2.0.</p>
<b>2.0</b>	<p><b>Recommendations</b></p> <p>It is recommended that the Council provides the following services:</p> <ul style="list-style-type: none"> <li>a) To note the use of Dree Hill Car Park, Slieve Croob, Dromara as a hydration stop</li> <li>b) To note the use of Spelga Dam Car Park as a hydration stop</li> <li>c) In the event improvement works scheduled for Spelga Dam Car Park are not complete, Council to secure the site and to indemnify for use as a hydration stop.</li> <li>d) Provision of industrial size wheelie bins, as required, at Dree Hill, Spelga Dam, St Johns Church Car Park, Hilltown and Dromara Football Club Grounds, Dromara.</li> <li>e) Cleaning and removal of wheelie bins at the 4 locations</li> <li>f) Provision of Council staff to distribute refreshments at Dree Hill, Hilltown and Spelga Dam.</li> <li>g) Council staff to erect, and dismantle, route signage.</li> <li>h) Access to Warrenpoint Town Hall, or other suitable venue, for Volunteer Hub.</li> <li>i) Assistance of Council to distribute information leaflets to residents,</li> </ul>

	businesses and Chamber and attendance at Community meetings as appropriate.
<b>3.0</b>	<b>Resource Implications</b>
<b>3.1</b>	The Council has agreed to provide sponsorship and £6,000 for 2015/16. Costs of logistical support to be funded from existing budgets.
<b>40</b>	<b>Appendices</b>  None

# Strule Arts Centre

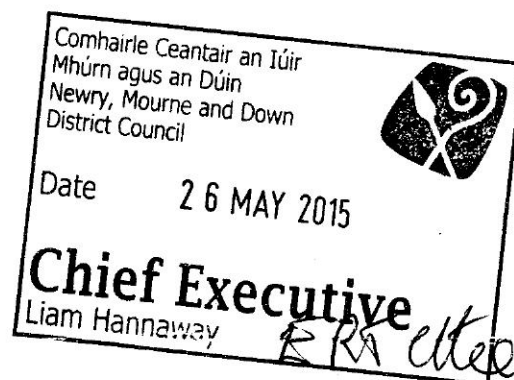
**Brendan Hegarty**  
Chief Executive



Fermanagh & Omagh  
District Council  
Comhairle Ceantair  
Fhear Manach agus na hÓmaí

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Your Ref  
Our Ref AR/1  
Date 20 May 2015  
Being dealt with by Pauline Clarke  
Email pauline.clarke@fermanaghomagh.com



R/S 112

Mr Liam Hannaway  
Newry, Mourne and Down District Council  
District Council Offices  
O'Hagan House  
Monaghan Row  
Newry BT35 8DJ

Dear Mr Hannaway

I attach information for the **BENEDICT KIELY WEEKEND, OMAGH'S LITERARY FESTIVAL**, which will take place in the **STRULE ARTS CENTRE, TOWNHALL SQUARE, OMAGH** on **FRIDAY 11, SATURDAY 12 and SUNDAY 13 SEPTEMBER 2015**.

I would be grateful if your Council would consider sending Representatives/Officers to the Weekend and I thank you in advance for doing so.

The cost is a very reasonable £85.00 which does not include accommodation. Sterling cheques are accepted but booking can be made by calling Strule Arts Centre Box Office on 028 8224 7831 or visit [www.struleartscentre.co.uk](http://www.struleartscentre.co.uk) to book online. Special rates are available for a limited number of rooms in the Silverbirch Hotel. The Tourist Information Office can help with arranging accommodation in other venues if required. Visit [www.facebook.com/KielyFestivalOmagh](http://www.facebook.com/KielyFestivalOmagh) or [www.struleartscentre.co.uk](http://www.struleartscentre.co.uk) for more updates.

I hope that your Council will agree to send Representatives/officers for the Weekend and I look forward to hearing from you.

