



September 7th, 2017

Notice Of Meeting

You are invited to attend the Enterprise, Regeneration and Tourism Committee Meeting to be held on **Monday, 11th September 2017 at 3:00 pm** in **Boardroom, Monaghan Row.**

Chair: Cllr. P Byrne

Vice: Cllr. D Hyland

Members:

Cllr. R Burgess	Cllr. M Carr
Cllr. C Casey	Cllr. W Clarke
Cllr. D Curran	Cllr. G Hanna
Cllr. H Harvey	Cllr. T Hearty
Cllr. D McAteer	Cllr. O McMahon
Cllr. B Quinn	Cllr. M Ruane
Cllr. G Stokes	

Agenda

1.0 Apologies and Chairperson's remarks.

2.0 Declarations of Interest.

3.0 Action Sheet - Enterprise, Regeneration & Tourism Committee Meeting - Monday 14 August 2017. (Attached).

[Action Sheet - ERT August 2017.pdf](#)

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Presentations

4.0 Presentation from Mark O'Connell, Sports Tourism.

Enterprise, Employment and Regeneration Items

5.0 International Relations Forum Action Sheet. (Attached).

[International Relations paper.pdf](#)

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6.0 Brexit Paper. (Attached).

[Brexit Paper.pdf](#)

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7.0 City Deal. (Attached).

[City Deal Paper.pdf](#)

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Tourism, Culture and Events Items

8.0 Sports Tourism Outdoor Framework. (Attached)

[Sports Tourism Outdoor Framework.pdf](#)

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9.0 Down County Museum - British Museum Proposal 2018. (Attached).

[British Museum loans - 11.09.17 - v2.pdf](#)

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10.0 Tourism Marketing Plan Development. (Attached).

[Marketing Campaign Development and Implementation.pdf](#)

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11.0 Green Tourism - Top 100 Destinations on Europe. (Attached).

12.0 Sport NI Outdoor Inclusive Beaches. (Attached).

ERT Sport NI - Inclusive Beach Access.pdf

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13.0 Gateway to the Mounes Study. (Attached).

ERT Mourne Mountains Gateway Study.pdf

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Exempt Information Items

14.0 Proposed Sub Lease by Forestry Service of area at Slieve Gullion. (Attached).

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

ERT Slieve Gullion Paper.pdf

Not included

For Noting

15.0 ERT Action Tracker Update Sheet. (Attached).

ERT ACTIONS TRACKING UPDATE.pdf

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16.0 Scheme of Delegation. (Attached).

ERT scheme of delegation for ERT from April 2017 to end March 2018.pdf

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17.0 RDP Slieve Gullion application. (Attached).

ERT RDP Slieve Gullion Application.pdf

Page 69

18.0 Down County Museum and Slieve Gullion - Visitor Experience Grading. (Attached).

ERT Visitor Experience Grading - Down County Museum and Slieve Gullion.pdf

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19.0 Tourism Performance Statistics 2016. (Attached).

ERT Local Government District Publication 2016 (July 2017).pdf

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Invitees

Cllr Terry Andrews	terry.andrews@nmandd.org
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Mrs Marie Ward	marie.ward@nmandd.org

ACTION SHEET – ENTERPRISE REGENERATION & TOURISM COMMITTEE MEETING**MONDAY 14 AUGUST 2017**

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
ERT/131//2017	Heritage Lottery Fund – Great Places Application	<p>A) The Council to act as a lead partner for this application and submit the preliminary application.</p> <p>B) To pursue all relevant funding opportunities to match fund the application, if it is successful to the final stage.</p> <p>C) Recommend the ongoing support from other departments for the application.</p> <p>D) To incorporate match funding in 2018/19 budgets.</p>	Therese Hamill	Application has passed initial shortlisting and Officers to present to panel on 5 th Sept 2017. Further updates on progress will be relayed to Committee in due course.	
ERT/132/2017	Derrymore - Sport NI Application	A) To progress Stage 2 Conditions of the Sport NI Application for the regeneration of Derrymore Estate and Camough River Walk. Conditions are as follows, and must be in place	Amanda Smyth	Officers are progressing with actions outlined.	

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
		<p>before Sport NI can consider an award of funding:</p> <p>B) Procurement of a design team for preparation of technical drawings and BoQ's (if a letter of offer is secured, costs incurred here can be allocated towards Council's match funding of the project)</p> <p>C) To secure Planning approval if required</p> <p>D) To secure Legal Agreement with National Trust for delivery of the project on their land (ie, Development Agreement – National Trust will retain long term maintenance of the trails)</p> <p>E) To secure PPA agreements with relevant landowners for delivery of the Camlough River Walk project.</p> <p>F) To procure a contractor. (Appointment only subject to</p>			

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
		securing a Letter of Offer)			
ERT/133/2017	Horse Riding Provision – Castlewellan Forest Park	<p>(a) To adopt interim walking trails as permanent trail system for equestrians.</p> <p>(b) To apply same permit principles for horse riders as mountain bikes.</p> <p>(c) To create an interim trail head and car park.</p>	Heather Wilson	<p>(a) Trails waymarked on the ground</p> <p>(b) Permit system in place</p> <p>(c) investigations on-going into a trail head and car park</p>	Yes
ERT/134/2017	Dept for Communities Funding – Regeneration Projects	<p>(a) Council write to the Permanent Secretary for the Department for Communities regarding the following:</p> <ul style="list-style-type: none"> - To express the Council's concern at the on-going delay in Department for Communities funding for regeneration projects. - To seek a meeting between Council Officials and the Permanent Secretary to discuss the on-going delay in funding and the Urban 	Jonathan McGilly	Ongoing	

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
		<p>Regeneration Forward Work Plan and to request that when funding is agreed for the three schemes, that Letters of Offer should allow for an extension into the 2018/19 financial year for scheme completion and spend.</p> <p>(b) Report back to the Enterprise Regeneration & Tourism Committee Meeting in due course.</p>			
ERT/135/2017	Notice of Motion -Farmers/Artisan Market – Downpatrick	<p>(a) A pilot project be undertaken in 2018/19 to include a market in Newcastle initially, and based on evaluation of the Newcastle Market, a trial Market could be held in Downpatrick to confirm the level of interest, thus providing an opportunity to assess the preferred location/s.</p> <p>(b) If the pilot markets prove</p>	Margaret Quinn	Preliminary work will commence on project in October	

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
		<p>successful, the Council to appoint a company to deliver the Market/s on behalf of the Council.</p> <p>(c) Following evaluation of the pilot markets, the Council to consider arranging Farmers Markets in other towns across the District.</p>			
ERT/136/2017	Notice of Motion - Masterplans	<p>That given the Community Planning Structures and DEA Forums interaction with all the key agencies involved, the Council continue with it's agreed course of action on Masterplans, as agreed in February 2017, and do not establish a Downpatrick Masterplan Implementation Group for the following reasons as outlined in Report dated 14 August 2017 from Mr J McGilly, Assistant Director of Enterprise, Regeneration & Tourism.</p>	Jonathan McGilly	Masterplans ongoing as per Council agreement.	

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
ERT/137/2017	NI Economic Conference	<p>The following delegates to attend the Economic Conference to be held on Wednesday 25 October 2017 in Armagh City Hotel at a cost of £306 inc vat, per delegate:</p> <ul style="list-style-type: none"> - Chairperson of ERT Committee (Councillor P Byrne) - Deputy Chairperson of ERT Committee (Councillor D Hyland) - 1 No. Official 	Marie Ward	Places booked	
ERT/138/2017	Tourism Performance Figures 2016	<p>To note Report dated 14 August 2017 from Mr A Patterson Assistant Director Tourism Culture & Events, regarding tourism performance figures 2016.</p> <p>Mr A Patterson Assistant Director of Tourism Culture & Events, to submit a more detailed report on Tourism Performance Statistics to the ERT Committee based on the points raised by members.</p>	Andy Patterson	Reports sent to Committee Members 5 th September 2017.	

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
ERT/139/2017	IGTM Dec 2017	Newry Mourne & Down District Council attend the International Golf Travel Market (IGTM from 11- 14 December 2017 in Cannes France, with a Council stand to promote Golf Links and parkland courses along with tourism experiences and invite golf clubs within the regions to share the stand space with Council, subject to parkland and links golf clubs within the region attending.	Tracey Mooney	Expression of Interest issued to Clubs, await responses by 8 th Sept. Stand space provisionally booked.	N
ERT/140/2017	Clanbrassil Barns & Tea Rooms – Tollymore Forest Park	The Council enter into a legal agreement with the DAERA for a 20 year Lease for Clanbrassil Barns & Tea Rooms at Tollymore Forest Park, subject to valuation by DAERA and condition assessment by Council, as per Report dated 14 August 2017 from Ms M Boyle, Tourism Development Officer.	Michelle Boyle	Council Officials to Forest Service confirmation of intention to lease.	

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
ERT/141/2017	Junior Golf Competition	<p>(a) Newry Mourne & Down District Council to manage the Newry Mourne & Down Junior Golf Tournament to take place 15-17 August 2018.</p> <p>(b) To appoint Newry Mourne & Down District Council to be represented on the organising group along with representation from:</p> <ul style="list-style-type: none"> - Warrenpoint Golf Club - Kilkeel Golf Club - Royal County Down - Golfing Union Ireland 	Tracey Mooney	<p>(a) Clubs booked and branding designed.</p> <p>(b) T. Mooney and M Ward to represent.</p>	
ERT/142/2017	Warrenpoint Baths	To appoint a suitably qualified multi-disciplinary team to design and manage a development brief process in line with existing planning approval.	Martin Patterson	Officers meeting scheduled for 31 st August to progress.	N
ERT/143/2017	Land – Slieve Gullion Forest Park	(a) The Council enter into discussions with the landowner for a narrow strip	Michelle Boyle	Council liaising with landowners agent.	

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
		<p>of land approximately 110m x 8m, situated on an agricultural field at Slieve Gullion Forest Park, which fronts onto Wood Road, almost opposite existing car park.</p> <p>(b) Council to proceed to purchase the land, subject to negotiations arriving at a price which represents best value for Council and is agreed by Land & Property Services, and subject to the completion of legal formalities.</p>			
END					

Report to:	Enterprise Regeneration and Tourism Committee
Subject:	International Relations
Date:	Monday 11 th September 2017
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism

Decisions Required

To consider the contents of the report and to:

Adopt the amended International Relations Policy, Framework and Terms of Reference.

Approve participation in the music programme exchange with Southern Pines in April 2018 with attendance by the six children who participated in July 2017 (substitutions to be agreed if required), the Chair of Council, two Council Officials to travel with the children and supervise the programme.

Approve the Chair of Council, one Council Official and one representative from the education sector attending the anniversary celebration of School No 7 in Kirovsk.

Approve the development of Sioux Falls agreement with an emphasis on business and trade.

Approve further consideration of the City of Pawtucket request with paper to be brought back to a future ERT Committee.

1.0 Purpose and Background

At the Strategic Policy and Resources Committee on 15th December 2016 the International Relations Policy and Framework were approved.

The work associated with International Relations has now transferred to the Enterprise, Regeneration and Tourism Committee. At a meeting of the International Relations Forum on 24th August 2017 the Policy and Framework were reviewed. This paper sets out the key objectives of Sister City and Twinning agreements and the future projects with the existing Sister City and Twinning partners including:

- Southern Pines
- Kirovsk
- Sioux Falls

Consideration is also given to future requests for Sister City/Twinning arrangements.

The key elements for the Council Sister City and Twinning Connections are set out below:

Education

Providing experience in international affairs and citizen diplomacy to youth. Exchanges are often the first opportunity that youth have to travel abroad, and the experience of

	<p>being a guest rather than a tourist is a unique opportunity that helps develop cross-cultural competence and maturity. Activities will include, for example, short- and long-term student exchanges, virtual exchanges and sports tournaments. Educational exchanges, whether at high school or college level will provide young people with the opportunity to develop professional and Inter personal skills. These types of exchanges are often described by participants as “a life-changing experiences”.</p> <p>Arts and Culture</p> <p>Arts and cultural programs which will connect people from different backgrounds on a fundamental level. By experiencing and exploring the culture of an international community, people will gain insight into the history, values of each area.</p> <p>Cultural exchanges can take many different forms, with musical performances, art exhibits and cultural festivals.</p> <p>Business and Trade</p> <p>Economic development programming will allow for an exchange of best practices between each of our communities.</p> <p>Peer-learning will be an important element between municipal employees and elected officials with the aim of considering implementation of innovative policies and management techniques in for example, tourism, economic development and education.</p> <p>In addition to trade delegations and tourism expenditure, twinning and sister city programs create connections with international municipal officials, institutions, and businesses. These connections build trust, access, and expertise that can help local businesses find new opportunities. Whether it is access to new markets, assistance navigating import and export regulations, or introductions to new partners, twinning and sister city programs expand the resources available to local businesses.</p>
<p>2.0</p>	<p>Key Issues</p> <p>The International Relations Policy has been amended to reflect the change in Directorate responsibility.</p> <p>The International Relations Framework has been amended to provide clear guidance on consideration of any new partnerships or projects. This includes that partnerships MUST provide Education, Arts and Culture or Business and Trade Connections and MUST have a municipal connection.</p> <p>The Terms of Reference for the International Relations Forum has been amended to reflect a change in membership and meeting arrangements. The core membership of the Forum will be Councillors and external partners will be invited to themed meetings of the Forum as appropriate eg the next meeting will be specific to education.</p> <p>The Forum considered the following matters:</p> <ol style="list-style-type: none"> 1. Music Exchange with Southern Pines. A successful exchange was held with Southern Pines youth participating in a week long music programme in Newry, Mourne and Down in July 2017. Six

	<p>Children from the district participated in the programme. Southern Pines have invited the group to visit in April 2018 to develop the music programme.</p> <p>This initiative is in line with the elements of education and arts and culture development.</p> <ol style="list-style-type: none"> 2. Invite from Kirovsk to the celebration of 55 years of School No 7. Recognition of the educational benefits of the twinning arrangement and the recent visit to the Newry, Mourne and Down area. 3. Development of Sioux Falls Twinning arrangement. There is the potential for development of Business and Trade relations with the area, particularly with the recent change in ownership of BE Aerospace in Kilkeel to Rockwell Collins, a major employer in Sioux Falls. 4. Consideration of a request from the City of Pawtucket, Rhode Island for a Sister City agreement. The City of Pawtucket proposal has the potential to provide tourism and culture and arts links.
3.0	<p>Recommendations</p> <p>To consider the contents of the report and to:</p> <p>Adopt the amended International Relations Policy, Framework and Terms of Reference.</p> <p>Approve participation in the music programme exchange with Southern Pines in April 2018 with attendance by the six children who participated in July 2017 (substitutions to be agreed if required), the Chair of Council, two Council Officials to travel with the children and supervise the programme.</p> <p>Approve the Chair of Council, one Council Official and one representative from the education sector attending the anniversary celebration of School No 7 in Kirovsk.</p> <p>Approve the development of Sioux Falls agreement with an emphasis on business and trade.</p> <p>Approve further consideration of the City of Pawtucket request with paper to be brought back to a future ERT Committee.</p>
4.0	<p>Resource Implications</p> <p>Staff time to deliver on International Relations and develop Sioux Falls partnership and consider City of Pawtucket request.</p> <p>Southern Pines music programme costs will be in the region of £5-£6K (financial contribution to be made by children travelling), this amount will be provided for in the 2018/19 budgets</p> <p>Kirovsk visit to School No 7 will cost in the region of £3K and will be provided from the ERT directorate budget for 2017/18</p>
5.0	<p>Equality and Good Relations implications</p> <p>All necessary considerations will be taken account of.</p>
6.0	<p>Appendices</p>

	<p>International Relations Policy International Relations Framework International Relations Forum TOR Action sheet from International Relations Forum August 2017 meeting</p>
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Newry, Mourne and Down District Council International Relations Policy

1. Title

International Relations Policy

2. Statement

Council approves the policy to ensure a more strategic and co-ordinated approach to the development of district's European and international partnerships and engagement.

3. Aim

The Policy aims to provide a framework for the development of international relationships between the Council and its European and non-European partners.

The Policy will support Council's Corporate Plan and will ensure the best global positioning and advantage for the Council and people of Newry, Mourne and Down.

The main objectives of the Policy are:

- Strengthening international partnerships and fostering linkages
- Enhancing district's reputation & influence internationally
- Maximising funding opportunities
- Developing better joined-up working with our key partners

4. Scope

The International Relations Policy applies to everyone who works for Newry, Mourne and Down District Council, including:

- All Elected Members
- All permanent staff and managers, full-time or part-time, at all levels
- Staff working for the Council on secondments from other organisations or staff appointed jointly with another organisation

5. Related Policies

NMD International Relations Framework
NMD Corporate Plan
NMD Good Relations Strategy
NMD PEACE IV Action Plan
NMD Economic Regeneration and Investment Strategy
NMD Tourism Strategy

6. Definitions

N/A

7. Policy Owner

Director of Enterprise, Regeneration and Tourism

8. Contact details in regard of this policy are:

Director of Enterprise, Regeneration and Tourism

9. Policy Authorisation

SMT Authorised on 11 November 2016

Strategy, Policy and Resources
Committee Authorised on 15 December 2016

Council Authorised on 9 January 2017

10. Policy Effective Date 11th September 2017**11. Policy Review Date**

The policy will be reviewed in line with the Council's agreed policy review cycle i.e. every 4 years (as per Council's Equality Scheme commitment 4.31), or sooner to ensure it remains reflective of legislative developments.