Yours sincerely

*Pauline Clarke*

Pauline Clarke  
Arts and Cultural Officer

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THE 14<sup>th</sup>  
BENEDICT KIELY WEEKEND  
Omagh's Literary Festival

**A Raid into Dark Corners**

Friday 11 to Sunday 13 September 2015

Contributors include

**Michael Harding**

**Mark Graham**

**Martina Devlin**

**Sarah Baume**

**Colette Bryce**

**Conor McCloskey**

Full Weekend Tickets £85  
or Euro equivalent

Booking:

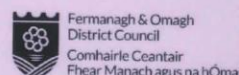
Strule Arts Centre Box Office

028 82247831

ROI 048 82247831

[www.struleartscentre.co.uk](http://www.struleartscentre.co.uk)

Updates: [www.facebook.com/KielyFestivalOmagh](http://www.facebook.com/KielyFestivalOmagh)

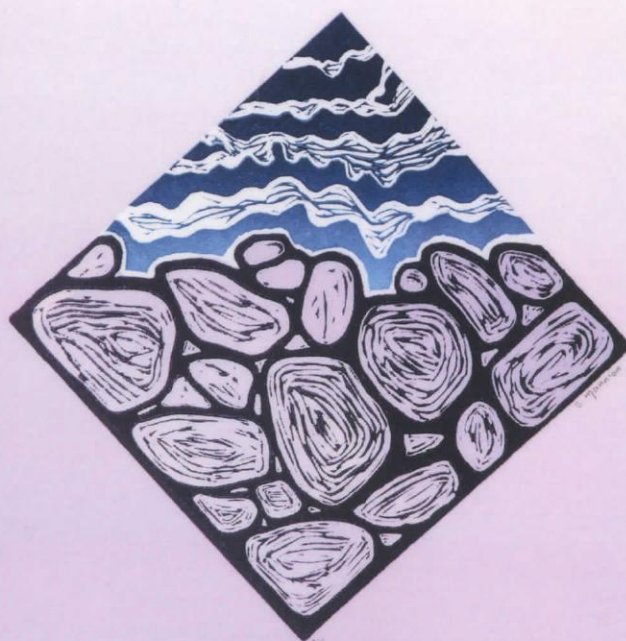


THE 14<sup>th</sup>  
BENEDICT KIELY WEEKEND  
Omagh's Literary Festival  
**A Raid into Dark Corners**

Strule Arts Centre Omagh  
Friday 11 to Sunday 13 September 2015

A festival of readings, discussions  
and workshops from leading and  
emerging writers

Wood engraver Susan Mannion will exhibit a collection  
of new work inspired by the work of Benedict Kiely  
from Friday 11 September to Saturday 31 October 2015



<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Milwaukee Irish Festival 2015
<b>Date:</b>	Monday 8 June 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism

## Decisions Required

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

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>The Milwaukee Irish Festival is the largest Irish diaspora consumer show and Celtic music festival in North America. The theme this year is living legends. It will take place 13<sup>th</sup> -16<sup>th</sup> August 2015.</p> <p>We have contacted the organisers and it is possible for the Council to have a presence at the event. In the past Council have used this forum to promote the County/destination features and elements around St Patrick.</p>
	<p><b>Key Issue</b></p> <p>The following areas could be promoted at the event;</p> <ul style="list-style-type: none"> <li>• A Destination (Co. Down/Co. Armagh) promotion in either the Destinations or Cultural sections of the festival.</li> <li>• A St Patrick Promotion/Presentation. Screening our new St Patrick Film as part of their Theatre programme/showcases.</li> </ul> <p>All of the above could be delivered and participation fees are nominal at \$400/\$500.</p> <p>The Milwaukee Hurling Club 20<sup>th</sup> anniversary celebration also takes place on Friday 21<sup>st</sup> August 2015.</p> <p>To attend both events the Chairperson would need to be in Milwaukee from 12<sup>th</sup> to 24<sup>th</sup> August.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p>Committee to confirm if Chairperson will attend.</p>
<b>4.0</b>	<p><b>Resource Implications</b></p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>None</p>

# EU Funding Event

You are cordially invited to attend an EU funding event hosted by Causeway Coast and Glens Borough Council and NILGA.

The purpose of the event is two fold:-

- To outline the new EU Structural Funds 2014—2020
- To offer Elected Members and Council officers the opportunity to question and engage with our three MEP'S:
- Martina Anderson MEP
- Diane Dodds MEP
- Jim Nicholson MEP

**Friday, 26th June 2015, 9.30am—11.30am**

Registration, tea/coffee from 9.00am

**Roe Valley Arts & Cultural Centre, Limavady**

**Places are limited so early registration is essential**

To reserve a place please contact Louise Pollock on 028 7034 7045 or email: [louise.pollock@causewaycoastandglens.gov.uk](mailto:louise.pollock@causewaycoastandglens.gov.uk) before 15th June 2015.

**Causeway Coast and Glens  
Borough Council**







**European Union**  
European Regional  
Development Fund  
Investing in your future

This project is part funded by the EUS INTERREG IVA Programme

Mr Liam Hannaway  
Chief Executive  
Newry, Mourne & Down District Council  
District Council Offices  
Monaghan Row  
Newry  
BT35 8DJ

1<sup>st</sup> June 2015

Dear Mr Hannaway *Liam*

**RE: East Border Region Board**

The first East Border Region Board meeting following the implementation of the Review of Public Administration Northern Ireland, took place on Thursday 28<sup>th</sup> May 2015. There are now three Directors for each council, a total of eighteen. Thirteen of the eighteen Board members are new to East Border Region with many having little or no prior knowledge of the organisation. This is the largest turnover of members since the inception of East Border Region.

At the meeting it was agreed that East Border Region conduct dedicated induction meetings with Board Members. These will take place before the end of June 2015. Directors will also under go dedicated Corporate Governance Training regarding the roles and responsibilities of a Director of a Company.

It was further agreed that Board members undertake further training at the Leuven Institute for Ireland in Europe regarding European Union Policy. The Institute has developed a dedicated Programme for East Border Region Board members which takes into account the need to get a better understanding of EU Policy and decision making in the area of EU Regional and Cohesion Policy and in particular, that of a Cross Border Organisation.

The training would also involve site visits which would give Board members the opportunity to witness at first hand some of the work that is being part funded by the EU and involving Local Authorities from other jurisdictions. Future issues for EU Policy and the role of East Border Region in supporting the objectives of EU 2020 will also be considered. (Provisional Programme attached.)

The total cost per person for this training is €500, excluding flights from Dublin-Brussels. East Border Region would be in a position to cover each delegate's flight costs.

2 Monaghan Court, Newry, Co. Down, Northern Ireland BT35 6BH

Tel: NI 028 3025 2684 Rol 048 3025 2684 Fax: NI 028 3025 2685 Rol 048 3025 2685

W: [www.eastborderregion.com](http://www.eastborderregion.com) Email: [admin@eastborderregion.com](mailto:admin@eastborderregion.com)

The purpose of this letter is to request that your council consider funding the remaining €500 for your three Board members plus advisor to attend this training in the Leuven Institute for Ireland. The total cost to your council for four delegates would be €2000/£1500.

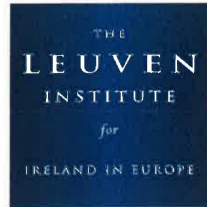
Provisional dates are Monday 14<sup>th</sup> – Wednesday 16<sup>th</sup> September 2015.

Thanking you in anticipation of your co-operation.

Yours Sincerely

A handwritten signature in black ink, appearing to read 'Pamela', with a long, sweeping horizontal line extending to the right.