12. Procedures and arrangements for monitoring the implementation and impact of the policy

The Policy is complemented by the International Relations Framework which includes principles guiding decisions on international engagement and examples of actions to support policy delivery.

The Policy will be realised through specific actions and projects which will be reported to and approved by the Strategy, Policy and Resources Committee.

Responsibility for the overall Policy delivery and monitoring will lie with the Council's Strategic Programmes Unit.

A Reference Group will be established to support the implementation of the Policy.

13. Equality Screening

The policy has been equality screened and it is recommended it not be subject to an equality impact assessment (with no mitigating measures required).



Comhairle Ceantair
**an Iúir, Mhúrn
agus an Dúin**
**Newry, Mourne
and Down**
District Council

INTERNATIONAL RELATIONS FRAMEWORK

Amended
11th September 2017



CONTEXT

Located in the south east of Northern Ireland, and covering parts of Counties Down and Armagh, Newry, Mourne and Down District is easily accessible from both Belfast and Dublin. Renowned for its scenic beauty, we are bounded on the east by Strangford Lough and Carlingford Lough, and on the west by Slieve Gullion and Slieve Croob, with the picturesque Mountains of Mourne at our centre. To complement our outstanding natural assets, we are also home to a number of significant built heritage assets including Struell Wells in Downpatrick, Dundrum Castle and Bagenal's Castle in Newry City.

Population

As the third largest Council, we make up approximately 11% of the total land area of Northern Ireland, more than 100 miles of coastline, and provide services to 171,533 residents (2011 Census). This represents 9.5% of the total population of Northern Ireland. 28.5% of our population is aged 19 or younger, 58.1% are 20-64 and 13.4% are over 65.

Urban & Rural

In addition to Newry City, our principal settlements are Downpatrick, Ballynahinch, Kilkeel, Newcastle, Warrenpoint and Crossmaglen. Our challenge is to take advantage of the wider EU as well as other funding opportunities to regenerate our urban and rural areas, including those available for cross-border initiatives.

Connectivity

Our District enjoys excellent road and rail links with Dublin as well as Belfast and contains a number of ports and harbours, providing direct access by water.

Tourism

Our tourism potential is enormous with three areas of outstanding natural beauty in Strangford & Lecale, Slieve Gullion, and the Mourne, numerous Blue Flag beaches and an unrivalled link to St Patrick.

Enterprise & Employment

Our District is an attractive location for business. Newry City is strategically placed on the A1 / M1 Belfast to Dublin corridor and Downpatrick is in close proximity to Belfast. The district is well served with a strong retail offering and a diverse range of service industries, manufacturing and agro-food businesses.



Existing partner and sister cities links

Newry, Mourne and Down has a strong and well established history of working in formal relationships with cities/towns from around the world. These relationships include Sister City agreements with Southern Pines (USA) and Twinning agreements with Bezons (France), Listowel (Ireland) and Kirovsk and Grozny (Russia).

These existing relationships have built numerous excellent examples of successful co-operation over a number of years that will enable the district to facilitate renewed and refocused activities in support of delivering the district's priorities and ambitions.

Links with countries of origin

Newry, Mourne and Down is a welcoming district and has recently attracted migrants from EU and non-EU countries. Most notably the district has a large population of residents from Central and Eastern Europe and from other parts of the world including Asia, Africa and the Middle East. This trend of inward migration has contributed to the demographic of nearly 5% of the district's population being from black and minority ethnic backgrounds.

These ties and links back to those countries of ethnic origin offer the district an enormous opportunity to use its citizens as ambassadors for the district in support of a number of its priorities. Of particular interest are those ambitions around tourism, education, culture, community cohesion, trade and investment.

European and international networks/projects

Newry, Mourne and Down District Council have been involved in a number of EU transnational programmes and have realised the benefits of this collaborative working in terms of policies, innovation and good practice.



PURPOSE

This document complements Council's International Relations Policy.

The purpose of the International Relations Policy is to provide a framework for the development of the district's European and international engagement.

The Policy will enable a more strategic and co-ordinated approach to promoting the district globally, enhancing its reputation, attracting investment, encouraging trade and developing cultural and educational links and tourism.

We believe that the Policy and its actions will benefit:

Newry, Mourne and Down District Council as organisation directly in the following ways:

- Developing the skills and knowledge of elected members and officials and making the organisation more open and efficient through learning from and engagement with other regions.
- Opening up funding and partnership opportunities to advance more efficient and relevant provision of services.
- Extending the leadership and facilitation role of the Council through collaboration with stakeholders to advance economic, social and cultural positioning and promotion of the district on the global stage.

Newry, Mourne and Down district and its people, communities, business, cultural bodies and education institutions:

- Creating access to opportunities for economic, cultural, tourism and education growth.
- Developing collaboration among stakeholders in the interests of promoting the district.
- Enhancing the reputation and positive perception of the district globally.
- Supporting the integration of migrant communities in the district.
- Building co-operation around the international agenda with other local authorities in the UK and the Republic of Ireland.

Some international partnerships will be underpinned by Council's commitment to Corporate Social Responsibility for the benefit of under-resourced communities in selected countries.

POLICY OBJECTIVES

The Policy will support Council’s Corporate Plan along with its main strategic objectives and will ensure the best global positioning and advantage for the Council and people of Newry, Mourne and Down.



Objectives:

1. Strengthening international partnerships and fostering linkages:

- Enhancing and refocusing our existing international relationships with Europe, the USA and Russia and consider other emerging opportunities.
- Pursue new relationships that offer economic opportunities, support tourism through attracting conferences/international events, provide learning opportunities for Council officials, elected members and stakeholders and provide opportunities to influence policy at national, European and Global level.
- Engage through bi-lateral and multi-lateral relationships in advancing solutions to global challenges of urban/rural growth, economic development, sustainability, democracy & citizen participation.



- Building on countries of origin – building on well-established connections that local people and communities have with their countries of origin with a particular focus on tourism, culture, education, community cohesion and trade.

2. Enhancing influence & reputation internationally

- Promotion of the district as a place of innovation, creative energy and natural beauty and enhancing our international reputation.
- Sustaining and strengthening relationships with the key EU institutions.
- Enhancing our international relationships.

3. Maximising funding opportunities

- Targeting relevant funding opportunities to support the international objectives.
- Leveraging European initiatives to further support and develop international opportunities with countries beyond Europe.

4. Developing better joined-up working with our key partners

- Working with key stakeholders to develop our international engagement with a shared vision for growth and prosperity of the district.
- Facilitating better communication and mutual learning across partners.

PRINCIPLES GUIDING DECISIONS ON INTERNATIONAL RELATIONS ACTIONS

1. Any new partnerships or projects must fit with Council's corporate strategic objectives or be part of our commitment to Corporate Social Responsibility and **MUST** provide Education, Arts and Culture or Business and Trade Connections.
2. Any new partnership **MUST** have a municipal connection.
3. All international relationships and associated projects must be built around collaboration and co-operation with local, national and global stakeholders.



4. All international relationships must be assessed regularly on their current reality and continuing potential to deliver demonstrable and practical benefits to the district.

5. International relations initiatives of Newry, Mourne and Down Council must not replicate initiatives or actions already developed or being delivered by stakeholders in the district.

The following table identifies the main categories of stakeholders, their possible roles and interests, and Council’s potential roles in respect of each category. This is not a complete list and other key stakeholders may emerge over time. Council will engage with stakeholders to inform forward planning of international relations activities and work with them to deliver same.

Categories of stakeholders	Council’s potential role(s)
Regional Govt Departments and Regional Agencies, e.g. Executive Office, Department for Communities, Enterprise Ireland, Invest NI, SEUPB, NI Tourist Board, etc.	Work in partnership to promote the district globally and maximise funding opportunities.
Business Community in the District	Facilitate connections and projects that open up access to markets globally, attract global talent, business and investment.
Further Education	Facilitate connections and collaboration through projects that promote and extend Further Education
Cultural /Sporting Institutions in the City	Facilitate and support connections that enrich the cultural and sporting life of the district and extend its global reach
Community/voluntary organisations	Work in partnership with those organisations that have an international reach and/or that have close ties to



<p>Council, its elected members, staff and service delivery partners.</p>	<p>countries of origin of local communities</p> <p>Identify and promote learning through knowledge exchange and staff exchange programmes internationally that enhance skills and contribute to organisational change and efficiency. Identify and advise on funding opportunities that could benefit Council service provision.</p>
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ACTIONS TO SUPPORT POLICY DELIVERY

Bi-lateral relationships

These can be formalised in the traditional manner of Twinning or through Sister City/Friendship Agreements. In both situations the bi-lateral agreement must be time-defined, have specific objectives and an agreed programme of work or project commitment between the two cities/regions.

Multi-lateral relationships through organisations of common purpose

Participation must involve relevant units of the Council and/or stakeholder organisations and /or elected members. The objectives of involvement may include: policy-focused, project-focused, promotion of the district, learning/skill development. The regular review must be based on the value they bring to the district, and the feedback of participants.

Economic development projects/partnerships external to the district

This involves working closely with the Enterprise, Regeneration & Tourism Department in the Council, local business and agencies such as Newry and Mourne Enterprise Agency, Invest NI and Enterprise Ireland. It involves identifying funding opportunities to underpin such activity, relevant partners/projects and advising and negotiating of a time-defined and target/goal - focused programme of actions. The action would seek to develop collaboration and innovation, support access by local business to new markets globally, attract technical expertise and entrepreneurs, and stimulate trade.

Networks/projects of learning, international best practice and staff exchange

These may be networks/projects with an international focus on learning and exchange. The objective is to provide ideas, knowledge and information to the



Council and stakeholder organisations that result in project activity designed to benefit Council, stakeholders and the district.

Supporting business tourism

This involves providing support for organisations and stakeholders who bid or seek business conferences or events to locate in the district.

Promotion and global marketing of the district

This involves using and creating opportunities through web-based promotion, social media, conferences/events speaking engagements and use of print, radio and TV/Film media to promote the district as destination for inward investment, conference/events and tourism. This action will be fulfilled in close collaboration with Council's Communication & Marketing Department.

Providing advice, speech material and policy drafts as required on international matters

This involves providing advice and informed opinion to the CEO, Management Team, the Chairperson and Councillors on international issues as required. It also involves drafting policy options and preparing speech material as required for international meetings and events.

The International Relations Policy has connections with other strategies and Council activities including:

- NMD Corporate Plan
- Newry, Mourne and Down Economic Regeneration and Investment Strategy
- PEACE IV Action Plan
- Good relations Strategy
- The media relations and communications functions of the Council
- International connections and networks developed by Council departments around learning, best practice, expertise exchange, or professional membership organisations.

DELIVERY, MONITORING AND REVIEW

The Policy will be realised through specific actions and projects which will be reported to and approved by the Strategy, Policy and Resources Committee.



Responsibility for the overall Policy delivery and monitoring will lie with the Council's Strategic Programmes Unit.

A Reference Group will be established to support the implementation of the Policy.

INTERNATIONAL RELATIONS REFERENCE GROUP

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- Terms of Reference -

Scope:

The International Relations Reference Group will support the implementation of Council's International Relations Policy and the associated framework. It will play a role in the development and delivery of actions and projects which will contribute to achieving policy objectives, and in particular specific actions and projects under Sister Cities and Twinning arrangements between the Council and its international partners.

Membership:

Membership shall be composed of:

- Two Councillors nominated from Sinn Féin
- Two Councillors nominated from SDLP
- One Councillor nominated from DUP
- One Councillor nominated from UUP
- One representative nominated from the smaller parties/independents

Representatives from relevant sectors will be invited to each meeting of the forum eg Education, Economic Development, Culture and Arts and Tourism.

Chairperson:

The Chairperson and Vice Chairperson will be appointed at the first meeting. In the absence of the Chairperson, the Vice Chairperson will chair the meeting. If both are not present, the meeting will select a Chair from those present.

Meetings:

The International Relations Reference Group does not have decision making powers, it makes recommendations only. Recommendations arising will be tabled at the Council's Strategy, Policy and Resources Committee for consideration.

It does not operate to any quorum and meetings proceed regardless of numbers in attendance. The meetings will be arranged on a quarterly basis.

Meetings will be convened by the Director of Strategic Planning and Performance.

Officers:

Director of Strategic Planning and Performance, Head of Strategic Programmes Unit, Programmes Co-ordinator and a representative from the Enterprise, Regeneration & Tourism Department.

Press:

Not open to the press.

Public:

Not open to the public.

INTERNATIONAL RELATIONS FORUM**THURSDAY 24TH AUGUST 2017, 11AM****CONFERENCE ROOM, GREENBANK**

In attendance: Councillor C Casey Councillor M Ruane Councillor M Carr
 Councillor J Tinnelly Councillor M Murnin
 M Ward, Director Enterprise, Regeneration & Tourism
 J McGilly, Assistant Director, Enterprise, Employment & Regeneration
 T McLoughlin, PA

Apologies:

Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
Appointment of Chair	Councillor Michael Carr to be appointed as Chair.	Proposed by Councillor C Casey, seconded by Councillor M Murnin		

<p>Consider Policy</p>	<p>Policy to be amended to include the following:</p> <ul style="list-style-type: none"> • guidelines on how each twinning/exchange request is dealt with when received and the criteria for proceeding with request. • ERT Committee responsible • International Relations • ERT Director responsible <p>Amended Policy to be brought to September 2017 ERT Committee</p>	<p>M Ward</p>		<p>Y</p>
<p>External Membership of International Relations Forum</p>	<p>Terms of Reference to be amended to include internal Council members only with provision to invite participation by external groups as necessary based on type of exchange. To be considered at ERT Sept 2017 Committee.</p>	<p>M Ward</p>		

<p>Southern Pines Visit and future partnering</p>	<p>Request from Southern Pines to host return exchange visit for the 6 children who participated in the recent visit to the District.</p> <ul style="list-style-type: none">a) Support request to visit in 2018b) 3 x additional places to be offered to the education sector in the NMD area.c) Costings to be drawn up <p>The above to be considered at Sept 2017 ERT Committee</p> <p>Southern Pines Golf Competition Sponsorship request.</p>	<p>M Ward</p> <p>Cllr Carr to forward to M Ward</p>		
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Request from Kirovsk for NMDDC delegation to visit	<p>Letter from School No 7, Kirovsk inviting representatives from NMD area to visit in an educational capacity.</p> <p>a) Visit to be arranged October 2017. Next visit 2019 if deemed appropriate.</p> <p>b) Attendants:</p> <ul style="list-style-type: none"> - Local School St.Paul's High School representative. - Chair of Council - 1 Council Official <p>The above to be considered at Sept 2017 ERT Committee.</p>	M Ward		
Sister Cities request from City of Pawtucket in Rhode Island, USA	<p>Acknowledge receipt of letter with thanks and advise not currently looking for a sister cities arrangement however would like to examine further with a view to a link with musical festivals in the NMD district eg, Fiddlers Green, Iur Cinn Fleadh</p> <p>The above to be considered at Sept 2017 ERT Committee.</p>	M Ward		
Sioux Falls	<p>Renewal of twinning arrangement with particular reference to economic links.</p> <p>The above to be considered at Sept 2017 ERT Committee</p>	M Ward		

Date of next meeting	Meetings to be arranged bi-monthly. Next meeting to be arranged for end of October 2017.	M Ward		
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Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Brexit
Date:	Monday 11 th September 2017
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism

Decisions Required

To note the contents of the report and the research document.

To approve the attendance by the Chair of Council and One Council Official at the Brussels launch.

1.0 Purpose and Background

At the ERT Committee on 12th June 2017 an update was provided on the work of the Border Councils, led by Newry, Mourne and Down District Council in relation to Brexit.

The Council has conducted several initiatives in partnership with the Border Councils as set out in the June paper. This has included commissioning University Ulster Economic Policy Unit to carry out research on the risks and opportunities associated with Brexit.

2.0 Key Issues

The research has now been completed and the document will be published in September 2017. The document is based on the Lough Erne presentations and sets out the risks, opportunities and issues to consider for the Border Corridor.

The research document will be launched in Brussels on the 11th October 2017 and will be organised by East Border Region on behalf of the Councils. Members of the Barnier team will be invited to attend the launch. EBR will request a dedicated meeting between the Border Corridor delegation and Nina Obermaier, the Lead person on the Barnier team with responsibility for Ireland/N Ireland Border issues.

Mairead Mc Guinness Vice President of the European Union will be working with EBR in relation to the launch and will also recommend relevant one to one meetings. EBR will also be liaising with both the Irish Regions Office and the N Ireland Executive office regarding the proposed Programme for the delegation.

MEP's in the border region will be informed of the forthcoming launch and will be given the opportunity to attend the launch and meet with the delegation.

3.0 Recommendations

To note the contents of the report and the research document.

To approve the attendance by the Chair of Council and One Council Official at the Brussels launch.

4.0 Resource Implications

	<p>Costs associated with production and launch of research document will be shared equally by the Border Councils.</p> <p>The cost of travel and accommodation for Council Chair and Officer will be in the region of £1K and is within the ERT Directorate budget.</p>
5.0	Equality and Good Relations implications All necessary considerations will be taken account of.
6.0	Appendices Brexit and the Border Corridor on the Island of Ireland; Risks, Opportunities and Issues to Consider (to follow)

Report to:	Enterprise Regeneration and Tourism Committee
Subject:	City Deal
Date:	Monday 11 th September 2017
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism

Decisions Required

To note the contents of the report and to agree membership from Newry, Mourne and Down on the political steering group.