**Pamela Arthurs**  
**Chief Executive Officer**



# **SUGGESTED PROGRAMME FOR EAST BORDER REGION POLITICAL STUDY VISIT TO THE LEUVEN INSTITUTE FOR IRELAND IN EUROPE, SEPTEMBER 2015**

## **Day 1**

- Flight from Dublin to Brussels Zaventem Airport
- 09.20 Arrive Brussels Zaventem Airport
- Transfer to The Leuven Institute for Ireland in Europe
- 10.30 Arrive at the Institute
- Refreshments and Check-in
- 11.00 Welcome address by the Director General of The Leuven Institute for Ireland in Europe
- 11.30 Introduction to the EU decision-making process
- Presentation on the role of the EU in policy making and the legislative process. How EU policies impact at sub-national level.
- 13.00 Lunch
- 14.00 Overview of EU regional policy
- Briefly cover some of the priorities of the current policy including, Strengthening research, technological development and innovation, Enhancing access to, and use and quality of information and communication technologies, Enhancing the competitiveness of SMEs, Promoting sustainable transport and improving network infrastructures, Promoting sustainable and quality employment and supporting labour mobility, Promoting social inclusion, combating poverty and any discrimination, Improving the efficiency of public administration.
- 15.30 Break
- 15.45 EU Interreg and Interact 2014-2020
- Presentation by the European Commission on cross border projects and the new rules and guidelines for the current framework.
- 17.15 End
- 19.30 Evening Meal

## **Day 2**

- 08.00 Breakfast
- 09.00 Depart Leuven for day of study visits of Interreg IVC regional projects (2010-2012) lead by local authorities in The Netherlands and/or visits to cross border operational programmes. The objective of the day is to explore and understand using real examples how partnerships at regional level are created and work.
- Regional Project options to visit include:
- 1. FLOOD-WISE
- FLOOD-WISE involved water managers from various European countries who exchanged experiences with flood risk management. The objective of FLOOD-WISE was to improve cross-border flood risk management in European river basins that cross national borders. (Lead partner, Euregio Maase-Rhine, Maastricht)



2. C2CN

The C2C network brings together EU regions to share and capitalise on regional good practice in implementing C2C principles in relation to waste prevention and management, and do so by producing sustainable solutions, economic development opportunities and social well-being. (Lead partner, Province of Limburg, Maastricht)

3. SufalNet4EU

SufalNet4EU was a network of 15 local and regional authorities aimed at transforming closed landfill sites into public parks, sports facilities for biking and golf, dog shelters, solar- and wind parks and commercial areas. (Lead partner, Province of Noord-Brabant, 's-Hertogenbosch)

4. Aqua-add (2012-2014)

Aqua-add aims to share knowledge and experience between the project partners, to better deploy the potential of water (economically, socially and environmentally) in urbanised landscapes and to improve the implementation of water measures in local and regional spatial development. (Lead partner, Municipality of Eindhoven)

Cross Border Operational Programmes to visit include:

A. Eureigo Maas Rhine

Office based in Maastricht, The Netherlands

Project area covers, Belgium, Germany and The Netherlands

B. Belgium-Netherlands

Office based in Antwerp

Project area covers, Belgium and The Netherlands

C. Belgium-France

Office based in Brussels

Project area covers, Belgium and France

18.00 Return to Leuven

19.30 Evening Meal

**Day 3**

08.00 Breakfast

09.00 Meeting with representatives from Ireland, Northern Ireland and other European Local and Regional Government Organisations

10.30 Break

10.45 Europe 2020: Regions delivering sustainable economic growth and employment

Presentation from Katholieke Universiteit Leuven's Political Science faculty.

12.15 Lunch

13.30 Panel discussion with three guests on the future issues and direction of EU regional policy

Suggested panel would include 1 Regional Office, 1 Academic and 1 Representative Organisation.

15.00 Visit to Leuven City Hall and walking tour of Leuven

16.30 End of study visit

18.00 Transfer to Brussels Zaventem Airport for flight to Dublin