Due to the short lead time it is recommended that the members of the party representative's forum, the Chair and Vice Chair of Council and the Chair of the Enterprise Regeneration and Tourism Committee form the membership for this Council.

1.0 Purpose and Background

At the ERT Committee on 12th June 2017 an update was provided on the strategic collaboration with Belfast City Council, Ards and North Down and Antrim and Newtownabbey on City Deal and Growth Regions.

The paper set out the Council's key strategic projects based on the Community Plan under the headings of connectivity, tourism, economies and health and wellbeing. The need for continued development of strategic alliances and the development stages of the City Deal proposal were provided.

2.0 Key Issues

Since the paper was provided in June 2017 Mid and East Antrim Council have joined the strategic collaboration for a City Deal and Growth Region.

The three aspects of the City Region Deal include:

- Infrastructure
- Innovation
- Skills

Each participant Council was required to submit a list of projects which are in development stage with advanced data information. The projects submitted for Newry, Mourne and Down Council are listed below:

- Rural Broadband Infrastructure
- National Grid Connectivity
- Gateway to the Mournes
- Kilkeel Harbour
- Narrow Water Bridge
- Newry Civic Centre and Regeneration
- Southern Relief Road
- Warrenpoint Marina

	<p>These form the "long list" of potential projects which must be developed at stage 1 of the City Deal process.</p> <p>To maximise the impact of funding secured through a City Deal an objective prioritisation process/rules will be agreed up front by the City Deal partners (Ards and North Down, Antrim and Newtownabbey, Belfast City Council, Newry, Mourne and Down and Mid and East Antrim)</p> <p>The rules must address both inclusivity and growth, remembering it is growth that generates the additional tax receipts that pay for the extra investment through a City Deal.</p> <p>The ERT Directorate will be the co-ordinator for the City Deal project and will be working cross departmentally with the Chief Executive's office, Finance and Community Planning.</p> <p>The Community Planning department are currently developing data profiles of the Newry, Mourne and Down region to maximise the areas potential for growth and inclusivity this information will be brought to a future ERT committee meeting.</p> <p>A political steering group is being established from across the participant Councils. The representation for Newry, Mourne and Down Council should include representatives from all political parties. The first meeting of the political parties will be held at the end of September 2017.</p>
3.0	<p>Recommendations</p> <p>To note the contents of the report and to consider membership from Newry, Mourne and Down on the political steering group.</p> <p>Due to the short lead time it is recommended that the members of the party representative's forum, the Chair and Vice Chair of Council and the Chair of the Enterprise Regeneration and Tourism Committee form the membership for this Council.</p>
4.0	<p>Resource Implications</p> <p>Staff time to deliver on initial stages of project.</p> <p>Financial costs will be incurred as the City Deal progresses and this will be brought through the rates and committee structures as appropriate.</p>
5.0	<p>Equality and Good Relations implications</p> <p>All necessary considerations will be taken account of.</p>
6.0	<p>Appendices N/A</p>

Agenda Item:	
Report to:	Economic Regeneration and Tourism Committee
Subject:	Sport Tourism Outdoor Events Framework
Date:	14 August 2017
Reporting Officer:	Andy Patterson, Assistant Director Tourism Culture and Events
Contact Officer:	Michelle Boyle, Tourism Development Officer

Decisions Required

To consider the contents of the paper and approve the recommendations at 3.0

1.0	<p>Purpose and Background</p> <p>The Sport Tourism Outdoor Events Framework is designed to contribute to the strategic tourism objectives set out in the Councils Tourism Strategy. And will contribute to the Vision of</p> <p><i>Newry, Mourne & Down is a premier, year round mountain and maritime destination in Ireland recognized for its EPIC experience in outdoor adventure, its rich tapestry of cultural heritage, myths and unique stories, and its authentic local life.</i></p> <p>The Framework seeks to</p> <ul style="list-style-type: none"> • Increase the tourism benefit of existing events for NMD • Develop key events that leverage off the natural and built resources of the destination to achieve sport tourism growth • Develop the destinations sport tourism profile to attract new events ranging from elite, mass participation to niche events • Contribute to the strategic tourism development of Newry, Mourne and Down through outdoor event innovation
2.0	<p>Key Issues</p> <p>The Framework identifies the following key elements</p> <ul style="list-style-type: none"> • Brand Development – Outdoor Capital of Ireland adapted and led by the Industry in partnership with Newry, Mourne and Down DC and relevant stakeholders • Staffing Support • Industry leadership • Quality & Event Experience Criteria • SEED Funding • Event Support Platform • Three phased approach – Core to transformational which will involve building on existing events and transforming to developing breakthrough events that position the area as the Outdoor Capital of Ireland

	<ul style="list-style-type: none"> • Marketing Platforms and Investment • Marketing and creation of standout for the destination • Impact Measurement <p>The Framework also recommends the creation of Sport Tourism Marketing Hubs based on</p> <ul style="list-style-type: none"> • Mourne Mountains • Watersports – Camlough • Maritime, Loughs, Coasts and Canals • Biking <p>The opportunity to pursue Niche Sports Tourism Events to the area is recommended.</p>
3.0	<p>Recommendations</p> <p>To accept the Sports Tourism Framework and link delivery with Marketing plan implementation</p>
4.0	<p>Resource Implications</p> <p>The financial requirements will be considered as part of the Event Plan and Marketing programme implementation</p>
5.0	<p>Equality Assessment</p> <p>All necessary consideration will be taken account of as part of the Framework implementation</p>
6.0	<p>Appendices</p> <p>Summary Presentation attached</p>

Report to:	Enterprise Regeneration and Tourism Committee
Date of Meeting:	Monday 11 September 2017
Subject:	Down County Museum partnership with British Museum: request for capital improvements to facilitate loans relating to St Patrick and Sir Hans Sloane
Reporting Officer	Andy Patterson, Assistant Director Enterprise, Regeneration and Tourism
Contact Officer	Michael King, Museum Curator, Down County Museum

Decisions required:

The purpose of this report is to inform Committee and Council of the current partnership between Down County Museum and the British Museum in training and exhibition development during 2016-2020, and to **request approval to go ahead with important loans of material for two proposed major displays**, relating to the world of St Patrick (in 2019) and the world of Sir Hans Sloane (in 2020).

1.0	<p>Purpose and Background</p> <p>In 2016 Down County Museum was successful in its bid to host one of 9 British Museum Heritage Lottery funded 'Learning Museum' placements, enabling a young person from the local community to work and receive training in the Museum for one year from September 2016 to September 2017.</p> <p>As a partner of the British Museum, opportunities for borrowing important artefacts from the British Museum collections are currently being explored. The first proposed exhibition of loan material focuses on the 'World of St Patrick' in the 5th century, drawing together artefacts relating to Ireland and the peoples of Europe at the Fall of the Roman Empire. This temporary display is proposed for 2019.</p> <p>A second proposed exhibition relates to the life and collections of Sir Hans Sloane, the founder of the British Museum, who was born in Killyleagh in 1660, and amassed a huge collection of artefacts from all over the world during his lifetime. The year 2020 will mark the 360th anniversary of his birth, and therefore a display of material entitled 'Hans Sloane 360' is proposed for 2020.</p> <p>The proposed exhibitions will be accompanied by major EU Peace IV funded educational and community relations work with local community groups and schools.</p>
2.0	<p>Key issues</p> <ul style="list-style-type: none"> Down County Museum has been successful in applying to the British Museum Trust for £9,500 for new display cases to facilitate the proposed displays.

	<ul style="list-style-type: none"> • Nevertheless, each loan request still has to be assessed on its merits, availability of material, and crucially, the correct environmental conditions being met by the Museum to prevent damage or deterioration of artefacts during each loan period. • This entails providing stable temperature and relative humidity levels in our main temporary exhibition gallery (Gallery 6), and the elimination of natural light and risk of water damage. The Museum would need to make significant improvements to Gallery 6 and the adjacent Gallery 5 to meet loan requirements. • Galleries 5 and 6 were constructed as part of an extension to the Cell Block of the Old Gaol in 1991, and have served well, each as an 8m square temporary exhibition space, for 26 years (the Museum was founded in the gaol buildings in 1981). These buildings were not part of the capital project to construct the Museum Extension in 2014-15 and still require attention. The building housing these 2 galleries is deficient in a number of respects due to design faults and structural problems, and these issues need to be resolved in order to make it fit for purpose for important loan exhibitions. • These improvements will make the above loan requests more acceptable to the British Museum and help facilitate major exhibitions which will draw large numbers of visitors to Down County Museum and the historic town and tourist attractions of Downpatrick. Down County Museum currently attracts 46,000 visitors per year and has the potential to increase this to 50,000 with good programming and marketing activity.
<p>3.0</p>	<p>Recommendations</p> <p>It is recommended that Committee and Council support the request by Down County Museum to go ahead with important loans of material for two proposed major displays from the British Museum, relating to the world of St Patrick (in 2019) and the world of Sir Hans Sloane (in 2020).</p> <p>If this approval is given, work will be undertaken to determine the extent and full cost of the required improvements to Gallery 5 and Gallery 6 at Down County Museum in 2018, in order to maximise the potential of the Museum to attract major loan exhibits and consequently major publicity and visitor attendance in 2019 and 2020.</p>
<p>4.0</p>	<p>Resource implications</p> <p>The cost of the required improvements will be determined and brought back to the committee for approval, for inclusion in the Council's capital programme for 2018-19.</p>
<p>5.0</p>	<p>Equality and good relations implications</p> <p>The Museum is a neutral venue and a shared space. The proposed exhibitions are envisaged as appealing to the whole community and to visiting tourists, showing the world-wide significance of two historical figures with local links, and promoting mutual understanding.</p>

Agenda Item:	Marketing Services
Report to:	Economic Regeneration and Tourism Committee
Subject:	Marketing Plan and Campaign Development
Date:	11 September 2017
Reporting Officer:	Andy Patterson, Assistant Director Enterprise, Regeneration and Tourism
Contact Officer:	Michelle Boyle, Tourism Development Officer

Decisions Required

Approval to tender for the services of a marketing agency to develop a marketing plan, and to implement specific campaigns and initiatives, that will drive tourism growth in the Newry, Mourne and Down district.

1.0	<p>Purpose and Background</p> <p>In the June 2017 meeting of the ERT Committee approval was given to develop a Tourism Specific Marketing Plan.</p> <p>This paper sets out the requirements to engage the services of a professional marketing agency to develop this marketing plan, and to implement specific campaigns and initiatives, that will drive tourism growth in the Newry, Mourne and Down district.</p>
2.0	<p>Key Issues</p> <p>The Council adopted its new Tourism Strategy in March 2017 setting out the strategic direction for the development of tourism in the district.</p> <p>As part of the delivery of the Tourism Strategy, work has been ongoing over the past four months on the development of Visitor Experience Plans in partnership with the tourism industry. This work has started to build the key themes, stories and experiences that are unique to this region, which once finalised, can be promoted to prospective visitors to encourage them to visit our destination.</p> <p>In order to attract visitors from key target markets such as GB, ROI and North America, to encourage them to visit here in the first place and to stay longer in Newry, Mourne and Down, it is essential that we develop a coordinated annual marketing plan and seasonal campaigns that can promote the unique aspects of this region.</p>

	<p>According to the most recent (2016) NISRA statistics Newry, Mourne & Down Local Government District attracts the highest proportion of domestic (NI) overnight trips, but attracts the lowest proportion of trips by visitors from mainland Europe and North America.</p> <p>In addition to attracting more overseas visitors, the potential exists to significantly increase the number of overnight visitors from the South of Ireland to stay longer in the region.</p> <p>Significant levels of tourism traffic travels between the two main hubs of Belfast and Dublin every day, and given Newry, Mourne and Down's strategic position between the two cities, the region is well placed to attract a larger proportion of these visitors to stay longer in the region, as opposed to a stop-over, or day trip as part of their travel itinerary.</p> <p>The development of a coordinated annual marketing plan and seasonal campaign initiatives will:</p> <ul style="list-style-type: none"> • Provide clear, compelling reasons for visitors to stay longer, and to base their visit to Ireland in this region; • Will differentiate this region from other areas of Ireland by promoting the key themes, stories and experiences that are unique to this district; • Will push targeted promotions to 'best prospect' visitors and key segments in key growth markets, such as the South of Ireland, GB, mainland Europe and North America. This activity can be delivered in partnership with Tourism Ireland and Tourism NI. • Provide longer lead in times for promoting our flagship Summer Tourism Events in order to attract a higher proportion of international visitors to stay in the region. • Ensure that marketing activity can be developed in partnership with the tourism industry and that campaign initiatives will be ready for launch for Easter 2018 in time for the main tourism season. <p>The effective use of digital marketing platforms, the development of a media plan and professional campaign initiatives, and achieving value for money in purchasing advertising media can be achieved by engaging the services of a professional marketing agency to plan and deliver a tourism marketing plan.</p>
<p>3.0</p>	<p>Recommendations</p> <p>Approval to tender for the services of a marketing agency to develop a marketing plan, and to implement specific campaigns and</p>

	<p>initiatives, that will drive tourism growth in the Newry, Mourne and Down district, for a period of 1 year with the option of renewal for a further two years on an annual basis subject to satisfactory performance.</p>
4.0	<p>Resource Implications</p> <p>The cost associated with the development of a marketing plan will be covered by the resource allocation within the current 17/18 FY budget and are estimated to be in the region of £30-£40K.</p> <p>The marketing plan and associated costs with delivering the plan will be presented to the committee for approval in February 2017, prior to campaign activity commencing.</p>
5.0	<p>Equality Assessment</p> <p>All necessary consideration will be taken account of.</p>
6.0	<p>Appendices N/A</p>

Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Green Tourism - Top 100 Green Destinations in Europe
Date:	Monday 11 September 2017
Reporting Officer:	Andy Patterson, Assistant Director Enterprise, Regeneration and Tourism
Contact Officer:	Mark Mohan Senior Tourism Initiatives Manager

Decisions Required

To note the contents of the report and to approve the attendance of 3 delegates/destination ambassadors at the Global Green Destinations conference and Gala Dinner on 28-30 September 2017 in Cascais, Portugal

1.0 Purpose and Background

The Green Tourism Programme was an initiative involving the legacy councils of Down, Newry & Mourne, Ards and Banbridge, funded in part by Invest Northern Ireland and the four legacy local authorities. Down District Council was the lead Council partner.

The project aimed to provide a range of business development support to help tourism and service related businesses take advantage of the outstanding natural and cultural assets of the Mourne, Ring of Gullion, Saint Patrick's Country and Strangford Lough areas - and to do so in ways that were environmentally, socially and economically sustainable.

2.0 Key Issues

The programme was a great success, engaging in the first instance 155 businesses across the local authority areas resulting in 108 businesses being awarded 'Green Tourism' Accreditations. There were 19 Gold awards, 38 Silver and 51 Bronze, which now represents 91% of the total accreditations across NI. A Co. Down specific Green Destinations Marketing Plan was also implemented. The overall programme won the 2016 award for Sustainable Tourism at the Northern Ireland TourismNI awards. This award was designed to recognise tourism businesses who can demonstrate their commitment to sustainability or environmental best practice.

The programme subsequently resulted in Co. Down been awarded a place in the top '100 Green Destinations' in Europe at a ceremony in Solvenia in September 2016. 2 elected representatives and an officer from council attended the ceremony and received the award on behalf of the Councils, participating businesses and Co. Down.

Co. Down has again been nominated as one of the top '100 Green Destinations' in Europe for 2017, and council has been invited to the public presentation of the awards at Greenfest 2017 and the Global Green Destination event in Cascais, Portugal 28-30 September, to receive the Top 100 Official certificate, and to present our success story to participants and the media.

3.0 Recommendations

Council note the content of the report and approve the attendance of 3 delegates/destination ambassadors at the Global Green Destinations conference and

	Gala Dinner on 28-30 September 2017 in Cascais, Portugal
4.0	Resource Implications The cost of attendance (flights & accommodation for 2 nights) is approximately £450 per delegate
5.0	Equality and Good Relations implications This has a very positive message in terms of our equality and good relations in that the tourism destinations are representative of our entire district and recipients' of our Green Tourism accreditations are businesses from across the district and all our communities within.
6.0	Appendices N/A

Report to:	Economic Regeneration and Tourism Committee
Subject:	Sport NI Everybody Active 2020 Outdoor Spaces - Inclusive Beaches
Date:	11 September 2017
Reporting Officer:	Andy Patterson, Assistant Director, Tourism, Culture and Events
Contact Officer:	Michelle Boyle, Tourism Development Officer

Decisions Required

To consider the contents of the paper and approve recommendations in 3.

1.0	<p>Purpose and Background</p> <p>The Mae Murray Foundation is a registered charity set up to help create new inclusive environments where people of differing physical abilities can 'take part' together. The Foundation are keen to create enhance beach access and on this basis or working alongside local authorities offering the benefit of their expertise to provide 'participation' solutions</p> <p>The Foundation had been considering beaches in NMD to evaluate which locations may offer the quickest and most cost effective means of establishing an inclusive beach environment.</p>
2.0	<p>Key Issues</p> <ul style="list-style-type: none"> • An initial application to Sport NI in respect of creating an inclusive beach at Tyrella has been successful at stage one of the process. At stage two of the process a business case must be developed demonstrating the viability of the proposed project. Following review by the Mae Murray Foundation on visiting Cranfield suggests it is a much better positioned to be easily and cost effectively adapted than any of the other Newry, Mourne & Down beach sites evaluated • Mae Murray Foundation seeks to complete and launch an inclusive beach within NMD within this financial year subject to compiling the necessary business case. To progress this business case Mae Murray Foundation seek to develop a formal agreement with Newry, Mourne and Down DC. • Mae Murray Foundation also will require partnership fund and ground work costs if required and assistance with planning permission if required.
3.0	<p>Recommendations</p> <p>To agree to a formal agreement between Newry, Mourne and Down DC and Mae Murray Foundation to facilitate the preparation of a business case to Sport NI to provide an inclusive destination at Cranfield Beach subject to agreeing logistics of storage and letting of equipment.</p>

	Subject to a successful bid to Sport NI provide partnership funding of 25% equating to £4675.60 and assistance with planning application by Mae Murray Foundation if required
4.0	Resource Implications Staff time to prepare business case and £4,675.60 of match funding to come from 2017/18 budget
5.0	Equality Assessment The proposal is based on providing an inclusive facility
6.0	Appendices N/A

Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Mourne Mountain Gateway Study
Date:	Monday 11 September 2017
Reporting Officer:	Andy Patterson, Assistant Director Enterprise, Regeneration and Tourism
Contact Officer:	Mark Mohan, Senior Tourism Initiatives Manager

Decisions Required

Approval is sought for the vision document and progression to the next stage of development of the project which may include undertaking a detailed traffic management survey; detailed market, financial and economic feasibility study and developing designs in more detail for Environmental Impact Assessment, as required.

1.0 Purpose and Background

In October 2016, LUC in association with Tourism Resources Company (TRC) and Mullin Design Associates (MDA) were commissioned by Council to produce a vision and development plan and generate imaginative proposals for the 'Mourne Mountains Gateway Study'. The study is focused to the foothills and forests of the Mourne Mountains in and around Newcastle, and aims to promote international tourism and potentially provide an iconic attraction.

Key Issue

The following tasks were carried out for this project:

TASK 1: Inception

TASK 2: Baseline review, analysis and field work

TASK 3: Mapping the baseline information and developing the project 'vision'

TASK 4: First stakeholder consultation event (gather baseline information)

TASK 5: Analysis of draft 'themes'

TASK 6: Second stakeholder consultation event (present draft 'vision and themes')

TASK 7: Development and costing of project 'themes'

TASK 8: Final reporting, graphics and recommendations

A 'vision' was developed for the project. The 'vision' aims to set up a flexible framework in which the best assets of the study area (including the landscape, scenery and ecology) can be celebrated. However, one of the key messages which came through all the different stands of consultation is that the history, myths and legends associated with the area are not always easily interpreted. Furthermore there is a wealth of interesting stories, rather than one stand out story, which can be retold. The golden thread through these stories is 'granite' and the evolving story of Slieve Donard,

	<p>Ulster's highest mountain, and the Great Cairn upon its summit.</p> <p>The 'vision' is supported by four 'themes':</p> <p>Theme 1 – Necessary Infrastructure (provides car parking and facilities to promote tourism growth);</p> <p>Theme 2 – Green Travel Network (provides an integrated and easy to use system of green vehicle hubs linked by promoted family cycle paths);</p> <p>Theme 3 – Interpretation of Mountains, Myths and Maritime (highlights spectacular views of the Mourne from a series of granite installations and buildings); and</p> <p>Theme 4 – Epic Moments (includes a gondola ride and visitor centre experience within Thomas's Quarry and a suspension bridge in Tollymore).</p> <p>Consultation with key stakeholders, including the National Trust and Tourism NI, at which the draft 'vision' and 'themes' were presented, received a mainly positive response.</p> <p>A detailed report for the study, supported by visuals, which includes information on projected visitor numbers, estimate costings, study on wider economic benefits and proposals for the next stages has been prepared and will be presented for consideration to the next ERT committee.</p> <p>The development of the gateway project will not impact on the development of community facilities and both projects can be complimentary.</p>
3.0	<p>Recommendations</p> <p>Approval is sought for the vision document and progression to the next stage of development of the project which may include undertaking a detailed traffic management survey; detailed market, financial and economic feasibility study and developing designs in more detail for Environmental Impact Assessment, as required.</p>
4.0	<p>Resource Implications</p> <p>Provision to deliver the next stage of the project will be made in the estimates for 2018/19.</p>
5.0	<p>Equality and Good Relations implications</p> <p>N/A</p>
6.0	<p>Appendices</p> <p>N/a</p>

ACTIONS TRACKING UPDATE

ENTERPRISE REGENERATION AND TOURISM COMMITTEE

ITEM	SUBJECT	DECISION	REFERRED TO	ACTION TAKEN
		ERT - MONDAY 14 SEPTEMBER 2015		
ERT/117/2015	Transfer of Forest Assets	To approve recommendations contained in Report dated 12 October 2015 from G McGivern regarding the transfer of forest assets to Council. Council Officials to investigate establishing Community Development Trusts.	Ongoing	
ERT/118/2015	Annalong Harbour Stormgate	Council Officers proceed to prepare a joint funding bid for funding projects at both Annalong Harbour and Newcastle Harbour.	Ongoing	
		ERT - MONDAY 11 JANUARY 2016		
ERT/177/2016	Policy & Procedures Access to the Countryside in Newry Mourne & Down District Council	To note a policy document was currently being prepared on Access to the Countryside in the Newry Mourne & Down District Council area, as outlined in Report dated 21 December 2015 from Ms C Murphy and Ms Heather Wilson, Countryside/Rights of Way Officer. The policy document will be a framework for merging the differing policies within the legacy Councils and ensuring the Council's compliance with the implementation of the Access to the Countryside (NI) Order 1983. When the policy document is completed it will be brought to the Enterprise Regeneration & Tourism Committee for consideration in due course.	Work on going to complete the policy including seeking legal advice.	
		ERT - MONDAY 8 FEBRUARY 2016		

ERT/27/2016	Overflow Car Park Slieve Gullion Forest	CLOSED SESSION ITEM Further time be allocated to Council officials to seek alternative provision for an overflow car parking facility at Slieve Gullion Forest Park, which will meet the Council criteria for such a facility at this location.	Ongoing	
ERT - MONDAY 14 MARCH 2016				
ERT/36/2016	Hotel Development	The Council commission site option appraisal and business case/appraisal for hotel provision in Downpatrick and Newcastle.	Work in Progress	
ERT - MONDAY 13 JUNE 2016				
ERT/105/2016	Beaches - Newcastle and Warrenpoint	The Council submit a Marine Licence Application for Warrenpoint, Newcastle and Rostrevor.	Ongoing	
ERT/107/2016	Proposals re: Killeavey Castle	Closed Session Item To approve the recommendation contained in Report dated 13 June 2016 from Ms M Ward Director ERT, regarding proposals for Killeavey Castle, subject to satisfactory legal agreements, valuations and satisfactory grant approvals.	In progress	
ERT - MONDAY 8 AUGUST 2016				
ERT/120/2016	Funding Derrymore House & Estate	(a) The Council prepares two funding applications for EU RDP Programme and Sport NI, for infrastructure investment in Derrymore House & Estate. (b) The Council re-allocates up to £10,000 from the existing budget of £50,000 reserved as match funding for the unsuccessful Space & Place to secure the technical assistance support required to prepare the two funding applications.	In progress	

ERT/122/2016	Masterplans	<p>(a) Action Plans are tabled for discussion at relevant DEA Meeting to which all Councillors will be invited to attend.</p> <p>(b) Revised Action Plans following DEA consultation to be tabled at Council via ERT Meeting in September/October 2016.</p> <p>(c) Strategic Council Projects arising from the Plans be reported on via Strategic Projects Working Group.</p>	Ongoing Ongoing Ongoing	
ERT - MONDAY 10 OCTOBER 2016				
ERT/155/2016	Tender re: Arts Culture Heritage Strategy & Action Plan	The Council tender for the Development of an Integrated Culture Arts & Heritage Strategy 2017 – 2021 and Action Plan 2017-2019 for Newry Mourne & Down District Council, as per Report dated 10 October 2016 from Mr J McGilly Assistant Director ERT.	In progress	
ERT - MONDAY 14 NOVEMBER 2016				
ERT/175/2016	Downpatrick PSNI Station	Agreed the Council support Downpatrick Community Collective Group in their efforts to secure the site via Community Asset Transfer and Council to offer advice and support to the Group to develop the initiative, as per Report dated 14 November 2016 from Mr J McGilly, Assistant Director of Enterprise, Regeneration & Tourism.	In progress	
ERT/176/2016	Sean Hollywood Arts Centre Café Franchise	<p>(a)The Council to not proceed on the basis as outlined in Point 2.0 for the reasons as outlined in Point 3.0 in Report dated 14 November 2016 from Ms J Turley Facilities Administrator.</p> <p>(b)Council Officials to enter back into negotiations regarding the Café franchise at</p>	In progress	

		Sean Hollywood Arts Centre.		
ERT/177/2016	NIRDP Rural Tourism Scheme Slieve Gullion Forest Park	<p>(a) Submit an application for the funding deficit to potential funders, ie, Heritage Lottery Fund, when the Slieve Gullion Forest Park Economic Appraisal is complete.</p> <p>(b) Invite to tender to prepare a planning application for the project, assess tenders, appoint supplier using the MEAT process.</p> <p>(c) Submit planning application for project.</p> <p>(d) Proceed to tender the proposed Augmented Reality Project.</p> <p>(e) Submit the round two application to NIRDP 2014-2020 Priority 6 Rural Tourism Scheme.</p>	In progress	
ERT/178/2016	Caravan and Campsite Management	<p>(a) To agree a joint process between Council and Forest Service to appoint external expertise to prepare the Business Rationale and Specification to seek competent providers for the management of Tollymore Castlewellan and Kilbroney Park Caravan/Camping provision with the option to consider some additional tourism recreational services which would enhance the tourism offering.</p> <p>(b) To revert to Council with the completed Business Rationale and Specification prior to progressing to seek Expression of Interest.</p>	In progress	
ERT/179/2016	Slieve Croob Walking Trails	Agreed that both of the Council's Countryside Access Officers will have input into the study being carried out by Outdoor Recreation NI regarding a Community Trails Plan to examine potential trails within the Slieve Croob	In progress	

		and Mournes District Electoral Area, as per Report dated 14 November 2016 from Ms H Wilson, Countryside Access Officer regarding Community Trails Plan to examine potential trails within Slieve Croob and Mournes DEA.		
		ERT – MONDAY 12 DECEMBER 2016		
ERT/194/2016	Armstrong Hut Ballykinler Camp	<p>(a) To approve the development of initial plans and to seek costs for the project to reconstruct an Armstrong Hut from Ballykinler Camp at Down County Museum in order that should funding become available from Peace IV, or an alternative source, the project can proceed.</p> <p>(b) Progress reports regarding the project to reconstruct an Armstrong Hut from Ballykinler Camp at Down County Museum, be tabled at the Enterprise Regeneration & Tourism Committee Meeting in due course.</p>	Ongoing	
ERT/195/2016	Tourism Travel Trade Opportunities	Council to host part of a drinks reception for ITOA In January 2017 at a cost in the region of £4,000.	Ongoing	
		JANUARY 2017		
ERT/005/2017	Marine Taskforce	<p>A) NMDDC should respond to DAERA consultation to support the designation of Kilclief and Ballyhornan as EU Bathing Waters as proposed by DAERA and seek to have Killough reconsidered for designation in 2017.</p> <p>B) The Council should allocate resources to the designated sites to cover the one off capital costs of signage and the ongoing annual costs of £540. The Council should keep the health and safety</p>		

		<p>requirements at these sites under review, including the potential requirement for lifeguards.</p> <p>C) The Council should pursue the potential for using community lifeguards and volunteers at these sites and other amenity beaches.</p> <p>D) Community engagement with communities in Kilclief, Ballyhornan and Killough with litter collection and shore activities included in the AONB Management Action Plan.</p>		
ERT/006/2017	International Ice Swimming Association Bid	<p>A) The Council to provide a letter of support to the Camlough Lake Water Festival (CLWF) to host the International Ice Swimming Association (IISA) World Championships 2019 in Newry Canal or Camlough Lake.</p> <p>B) ERT and AHC Departments will work in partnership with CLWF Festival to facilitate this project.</p>	M Boyle	Awaiting update from CLWF on plans to progress
		FEBRUARY 2017		
		MARCH 2017		
ERT/044/2017	Purple Status Flag (Newcastle)	<p>Council Officers work with the private sector in the Newcastle area to establish a Purple Flag Working Group and that if agreement is reached with the businesses, that an application is submitted in January 2018 for Purple Flag Status.</p> <p>Councillor B Quinn to be provided with a copy of the Purple Flag assessment for Newry.</p>	M Quinn	Meeting to be held in Newcastle after Easter holiday to agree formation of Purple Flag group.
ERT/045/2017	Autism Initiatives NI	<p>Council Officers work with the private sector in the Newcastle area to promote and develop the concept to have Newcastle awarded the status as First Autism Friendly town in Northern Ireland.</p>	M Quinn	Meeting arranged with Autism Initiatives NI and Newcastle Business representatives for

				29 March 2017 Workshop to held for Businesses/Cllrs end April 2017	56
ERT/048/2017	Castlewellan Forest Park – Task & Finish Board	<p>a) The Report of the Café Conversion – The Heritage Potential of Castlewellan Forest Park, be shared with the public as a record of the information collated at the World Cafe Style Conversion Workshop which took place on 1 February 2017.</p> <p>b) To note that the Council cannot commit to implementing all of the suggestions/ideas that were recorded at the Workshop.</p>	S Keenan	The Castlewellan Task and Finish Project Board will discuss at the next meeting in April how they wish to make this document public ie via which platforms /press etc	
ERT/049/2017	Castlewellan Forest Park – Recreation Forum	To establish a Castlewellan Forest Park Recreation Forum to provide a proactive channel for two way communication on interfaces between and issues impacting upon the various outdoor recreation activities in Castlewellan Forest Park, informing management approaches and acting as a forum in which to build mutual understanding and consensus among key users.	S Keenan	MHT will be facilitating this Forum, they hope to have an initial meeting of the forum in May /June 2017.	
ERT/051/2017	UNESCO Geopark	To engage with GSNI and initiate preparatory work to submit a new application for UNESCO Global Geopark.	M Boyle	In progress – Meeting pending with GSNI	
ERT/052/2017	Mountain Bike Event	To support the Red Bull Foxhunt and Irish National Championships in Rostrevor and PSYCLE in Castlewellan.	M Boyle	In progress	
		APRIL 2017			
ERT/070/2017	Interreg Europe Project – Inside Out of EU	To participate on the Stakeholder Group with the DFE for the implementation of the Interreg Europe Project: Inside Out of EU.	A Smyth	Participation as requested by the DFE on the steering group for the Interreg Europe Project:	

ERT/075/2017	Clanbrassil Barn & Tea Rooms Tollymore Forest Park	The Council, in partnership with DAERA (Forest Service) seek Expressions of Interest from interested parties for service provision in Clanbrassil Barn & Tea Rooms at Tollymore Forest Park.	M Boyle	Inside Out EU EOI to be agreed with Forest Service prior to advertising.	57
ERT/077/2017	Newry Agricultural Show	The Council work with Newry Show Committee to develop a range of interventions and programmes to support both agri food and agriculture sectors.	J McGilly	Work in progress	
ERT/079/2017	Familiarisation Visit to Strangford	To approve the familiarisation visit to Strangford and the surrounding area in June 2017.	M Ward	Ongoing	
		JUNE 2017 (To Follow)			

Newry, Mourne and Down District Council

The Council's Scheme of Delegation for Officers is made in accordance with Section 7 (arrangements for discharge of functions of Council) of the Local Government (NI) Act 2014.

Arrangements for Monitoring and Review

Each Department is required to appoint an officer with responsibility for maintaining a register of delegated decisions. Reports on the register shall be brought to relevant Committees on a bi-annual basis.

A corporate register of delegated decisions shall be maintained by the Head of Democratic Services which can be requested to be produced by any Committee of Council at any time. The Head of Democratic Services is the responsible officer for ensuring this register remains current and accurate at all times.

Scheme of Delegated Decisions for Reporting

The following delegated decisions or authorisations are to be reported monthly (unless otherwise specified) to the relevant Committee by the officer responsible for making or granting.

1. Engaging consultancy assistance below the delegated level of £2,000;
2. Decision to commence formal restructuring within a Department or Departments;
3. Consultation responses other than technical responses where officers asked for Member views;
4. Decisions arising from external report on significant Health and Safety at Work;
5. In cases of emergency, the allocation or awarding of Financial assistance (small grants) to external groups or organisations below the delegated level of £300; and
6. Other decisions such as those with political, media or industrial relations implications that Directors consider Members should be aware of.

Attached is a reporting form for each of the categories of delegated decisions/authorisations which should be completed by Departmental Officers and reported to relevant committees.

Other decisions or authorisations delegated to each Department under the Scheme of Delegation, should be reported by way of a bi-annual report to the relevant Committee of Council, (refer to the Council's Scheme of Delegation for complete list of delegated matters),

A copy should also be forwarded to Eileen McParland, Democratic Services Manager – eileen.mcparland@newryandmourne.gov.uk

Category 1.

Engaging consultancy assistance below the designated level of £2,000

Purpose of Engagement	Name of Consultancy	Cost ex VAT

Category 2.

Decision to commence formal restructuring with a Department or Departments

Name of Department/s and reason for restructure

Category 3.

Consultation responses other than technical responses where officers asked for Member views

List Consultation title and attach response

Category 4

Decisions arising from external report on significant Health and Safety at Work issues

Details of report issued by Health and Safety Executive	Decision taken as result of report received

Category 5

In cases of emergency, the allocation or awarding of financial assistance (small grants) to external groups or organisations below the designated level of £300

Name of group/organisations	Amount awarded	Reason for award

Category 6

Any other decisions such as those with political, media or industrial relations implications that Directors consider Members should be aware of.

Info on event	Date of agreement/approval	Contact name	Decision made by Director	Costs/requirements
Extension to St Patricks Day and Easter operating dates		Elmer Bell		
Various dates April to Oct 2017 on Newry Canal- Angling	24/3/17	Geoff Quinn Newry Canal Match Group	Approved	
13/4/17 Hill & Dale Running Event Castlewellan Trails	Event Licence 23/3/17	Newcastle Athletics Club	Approved	Insurance Event fee £30 Event Bond £30
18/4/17 charity fundraising cycle on Newry Towpath	9/3/17	Michelle McCann Administration Officer Head Injury Support	Approved	Insurance No fee
18 & 19/4/17 filming actors riding horses on beach	12/4/17	Woman in White Productions	Approved	
23rd April 2017 – charity walk for Southern Area Hospice	14/3/17	Southern Area Hospice	Approved	
23/4/17 Girl Guide Event in Kilbroney Park – scavenger	12/4/17	Girl Guides	Approved	Insurance, risk assessments, health & safety, plan of area

hunt & team building				to be used etc requested
27/4/17 Newcastle Athletics Club race in Kilbroney Pk	12/4/17	Newcastle Athletics Club	Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested
6 th May 2017 Darkness into Light 5km walk – starting at 4.30am	12/4/17	Catherine Croston	Approved	KP Staff arrangement to come in early. Insurance, risk assessments, health & safety, plan of area to be used etc requested
7/5/17 charity fundraising walk on Newry Towpath	14/3/17	Emma McKeivitt Fight for Alfie	Approved	Insurance No fee
Other info (date of event etc)	Date of agreement	Contact name	Decision made by Director	Costs/requirements
30/5, 1/6 & 5/6 2017 filming in Kilbroney Park	27/4/17	Ryan Loney Little Forest Studios 21A High Street Lurgan BT66 8AH 07834 226 917 028 3832 3793	Approved	
Use of Castlewella Mountain Bike Trails for the Ulster XC Series Round 4 Mountain Bike Race on 14 May 2017.	5/5/17	Shimna Wheelers Cycling Club c/o Michael Clarke, 11a Dundrinne Road, Castlewella, Co Down, BT31 9LY	Approved	
Use of Tyrella Beach on 13 & 14 May 2017 for charity walk along beach and camp in car park	9/5/17	Paul McKinstry Journey Free	Approved	Insurance, risk assessments, health & safety plan, plan of area to be used etc requested
21/5/17 - 10k & 5k on the bay – Warrenpoint breakwater	19/5/17	Anne McCormack St Peters GAA	Approved	Insurance, risk assessments, health & safety plan requested
24/5/17 School Walk Abbey Grammar Newry in Kilbroney Pk	12/4/17	Dominic Wadsworth	Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested

25-29 May 2017 Warrenpoint Park Bluesberry – part of Blues on Bay Weekend	10/4/17	Ian Sands	Approved	
3 & 4 June 2017 Crooked Lake Triathlon, Camlough	1/6/17	Catherine Murphy	Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested
10/6/17 Mourne Way Marathon in Kilbroney Park	12/4/17		Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested
12/6/17 Action MS Sponsored Walk in Kilbroney Park	12/4/17	Action MS	Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested
Other info (date of event etc)	Date of agreement	Contact name	Decision made by Director	Costs/requirements
17/6/17 Kilbroney Vintage Car Show in Kilbroney Park	12/4/17	Kilbroney Show	Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested
IRISH JUNIOR TRIALS – Fishing - CANAL & Albert Basin Sat June 24/Sun 25th	23/5/17	Oliver McGauley	Approved	Insurance, risk assessments, health & safety plan, plan of area to be used etc requested
26 & 27 June Murlough Bay filming on beach from sand dunes	30/5/17	Gordon Wycherley Zephr Films	Approved	Insurance, risk assessments, plan of area to be used etc requested
8/7/17 Top of the Mourne Triathlon in Kilbroney Pk	12/4/17		Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested
22 & 23/7/17 Irish National Champs M Bike Event in Kilbroney Pk	12/4/17		Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested
23/7/17 Womens Mini Marathon in Kilbroney Pk	12/4/17		Approved	Insurance, risk assessments, health & safety, plan of area to be used etc

				requested
As part of Fiddlers Green Festival - forest school for children and foraging classes for adults in Kilbroney forest from the 24th-25th July 2017		Lucy O'Hagan forest school practitioner, bushcraft instructor and forager 07928108932	Approved	
29/7/17 12-2pm Kilbroney Park Bear Hunt on Narnia Trail, table top activities, picnic & bouncy castle	26/5/17	Kate Cahill Sure Start	Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested
Other info (date of event etc)	Date of agreement	Contact name	Decision made by Director	Costs/requirements
Mourne Truck Run Albert Basin from 4-6 August	15/5/17	Stephen O'Hare	Approved	
6-13 Aug 17 Maiden of Mourne Festival Warrenpoint Square	12/4/17	Maiden of Mourne Festival	Approved	6/8 open fair day – stage, dance floor & seating area in Square. Small cabin to be located in square for duration of festival. 8/8 Ulster radio rdshow, 10/9 Cancer Bus.
11/8 & 12/8 & 13/8 Camlough Lake Water Festival	2/6/17	CLWF festival	Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested
LA until end of Sept then extended to end Oct 2017	31/5/17	Café in Kilbroney lease	Approved	
10/9/17 South Armagh Warrior & Lord & Lady swim Camlough Lake	2/6/17	C Murphy Newry Triathlon Club	Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested
23/9/17 SMILE Mile at Camlough Lake	2/6/17	C Murphy Newry Triathlon Club	Approved	Insurance, risk assessments, health & safety, plan of area to be used etc requested
20 th – 22 nd Oct &	01.09.17	Graeme @ Grounded	Approved	Insurance, risk assessments, health

27 th – 29 th Oct Newry Oktoberfest Use of Albert Basin				& safety, plan of area to be used etc requested. Subject to fee.
Fri 11 th – Su 13 th Aug 13 th Irish International Currach Championships	20.07.17	Tom McCann	Approved	Insured under Maiden of Mourne Festival Insurance
Greater Newry Business Awards – Sponsorship	30.06.17	Newry Chamber	Approved	£5k sponsorship
Family Fun Day at Flagstaff Viewpoint Sun 30 th July 1pm – 6pm	26.07.17	Newry Maritime Association	Approved	Insurance, risk assessments, health & safety, plan of area to be used etc.
Currachs to enter water at Victoria Locks and move around on Sun 30 th July 1pm – 6pm	26.07.17	Newry Maritime Association	Approved	Insurance, risk assessments, health & safety, plan of area to be used etc.
Foraging Walk for adults in Kilbroney Park on 10 th August 2017 5pm – 8pm	07.08.17	Lucy O'Hagan	Approved	PL Insurance, Risk Assessment, Events Plan, Child Protection Policy.
BBC Filming Ardglass Harbour 6, 7 th Aug, 8 th Aug	03.08.17	Catriona Stewart, BBC	Approved	Flight Plan, Insurance, Risk Assessment, Permission from CAA
Maiden of the Mourne request to use Warrenpoint Beach during festival 6-13 th Aug 2017			Approved	
Cross Community Memorial Prayer service at Cranfield West Amenity Area 25 th Aug 2017, 7.30pm	25.08.17	James McAreavey	Approved	Insurance, Risk Assessments, Health & Safety, Plan of Area to be used etc.
St Patrick's Coastal Endurance Ride 2 nd September 2017 at Tyrella Beach	01.09.17	David Cunningham, St. Patrick's Coast Ride	Approved	Insurance, Risk Assessments, Health & Safety, Plan of Area to be used etc.
Angling Competition, Middlebank – coal yard area. 24/09, 22/10, 29/10, 12/11, 19/11, 03/12	01.09.17	Geoff Quinn	Approved	Insurance, Risk Assessments, Health & Safety, Plan of Area to be used etc.
BBC Filming at Fairy Glen, Rostrevor 1 st Sept 2017 – The Big Painting Challenge	22.08.17	Bernadette Kelly, Assistant Producer, The Big Painting Challenge, BBC	Approved	Insurance, Risk Assessments, Health & Safety, Plan of Area to be used etc.
Viking Event in Kilbroney Park,	25.08.17	Magnus Vikings	Approved	Insurance, Risk Assessments, Health

Rostrevor 16 Sept 2017				& Safety, Plan of Area to be used etc.
Junior National Team Trials, Middle Bank, Newry Canal, 16. Sept 2017	25.08.17	Jack Tisdall		Insurance, Risk Assessments, Health & Safety, Plan of Area to be used etc.

Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Update on NIRD 2014-2020 Priority 6 Rural Tourism - Slieve Gullion Forest Park Application
Date:	21 st August 2017
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Darren Rice – Ring of Gullion LPS Manager

Decisions Required

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

1.0 Purpose and Background

Council submitted an EOI to DAERA in February 2016 for the development of facilities in Slieve Gullion Forest Park.

Slieve Gullion Forest Park Visitor numbers are the highest of any council run facility in the district; 129,312 vehicles in 2016. The closest to this is Kilbroney with 110,309 vehicles in 2016.

Given the proximity of Slieve Gullion Forest Park to the high footfall of the A1 road, it will be key in developing the Geo-park EPIC Experience contained within the Tourism Strategy 2017-2021.

Slieve Gullion Forest park is the heart of the Ring of Gullion AONB, and the main visitor first point of contact. AONBs have been identified in the Tourism Strategy as key to delivering NMDDC's Promise of Delivering EPIC Moments.

This EOI has now been assessed. DAERA have advised that the application has passed stage 1 and has been moved to stage 2 full application, one of only five successful applications. Stage 2 requires the completion of a number of pre-eligibility conditions which have to be satisfied.

Application to DAERA is for

- (1) The development of Chambre House
- (2) Improved visitor management throughout the site
- (3) Slieve Gullion Plateau Trail
- (4) Carpark
- (5) Amenity building

The application for funding is for £500,000.

2.0 Key Issue

Stage 2 of the application requires the following:

- Final version of the economic appraisal
- Must have planning application submitted
- Procurement of a design team to prepare technical design drawings, and BoQ, for the Chambre House, car park and the amenity building.
- Procurement of a design and build interpretation team for Chambre

	<p>House</p> <ul style="list-style-type: none"> • Procurement for the appointment of a contractor for Chambre House and Slieve Gullion Plateau Trail
3.0	<p>Recommendations</p> <p>To progress stage 2 conditions of the DAERA application for development of Slieve Gullion Forest Park. Stage 2 conditions are outlined below and all conditions are required to be in place before DAERA can consider an award of funding.</p> <ol style="list-style-type: none"> (1) Procurement of a design team for the preparation of technical drawings and BoQ's (2) To submit planning applications where required (3) To secure legal agreement with Forest Service NI for delivery of the project on their land (4) To procure contractors for design and build of Chambre House Interpretation; build of Slieve Gullion Trail. Appointment will only be made if a Letter of Offer is secured) (5) A report to be brought back to council regarding running costs of Chambre House Interpretation Centre.
4.0	<p>Resource Implications</p> <ul style="list-style-type: none"> • Cost for procurement of a design team is estimated as £50,000. • The Design Team costs of meeting stage 2 requirements as set out above will be approx £35,500. The remaining budget will be spent if a LoO is issued. • A budget is available in this financial year for the above costs
5.0	<p>Appendices</p> <p>N/A</p>

Agenda Item:	Tourism NI Quality Grading of Down County Museum and Slieve Gullion Forest Park
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Tourism NI Quality Grading of Down County Museum and Slieve Gullion Forest Park
Date:	Monday 11 September 2017
Reporting Officer:	Andy Patterson, Assistant Director Enterprise, Regeneration and Tourism
Contact Officers:	Michael King, Museum Curator, Down County Museum Michelle Boyle, Tourism Development Officer

Decisions Required

To note the contents of this paper.

1.0 Purpose and Background

Tourism businesses and Visitor Attractions that offer a quality visitor experience can achieve a quality grading from Tourism NI by participating in their Quality Grading Scheme for Visitor Experiences.

The quality of the Council's tourism offering at Slieve Gullion Forest Park and Down County Museum has been recognised by Tourism NI through recent Quality Assessments, in which both attractions retained their Four-Star Award Status.

2.0 Key Issues

- The retention of the Four-Star Award for both Down County Museum and Slieve Gullion Forest Park is representative of the extensive tourism offering that is provided by these attractions, and the high quality of this offering by Tourism NI's specialised Quality Grading Team.
- At Slieve Gullion the quality assessment noted enhanced visitor signage, interpretation signage, presentation and maintenance of facilities, and the welcoming environment as all factors in the facility retaining its Four-Star status.
- The quality assessment for Down County Museum highlighted the welcome, orientation and professionalism of staff; the depth of information provided through the range of exhibitions; the wide offering for children and families in particular; and the café and retail provision for visitors.
- The assessments of both facilities provide recommendations on how each of the attractions can further enhance the quality of their offering for visitors, in order to maintain and build on their Four-Star Quality Awards. These recommendations will be reviewed and implemented as relevant into the on-going work programmes for both sites.

	<ul style="list-style-type: none"> In order to further develop the quality of our tourism offering throughout the district, the Council has made provision through current Service Level Agreements to work with our partners in the St Patrick's Centre and Kilkeel Development Association (Mourne Seafood Cookery School and Nautilus Centre) to support these attractions to enter into Tourism NI's Quality Grading Scheme within this financial year. <p>Council is engaging with Tourism NI on an on-going basis to determine which other key visitor attractions within the district can enter into TNI's Quality Grading Scheme, with the view of raising the overall quality of our visitor offering within our destination.</p>
3.0	Recommendations To note the contents of this paper.
4.0	Resource Implications N/a
5.0	Equality and Good Relations implications N/a
6.0	Appendices N/a

Tourism Statistics Bulletin



Northern Ireland Local Government District Tourism Statistics 2016

Published 6 July 2017



4.7m
LGD trips



15.2m
nights



£851m
spent

This report provides 2016 tourism statistics for the 11 Local Government Districts (LGDs) in Northern Ireland. The report provides a variety of estimates including; overnight trips and the associated number of nights and expenditure, rooms sold in commercial accommodation, visitor attraction visits, tourism employment and cruise ship visits. The key points are:

- the **largest number** of estimated overnight trips in 2016 was to **Belfast** LGD (1.5 million). Approximately three in ten overnight trips to Northern Ireland were to this area (31% of all overnight trips);
- reason for visit varies by area. The estimates show that 73% of overnight trips to **Causeway Coast & Glens** LGD were for **holiday** purposes, whilst 72% of overnight trips to **Armagh City, Banbridge & Craigavon** LGD were for **visiting friends and relatives**;
- **Belfast** and **Antrim & Newtownabbey** attract the bulk of **business trips**; accounting for approximately 16% of the overnight trips to **Belfast** and **Antrim & Newtownabbey** LGD's;
- **Belfast** LGD has the largest number of rooms in **hotel** accommodation (3,437 rooms or 43% of NI total), with an estimated 79% room occupancy level throughout 2016;

Taken together with other data sources and over the longer time period, statistical estimates point towards an upward trend in tourism activity in Northern Ireland between 2011 and 2016. This may not be the case for each Local Government District, and all available sources should be observed together to provide a fuller picture and indication of tourism activity at LGD level.

[Click here for definitions of tourism statistics common terms used in this report](#)

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Frequency: Annual

Coverage: Local Government District

Northern Ireland

Theme: People, Places and Culture

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National Statistics Status

National Statistics status means that official statistics meet the highest standards of trustworthiness, quality and public value.

All official statistics should comply with all aspects of the Code of Practice for Official Statistics. They are awarded National Statistics status following an assessment by the Office for Statistics Regulation. The Office for Statistics Regulation considers whether the statistics meet the highest standards of Code compliance, including the value they add to public decisions and debate.

It is NISRA's responsibility to maintain compliance with the standards expected of National Statistics. If we become concerned about whether these statistics are still meeting the appropriate standards, we will discuss any concerns with the Office for Statistics Regulation. National Statistics status can be removed at any point when the highest standards are not maintained, and reinstated when standards are restored.



Accuracy and reliability of survey estimates

Two key measures of tourism activity are the number of overnight trips and the associated expenditure. To estimate these measures two sets of rolling annual sample surveys of passengers and households are undertaken.

- (i) Firstly, **surveys of passengers** at air and sea ports in Northern Ireland and the Republic of Ireland are undertaken to identify overnight trips to Northern Ireland by people living outside the island of Ireland.
- (ii) Secondly, **household surveys** in Northern Ireland and the Republic of Ireland are undertaken to identify Northern Ireland based overnight trips of Northern Ireland and Republic of Ireland residents.

The sample surveys capture information from a subset of the population, in order to estimate the headline statistics of overnight trips, associated nights and expenditure as well as other informative statistics of the whole population. The results from sample surveys are always estimates and not precise figures. This means that they are subject to margins of error which can have an impact on how the estimates should be interpreted, especially regarding comparisons over the short term.

The estimates presented in this bulletin (overnight trips, nights and expenditure by Local Government District) should be treated as a guide to the spread of tourism throughout Northern Ireland. Any changes in estimates for a particular LGD are usually less than the margins of error and, as such, any short term change would not be seen as statistically significant. Estimates should not be compared over short periods of time or year on year, but rather be looked at over longer periods of time and be seen only as an indication, providing an overview into the patterns and trends from a variety of sources of tourism activity in the Local Government Districts throughout Northern Ireland. These estimates should also be considered alongside other sources, where available, to give a fuller picture.

For example, based on the estimates of tourism statistics produced at LGD level, it would not be correct to say that there has been an increase in the number of overnight trips in Lisburn & Castlereagh LGD by 30%, from 131,121 in 2015 to 169,913 in 2016.

A better use of the estimates would be to say, for example, that looking at the estimated number of overnight trips to Northern Ireland over time (2011 to 2016), on average, Lisburn & Castlereagh LGD accounts for an estimated 3% (0.15 million) of all overnight trips per year in Northern Ireland.

Users should note that over the period of 2011 to 2016, there was no statistically significant change in the number of overnight trips or associated expenditure at a NI level. This report will show confidence intervals around overnight trips and expenditure and aim to guide users as to how this can be best interpreted. Further information regarding confidence interval limits can be found in [background note 9](#).

Introduction

Northern Ireland's [annual 2016 tourism statistics](#) were published on the 25th May 2017. Whilst tourism statistics systems are designed to collect information for Northern Ireland as a whole, the number of trips and nights are provided by location and this information has been used to disaggregate estimates by Local Government District (LGD). It should be noted that it is possible that a person could stay in one location in NI, yet day trip in another part of NI or in the Irish Republic. For example, a significant number of visitors influenced to visit NI by the Giants Causeway do not stay in the Causeway Coast and Glens LGD. In this report, trips and expenditure associated with the trip are allocated to where the person spends the night. Given that no single measure can be used to provide a definitive statistic on tourism, this report includes a variety of measures to paint a more complete picture. For NI as a whole, these estimates suggested a growth in tourism from visitors outside of the island of Ireland, alongside a fall in domestic overnight trips.

This report informs the Assembly and Executive, tourism bodies, the tourism industry and the public on data relating to tourism in LGDs. A primary aim is to provide information on progress towards the Programme for Government target aimed directly at tourism.

Tourism can be influenced by a number of factors. Alongside initiatives from government and tourism agencies, events and trends can have an impact. In 2016, visitors may have been influenced to come to Northern Ireland by local visitor attractions, such as the Giant's Causeway and Titanic Belfast – which won 'World's Leading Tourist Attraction' at the World Travel Awards in 2016. The local film industry with 'Game of Thrones' showcasing local locations may also have had an impact on visits to these areas.

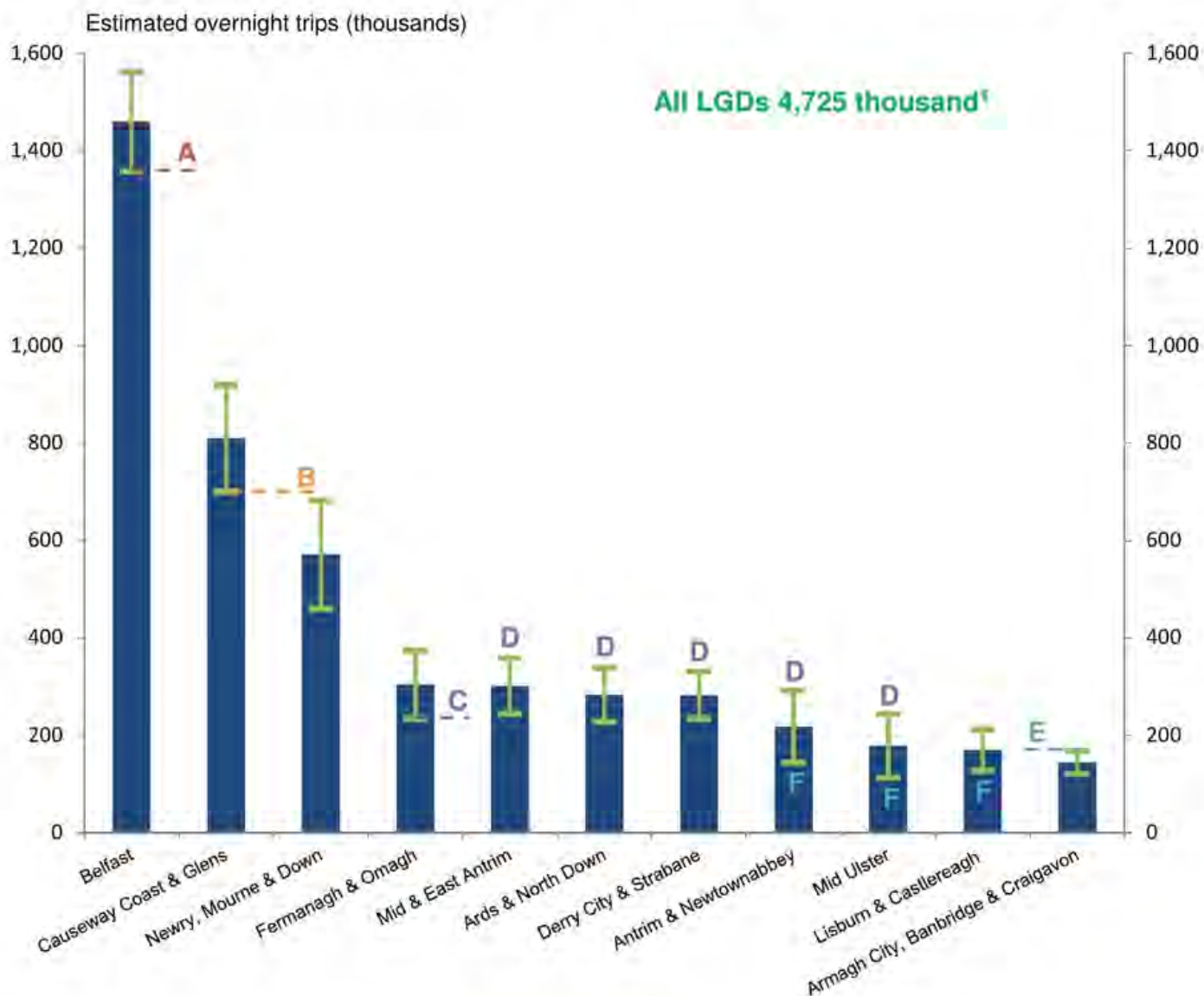
Overnight: Headline overnight trip statistics are measured using standard United Nations (UN) definitions. The UN use the concept of "overnighting". This is broadly defined as staying away from your usual place of residence for one night or more. This does not need to be for holiday, it can also relate to visiting relatives, business etc. As well as overnighting of visitors to Northern Ireland the statistics also include overnights of local residents within NI. Note overnighting excludes day trips, which will be a significant part of the local tourism market.

Section 1: Overnight Trips by LGD (2016)

Estimated Overall volume / latest trend

- Figure 1a shows the estimated overnight trips taken in each Local Government District, including upper and lower limits. Further information on confidence intervals can be found on this [link](#). Figure 1b shows the estimated overnight trips by thematic map.
- Estimates suggest that Belfast LGD experienced the highest number of overnight trips of any Local Government District during 2016 (1.5 million overnight trips). It can be seen in Figure 1a (point A) that the lowest limit of the estimate of trips to Belfast LGD is above the higher limit for any other LGD. Therefore, this is statistically significant and it can be said that Belfast LGD has the highest number of overnight trips of all LGDs in Northern Ireland.
- Similarly, Causeway Coast & Glens LGD has a higher lower limit (Figure 1a point B) than the higher upper limit of those LGDs with fewer overnight trips. It can be said that Causeway Coast & Glens has the second highest number of overnight trips of all LGDs in Northern Ireland.

Figure 1a: Estimated Overnight Trips by Local Government District (thousands), 2016



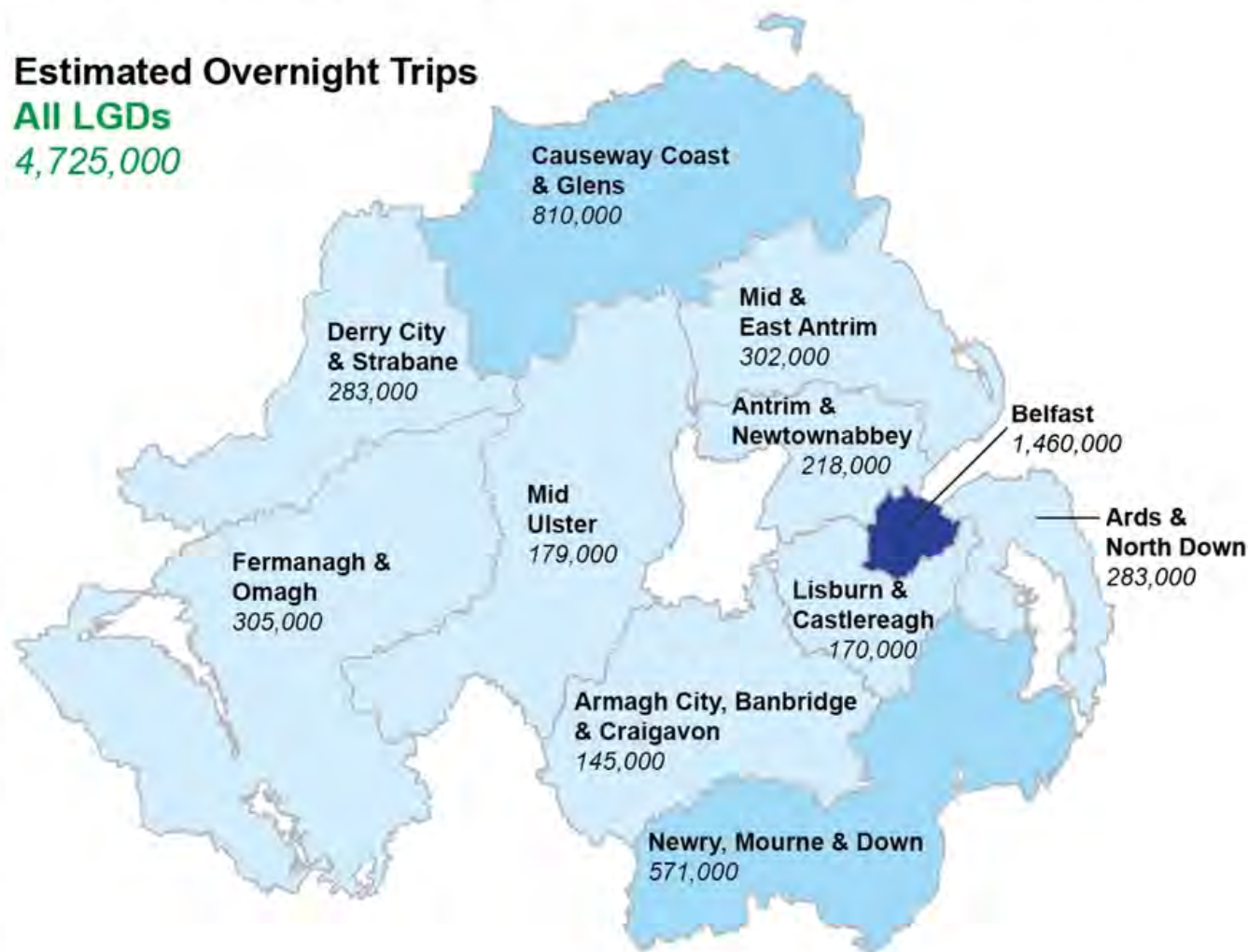
¹All LGDs: This figure (4.7 million) is higher than the Northern Ireland total (4.6 million) – see [background note 5](#).

- However, in the example of Fermanagh & Omagh LGD, whilst the estimated number of overnight trips is higher than that of the estimated overnight trips for Mid & East Antrim, through to Mid Ulster LGDs, the lower limit (Figure 1a point C) overlaps with the higher limits of these five LGDs (Figure 1a points D). Therefore it cannot be said for certain that Fermanagh & Omagh LGD has the third highest volume of overnight trips of all LGDs in NI, though the published best estimates may suggest this.
- Estimates suggest that Armagh City, Banbridge & Craigavon LGD has the lowest volume of overnight trips (145,000). However the upper limit (Figure 1a point E) overlaps with the lowest lower limits of Lisburn & Castlereagh, Mid Ulster and Antrim & Newtownabbey LGDs (Figure 1a points F). So, taking the confidence limits into consideration, it cannot be said for certain that Lisburn & Castlereagh LGD actually has the lowest volume of overnight trips of all LGDs in NI, though the published best estimates suggest this.

Figure 1b: Map of 2016 estimated overnight trips¹ by Local Government District

Estimated Overnight Trips

All LGDs
4,725,000



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¹ All LGDs: This figure (4.7 million) is higher than the Northern Ireland total (4.6 million) – See [background note 5](#).

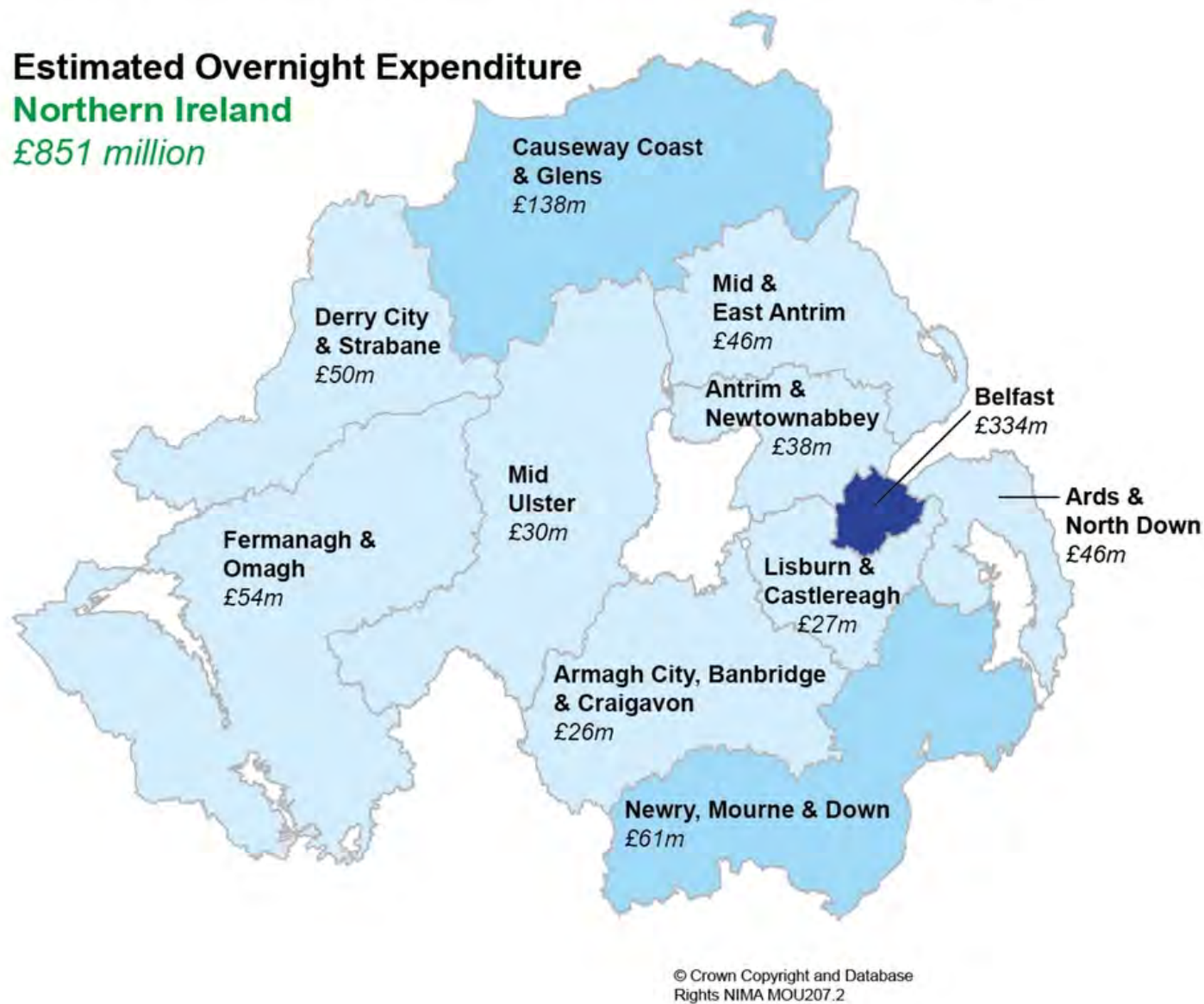
Estimated expenditure associated with Overnight Trips

- Figure 2a shows the estimated expenditure associated with overnight trips taken in each Local Government District (2016). This data is also shown in thematic map form in Figure 2b.
- As would be expected, this picture broadly follows the pattern of estimated number of overnight trips. In total £851 million was spent on overnight trips across Northern Ireland, with £334 million or 39% spent in Belfast LGD. An estimated further £138 million (16%) was spent in Causeway Coast & Glens LGD.
- Although there have been fluctuations over time in estimated expenditure in each LGD, it should be noted that over the long term estimated expenditure has remained relatively constant at both NI and LGD level.

Figure 2a: Estimated expenditure (£m) on Overnight Trips by Local Government District, 2016



Figure 2b: Map of Estimated Expenditure (£m) on Overnight Trips by Local Government District, 2016



See [link](#) for data

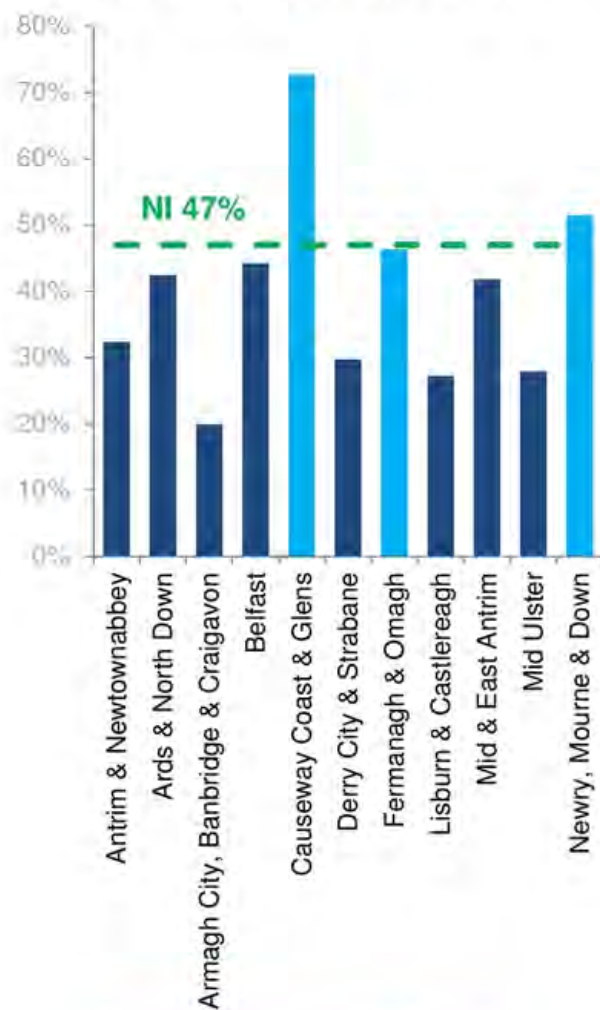
Section 3: Reason for Visit by LGD (2014-2016)**Reason for Overnight Trip**

- Survey respondents are also asked the reason they stayed overnight in Northern Ireland. The estimates for all overnight trips regardless of place of origin¹ are shown in Figures 3a-c. Users should note that these estimates are provided using a three year average; the surveys are designed to collect information at NI level, and to further break these estimates out by LGD and reason for visit reduces cell sample size greatly causing more volatility in the estimates. The three year average provides an indication of the pattern of reason for visit for each LGD and should not be used as a basis for making comparisons over short time periods.
- In overall terms the three graphs show the relative importance of each sector. Estimates suggest overnight trips for holiday purposes makes up 47% of the Northern Ireland market, visiting friends and relatives 40% and business trips 9%. However, this masks significant local variation.
- Figure 3a shows the estimated proportion of overnight trips in each local area that were taken for holiday/pleasure/leisure purposes. The relative importance of holiday tourism is noted in the Causeway Coast & Glens and Newry, Mourne & Down LGDs. Over the period 2014-2016, over two out of three estimated overnight trips taken in Causeway Coast & Glens LGD (73%) were for holiday purposes. Just over half of estimated overnight trips in Newry, Mourne & Down LGD were for holiday purposes (51%). A significant element of this relates to Northern Ireland residents taking holidays in typical holiday towns/areas such as Portrush, Portstewart, and Newcastle.
- In contrast, Figure 3c shows that Belfast and Antrim & Newtownabbey LGDs have a significant pull for business trips. Estimates show that an estimated 16% of overnight trips to Belfast and Antrim & Newtownabbey LGDs are for business reasons. Indeed, of all those people taking an overnight business trip in Northern Ireland, over half (52%) stay in Belfast LGD.

¹ It is important to remember that this includes overnight trips of local residents within Northern Ireland.

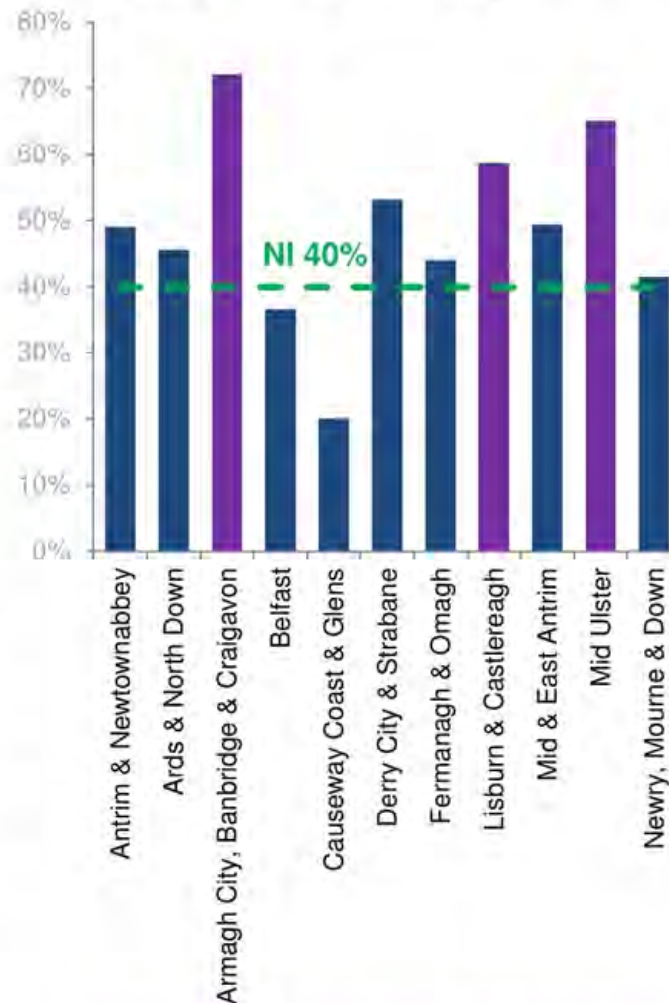
Figures 3a-c: Estimated Reason for Overnight Trip in Northern Ireland within Local Government District (3 year rolling average 2014-2016)

3a. Holiday/Pleasure/Leisure



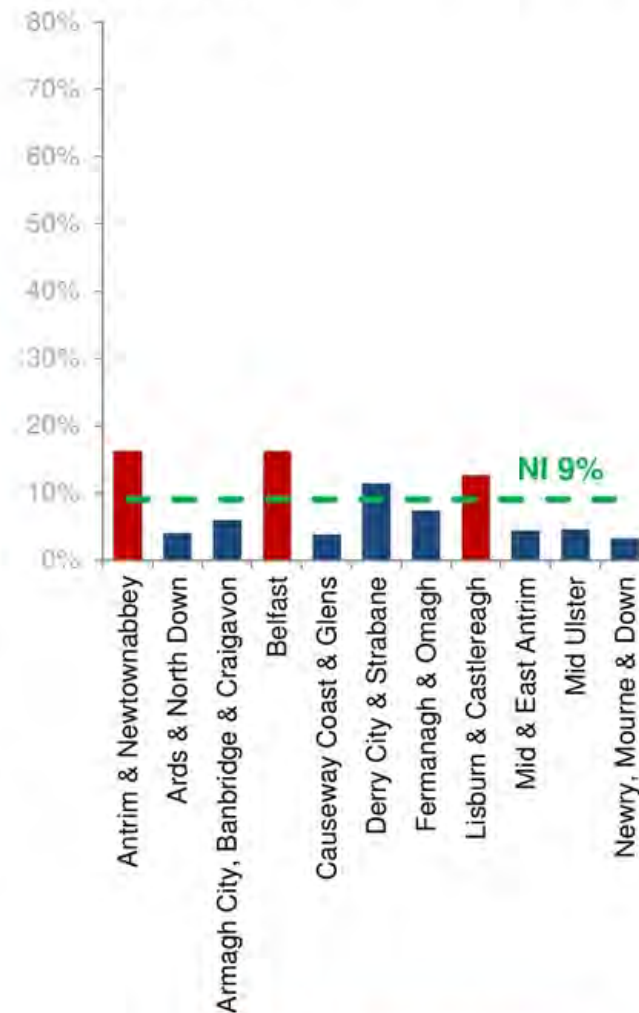
Causeway Coast & Glens,
Newry, Mourne & Down,
Fermanagh & Omagh

3b. Visiting Friends/Relatives



Armagh City, Banbridge & Craigavon,
Mid Ulster,
Lisburn & Castlereagh

3c. Business



Antrim & Newtownabbey,
Belfast,
Lisburn & Castlereagh

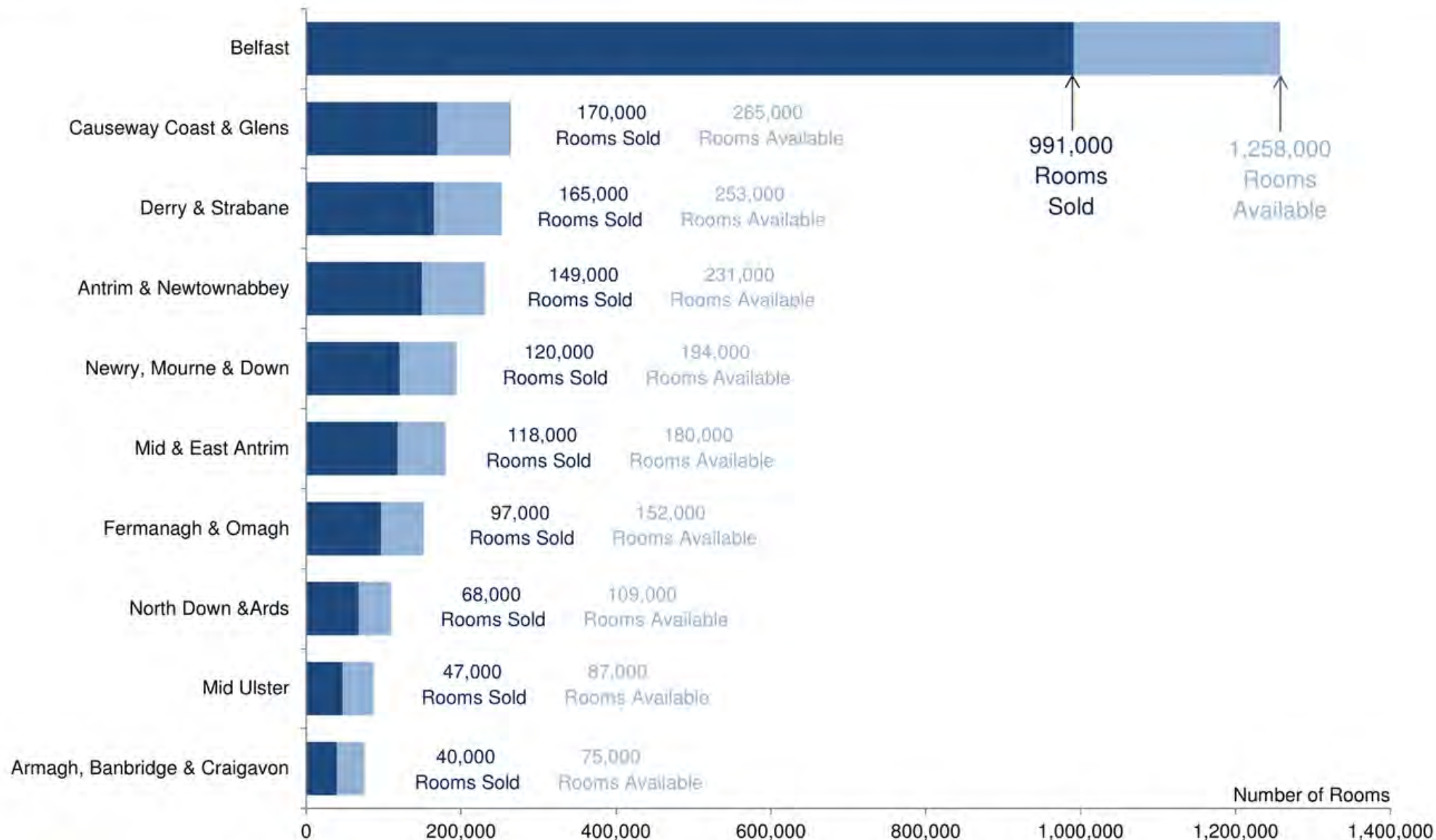
See [link](#) for data

Section 4: Hotel Accommodation by LGD (2016)**Hotel Accommodation Occupancy**

NISRA conducts a monthly occupancy survey of local hotels (and other commercial accommodation e.g. bed & breakfasts, guest houses and guest accommodation). The number of room nights sold in hotel accommodation is seen as a good indicator of how tourism is performing in Northern Ireland, and can be broken out by Local Government District.

- The availability of hotel accommodation is an indicator of the supply side of tourism. Figure 4 (overleaf) shows the volume of rooms available in hotel accommodation by LGD in 2016.
- Figures for 2016 show the estimated number of hotel room nights sold was 2.02 million, or 70% of all hotel rooms were occupied; this total is broken out by LGD in Figure 4.
- Over two fifths (43%) of all available hotel room nights are in Belfast LGD, and estimates show that almost one in every two hotel room nights sold in Northern Ireland are in Belfast LGD.
- Reflecting other NISRA tourism statistics and external sources (see point below), estimates would suggest that there has been a general increase between 2011 and 2016 in the number of hotel rooms sold in Northern Ireland; however, this may not necessarily be the case in every LGD, with possible fluctuations for individual LGDs due to local events in particular years or other external factors such as exchange rates.
- Other research companies carry out occupancy surveys throughout NI. While the results are slightly different to NISRA results - (tend to be higher occupancy rates) the trend remains the same. The reason the results are higher may be due to the respondents. The other surveys tend to sample larger hotels with higher star ratings; whereas NISRA undertake a census of all hotels, however, not all hotels respond.

Figure 4: Number of Rooms Available and Estimated Number of Rooms Sold in Hotel Accommodation by Local Government District, 2016



See [link](#) for data

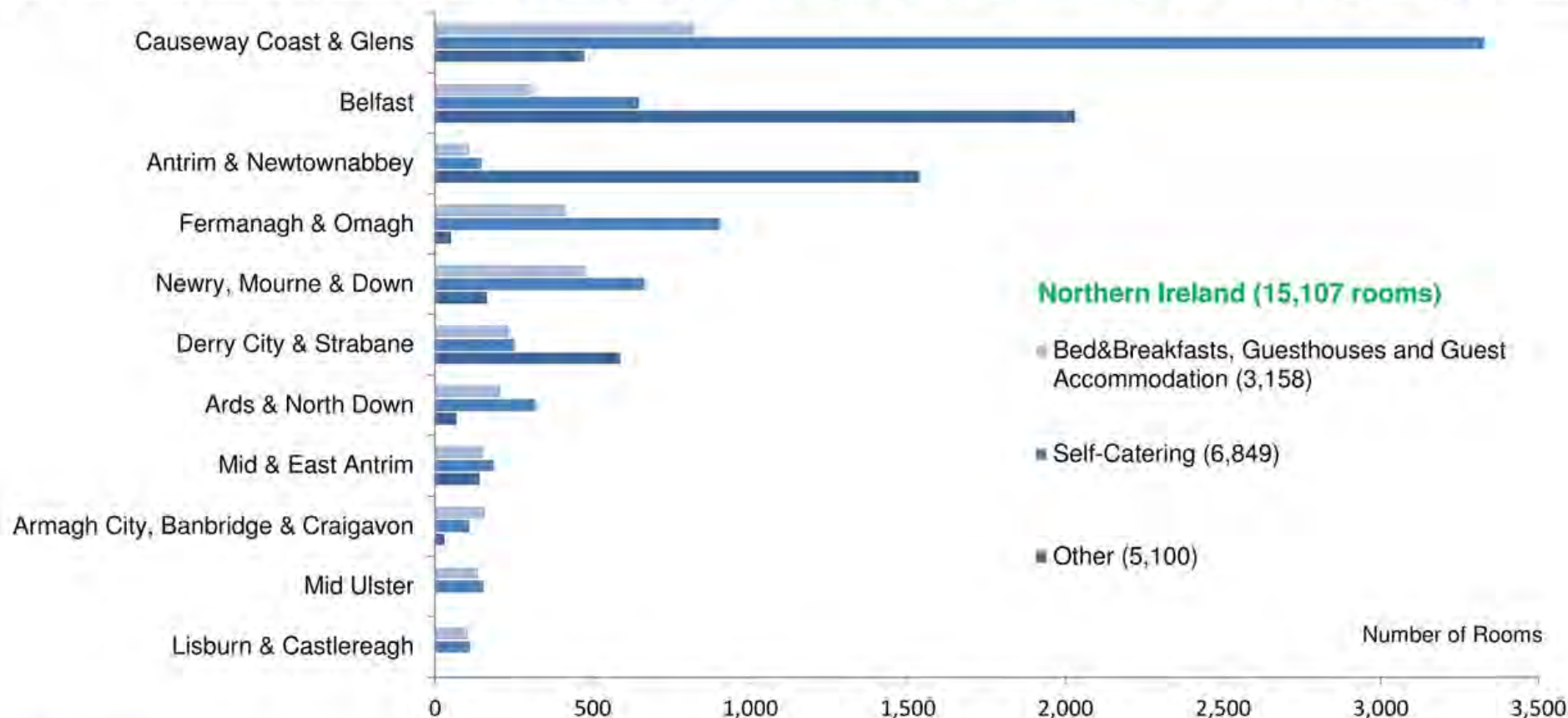
*sample size for Lisburn & Castlereagh was too small to provide a reliable estimate

Section 5: Other Tourism Statistics (official statistics) by LGD (2016)

To provide a further picture of tourism supply, NISRA conducts monthly occupancy surveys of Guest House, Bed & Breakfast and Guest Accommodation establishments as well as annual surveys regarding the occupancy of Self Catering establishments and visits to all Visitor Attractions in Northern Ireland. Users should note that response rates to these surveys are low and varied and should be treated with caution. Collection methods of the number of visits in the Visitor Attraction Survey differ – more information can be found in the [Visitor Attraction Survey](#) satellite report. Results from these surveys are classed as Official Statistics, further information on [Official Statistics](#) can be found on the [NISRA website](#).

Guesthouse, Bed & Breakfast, Guest Accommodation and Self Catering Occupancy

- The availability of other commercial accommodation is also seen as an indicator of the supply side of tourism. Figure 5 (overleaf) shows the volume of rooms in commercial accommodation by Local Government District in 2016.
- Around half of all rooms in other licensed accommodation in Northern Ireland are in two LGDs - Causeway Coast & Glens (31%) and Belfast (20%). However, the makeup of the establishments within these areas differs, with Belfast LGD having the largest number of campus rooms (1,900 rooms or 42% of the Northern Ireland total) and the Causeway Coast & Glens LGD having the largest number of self-catering rooms (3,332 rooms or 49% of all self-catering rooms in NI).
- The importance of self-catering, guesthouse, bed & breakfast and guest accommodation in Causeway Coast & Glens and Fermanagh & Omagh LGDs is also clear. These two areas contain 62% (4,238 rooms) of the self-catering rooms and 40% (1,248 rooms) of the guesthouse, bed & breakfast and guest accommodation in NI.
- While data is not available on the number of second-homes and it is difficult to measure campsites or options to pitch tents/caravans, it is estimated from the Continuous Household Survey that 12% of all NI domestic overnight trips were to second homes and a further 10% were to campsites, caravan parks or trailer parks during 2016.

Figure 5: Number of Rooms available in other Licensed Accommodation by Accommodation Type and Local Government District, 2016

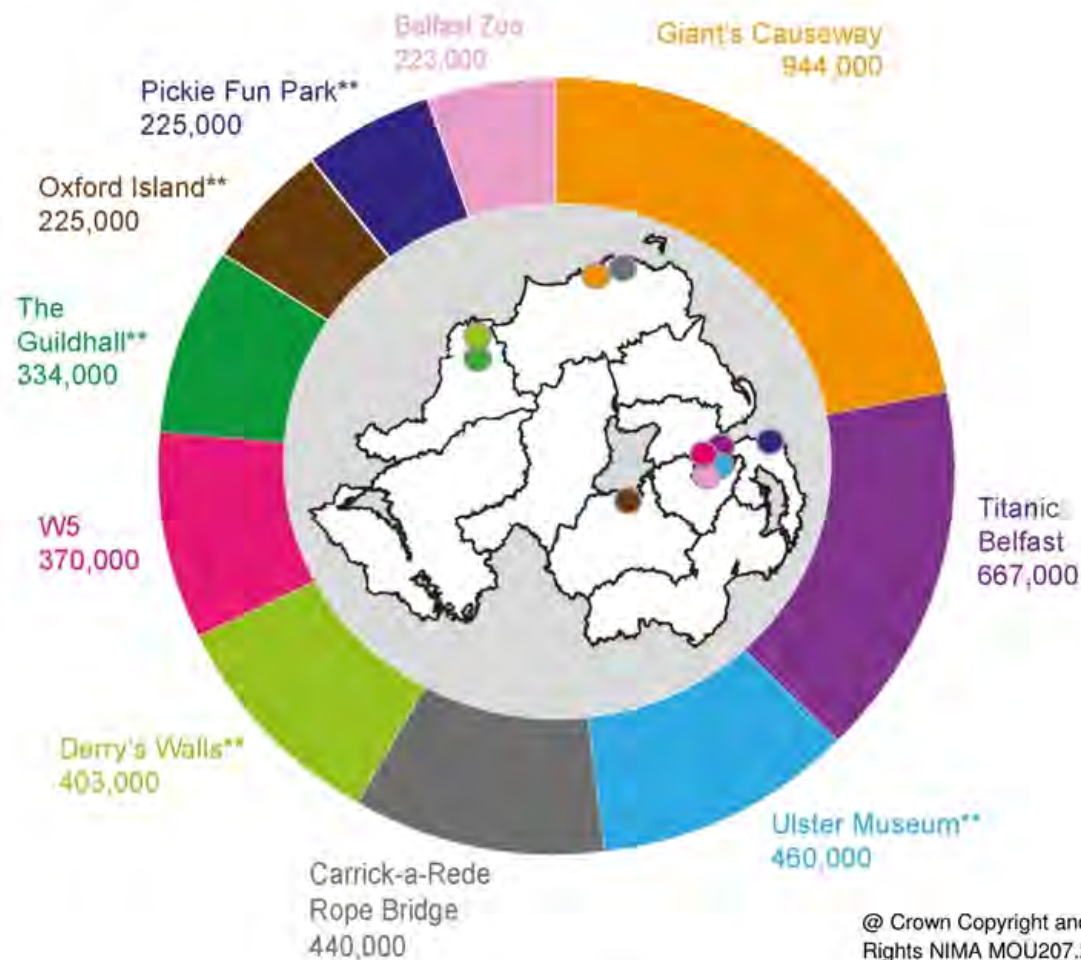
See [link](#) for data

- During 2016, it is estimated that Guest House, Bed & Breakfast and Guest Accommodation had average room occupancy of 34% in NI; and that Self Catering Accommodation had average unit occupancy of 36%.
- These occupancy rates will vary in each LGD, but estimates from these surveys are based on low and varied response rates and should be treated with caution. Local Government Districts can also be subject to fluctuations due to local one off events, weather and other factors such as exchange rates, for example, a weak euro may attract fewer RoI residents to come to NI whilst simultaneously encouraging more NI residents to go to RoI. Indeed, a weak pound may have the opposite impact, including on the wider Euro-zone.

Visitor Attractions

- Visitor Attractions across Northern Ireland provide information on the number of people who visit their attractions throughout the year. Counting methods for individual attractions differ and may also change year on year which may impact on these results.
- During 2016, the top visitor attractions were the **Giant's Causeway** (0.94 million visits), **Titanic Belfast** (0.67 million), the **Ulster Museum Belfast** (0.46 million) and **Carrick-a-Rede Rope Bridge** (0.44 million). This is shown in graphical form in Figure 6.
- Users should note that the lists of visitor attractions included in the report only include those that choose to participate and make their results public.

Figure 6: Top 10 Visitor Attractions*, 2016



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*excludes country parks/parks/forests/gardens

**figures based on estimates

See [link](#) for data

Section 6: Employment in Tourism Related Industry by LGD (2015)

Employee Jobs in Tourism Characteristic Industries

- Employee Jobs in tourism characteristic industries relates to a number of different business areas, most notably hotels and restaurants.
- Figure 7 gives an indication on the number of employee jobs in tourism characteristic industries in each local area. In total, in 2015 there were just an estimated 717,000 employee jobs in Northern Ireland, of which 61,000 or 9% are in tourism characteristic industries. Within Northern Ireland, Belfast LGD accounts for 30% of the total. When looking at the relative importance of the tourism industry within local areas, local employment in the tourism industry is higher in Ards & North Down (13%) and Causeway Coast & Glens (12%) LGDs.

Figure 7: Employee Jobs in Tourism Characteristic Industries in Local Government Districts 2015



See [link](#) for data

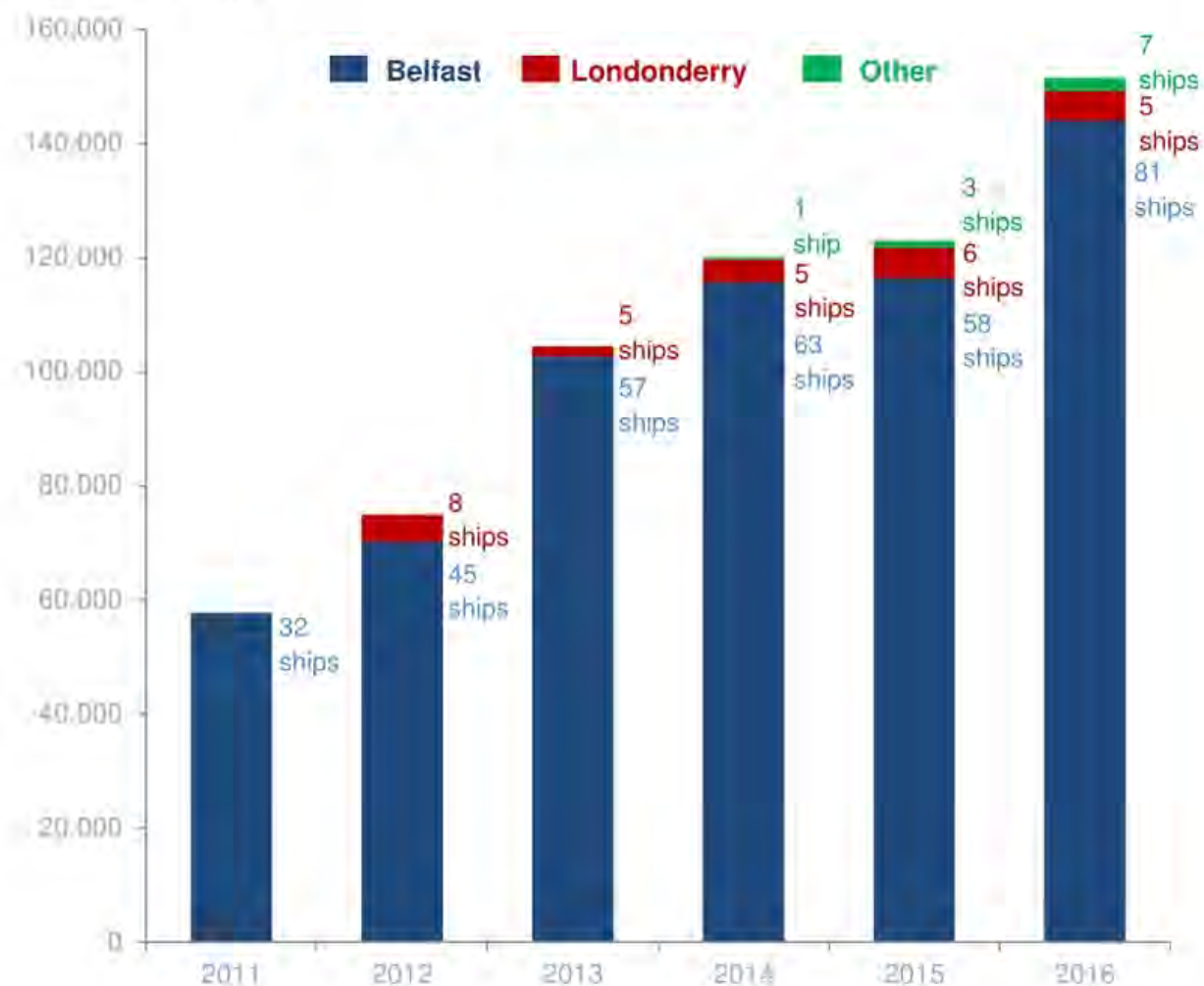
Section 7: Cruise Ship visits by Harbour (2011-2016)

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Cruise Ships

- Cruise ships are one part of the day trip market for which there are reliable local figures. Figure 8 shows the trend in the number of cruise ships docking at local ports – see background note 11.
- In 2016, 81 cruise ships docked in Belfast port, 5 in Londonderry port and 7 in other NI ports. The figures point to an increase in numbers of people visiting Northern Ireland from cruise ships, up from a potential 58,000 passengers in 2011 to 152,000 passengers in 2016. Many cruise ship passengers will go on trips to other areas (for example from Belfast to the Giant's Causeway). However these trips are classified as day trips and are not included in the overall figures in this bulletin.

Figure 8: Total cruise ship numbers and passengers onboard docking at NI ports (2011-2016)



See [link](#) for data

Background Notes

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1. This report presents a summary of 2016 tourism statistics by Local Government Districts (LGD). More detailed data are available at this [link](#).
2. Tourism data is derived from a variety of sources, more information on these sources can also be found at this [link](#). Tourism estimates are designed to provide timely data on tourism activity in Northern Ireland. The estimates may be subject to revision due to improvements to the survey/analysis methodology or the inclusion of data returned after the publication date. The figures in this document are the most up-to-date available at the time of publication. Northern Ireland Tourism statistics have undergone a series of organisational changes and revisions to methodology. Information on the sources, the data quality of each source and any revisions or changes in methodology can be accessed at this [link](#).
3. The production of tourism statistics is conducted in line with the UK Statistics Authority [Code of Practice for Official Statistics](#). This means that the statistics
 - a. meet identified user needs,
 - b. are well explained and readily accessible,
 - c. are produced according to sound methods, and
 - d. are managed impartially and objectively in the public interest

Northern Ireland tourism statistics are currently being assessed by the UK Statistics Authority.

4. NISRA uses the Survey of Overseas Travellers run by Fáilte Ireland to gain information on the visitors who took overnight trips in Northern Ireland and exited through Republic of Ireland ports. Information on Northern Ireland overnight trips is also now collected through a separate survey carried out by Central Statistics Office Ireland. NISRA researched the two sources and presented and agreed the findings at the all Ireland tourism statistics meeting with all relevant providers and users of the data. The findings can be accessed at [link](#).
5. The 2016 Northern Ireland tourism statistics showed there were 4.6 million overnight trips, this figure is lower than the 'all LGD' total (4.7 million). The LGD figure is higher as someone may spend time in various locations during the one overnight trip to NI. For example, if

- someone stayed two nights in Belfast followed by three nights in the Causeway Coast and Glens, this would be counted as one trip to Northern Ireland in the annual estimates and one trip to Belfast and one to Causeway Coast and Glens (two trips) in the LGD breakdown.
6. NISRA uses the Northern Ireland Passenger Survey to apportion the Survey of Overseas Travellers (background note 4) by Local Government District. Similarly, it uses the Continuous Household Survey to apportion the Household Travel Survey results (the HTS is carried out by Central Statistics Office to gather information on Republic of Ireland residents who overnight in Northern Ireland). The Reason for Visit results for each of these sources was applied to each of these LGD estimates.
 7. Due to the nature of household surveys in Northern Ireland, users should be aware that statistics on overnight trips in Northern Ireland of Northern Ireland residents aged under 16 are excluded. NISRA is in the process of changing the methodology of data collection to capture this information from April 2015. NISRA has also increased the sample size of the underlying survey used to measure domestic tourism from April 2017. Over the next year (2017/18), NISRA will assess the impact of both changes with a view to improving the overall estimates of domestic tourism and will update users on progress. Users can see this on the Tourism Statistics Plan at this [link](#).
 8. While the statistics are produced in as timely a way as possible, it is realised that early indicators would be useful. Early tourism indicators are published at this [link](#) and are updated monthly.
 9. The estimates on visitor numbers, nights and spend in this bulletin are derived from sample surveys and are therefore subject to sampling errors. Sampling errors are determined both by the sample design and by the sample size. Generally speaking, the larger the sample supporting a particular estimate, the smaller the associated sampling error. Confidence intervals around the estimates of all overnight trips in Northern Ireland in 2016 stands at +/- 7% for the year (associated expenditure at +/- 11%). Note: based on the survey design confidence intervals for domestic tourism trips stands at +/-10% and external trips at +/-4%. Information on confidence intervals in Northern Ireland tourism statistics can be accessed at this [link](#).
 10. This report includes estimates from Census of Employment on the number of jobs in 'tourism characteristic industries'. The latest tourism characteristic industries breakdown available is for 2013 as the Census of Employment is carried out every two years. More information on

the Census of Employment and the associated methodology can be accessed at this [link](#) .

11. The vast majority of cruise ships visit Northern Ireland on a single day basis, docking in the morning and then leaving in the evening. Thus under UN definitions cruise ship visits are considered day-trips and excluded from the overnight trips figures outlined in section 1. To address this, statistics from [Visit Belfast](#), [Cruise North West](#) and Newry & Mourne Council relating to Warrenpoint port are included. Cruise ships can also drop anchor and tender passengers ashore at other parts of Northern Ireland (Bangor & Portrush)-these figures have been included using information from Quay Marinas (Bangor) and Causeway Coast & Glens (Portrush).
12. Estimates for the number of overnight trips, associated number of nights and expenditure for each Local Government District were revised on 6th July 2017 due to a revised weighting mechanism for the Household Travel Survey, conducted by Central Statistics Office regarding overnight visitors to Northern Ireland from the Republic of Ireland. More information can be found at this [link](#).

The impact of this revision on the estimates for overnight trips, nights and expenditure to NI was less than 1%, with less of an impact on Local Government District estimates. As per the [Tourism Statistics Branch Revisions Policy](#), TSB have published more information on the minor impact to tourism statistics at this link ([impact of HTS methodological change August 2016](#)). The change in methodology has been discussed at all-island Tourism Statistics groups and NISRA have followed up with key users following this to discuss implications, however the impact is small.

13. Follow NISRA on [Twitter](#) and [Facebook](#).

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