



October 12th, 2015

**Notice Of Meeting**

You are invited to attend the Enterprise, Regeneration and Tourism Committee meeting to be held on **Monday, 12th October 2015** at **6:00 pm** in the **Boardroom District Council Offices Monaghan Row, Newry.**

**Chair:** Cllr D Curran

**Vice:** Cllr R Mulgrew

**Members:**

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

# Agenda

- 1) **Apologies**
- 2) **Declarations of Interest.**
- 3) **Action Sheet - Minutes of Enterprise Regeneration & Tourism Committee Meeting held on Monday 14 September 2015. (Attached).**

[ACTION SHEET - Sept 2015.pdf](#)

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*Enterprise, Employment and Regeneration Items*

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- 4) **Forkhill Regeneration Project. (Report attached).**

[Forkhill Regeneration Project.pdf](#)

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- 5) **Terms of Reference Economic Forum. (Report attached).**

[ToR Economic Forum.pdf](#)

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- 6) **Mourne, Gullion and Lecale Rural Development Partnership. (Report attached).**

[Mourne, Gullion & Lecale Rural Development Partnership.pdf](#)

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- 7) **Business Improvement District Vote. (Report attached).**

[BID Vote Oct 2015.pdf](#)

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*Enterprise Employment and Regeneration - For noting*

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- 8) **Warrenpoint Park Heritage Lottery Regeneration Project. (Report attached).**

- 9) **Department of Employment and Learning (DEL) New Further Education Strategy for Northern Ireland response document. (Report attached).**

Department for Employment and Learning (DEL) New Further Education Strategy for Northern Ireland response document.pdf

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- 10) **Economic Conference. (Report attached).**

Economic Conf Oct 2015.pdf

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- 11) **Newry Linkages Revitalisation Steering Committee Meeting. (Report attached).**

Newry Linkages Revitalisation Steering Committee Meeting 10.09.15.pdf

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*Tourism, Culture and Events Items*

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- 12) **Report on Forests and ORNI. (Report attached).**

Forestry Services and Outdoor Recreation report.pdf

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- 13) **Annalong Harbour Stormgate. (Report attached).**

Annalong Harbour Stormgate.pdf

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- 14) **Terms of Reference Strategic Tourism Forum. (Report attached).**

TOR Tourism.pdf

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- 15) **Estimated cost of Councillors attendance at consumer promotions between October 2015 and March 2016. (Report attached).**

Estimated cost of Councillors attendance at consumer promotions between October 15 – March 16.pdf

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- 16) **Slieve Gullion - Forward Planning. (Report attached).**

*SG Briefing meeting forward plan.pdf*

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- 17) **Tourism Strategy Task and Finish Project Board Meeting (Meeting to be held on 7-10-2015). (Report to follow).**

*Task & Finish Project Board.pdf*

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- 18) **Newry, Mourne and Down District Council's response to Inland Waterways' Draft Heritage Plan for Waterways Ireland. (Draft Response attached).**

*inland waterways.pdf*

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*Tourism Culture and Events - For noting*

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- 19) **Irish Global Geoparks Annual Seminar November 2015. (Details attached).**

*Irish Global Geoparks Seminar.pdf*

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- 20) **AOIFE Annual Conference 2016. (Details attached).**

*Aoife Conference Feb 2016.pdf*

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# Invitees

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**ACTION SHEET- ENTERPRISE REGENERATION & TOURISM COMMITTEE – MONDAY 14 SEPTEMBER 2015**

<b>AGENDA ITEM</b>	<b>SUBJECT</b>	<b>DECISION</b>	<b>FOR COMPLETION BY DIRECTOR – including actions taken/date completed or progress to date if not yet completed</b>
<b>ERT/92/2015</b>	Congratulations	<p>Message of congratulations to be sent to organisers of Iur Cinn Fleadh Music Festival.</p> <p>Message of congratulations to be sent to Cormac Sharvin regarding Walker Cup golf event.</p> <p>Message of congratulations to be sent to Mourne Mountain Brewery on recent opening launch event.</p>	Actioned by L Dillon Democratic Services Officer.
<b>ERT/93/2015</b>	Make it Local Initiative	To approve the action plan for the Make it Local Initiative as contained in Report dated 14 September 2015 from Ms M Quinn Project Development Manager.	Ongoing
<b>ERT/94/2015</b>	DARD Consultation re: Funding for Racecourses	<p>To approve recommendation contained in Report dated 14 September 2015 from Mr M Mohan Senior Tourism Initiatives Manager that the Council submit a response to DARD regarding the public consultation on the Horse Racing (Charges on Bookmakers) Order (Northern Ireland) 2015 requesting:</p> <p>(a) No change to the rate of funding collected from on-course bookmakers</p> <p>(b) Option 3 as set out in the DARD consultation document (and report</p>	Actioned

AGENDA ITEM	SUBJECT	DECISION	FOR COMPLETION BY DIRECTOR – including actions taken/date completed or progress to date if not yet completed
		<p>from Downpatrick Racecourse), is considered as the only viable option.  (c) That DARD consider the significant positive economic impact that Downpatrick Racecourse has within the Council area.</p>	
<b>ERT/95/2015</b>	Friends of Derrymore Partnership Meeting – 21 August 2015	<p>To approve the recommendations contained in Report of Friends of Derrymore Meeting held on 21 August 2015 as follows:</p> <p>(a) Newry Mourne &amp; Down District Council to confirm that the Derrymore Application is the Space and Place criteria Council application as per Space and Place criteria for one application per Council per funding call.</p> <p>(b) Ms A Smyth Enterprise Development officer to prepare for the next meeting, sample areas of discussion/questions which the Partnership can use to prepare for a Space and Place site visit, if the application reaches this stage.</p> <p>(c) Partnership Members to continue to compile the agreed evidence that will be used during a site visit.</p> <p>It was also further agreed to refer the Space and Place Application to the Active &amp; Healthy Communities Committee to seek agreement that the Play Park Application would be better placed under the Rural Development Programme.</p>	Ongoing

<b>AGENDA ITEM</b>	<b>SUBJECT</b>	<b>DECISION</b>	<b>FOR COMPLETION BY DIRECTOR – including actions taken/date completed or progress to date if not yet completed</b>
<b>ERT/96/2015</b>	Accommodation Needs Analysis	<p>To approve recommendations contained in Report dated 14 September 2015 from Mr M Mohan Senior Tourism Initiatives Officer as follows:</p> <p>(a) To approve the implementation of the recommendations contained in the Accommodation Needs Analysis Study in terms of accommodation needs for the area.</p> <p>(b) The Council proceed with the actions as outlined in Report from Mr M Mohan Senior Tourism Initiatives Manager dated 14 September 2015.</p> <p>(c) The Council use the findings in the Accommodation Needs Analysis Study to response to DETI’s consultative document “Review of Tourism Accommodation Policy 2015-2020”.</p>	Ongoing
<b>ERT/97/2015</b>	Tourism Strategy Task & Finish Project Board Meeting – 1 September 2015	<p>To approve the recommendations contained in Report dated 4 September 2015 from Ms M Boyle Tourism Development Officer as follows:</p> <p>(a) To accept the recommendations agreed by the Tourism Strategy Task and Finish Project Board Meeting held on Tuesday 1 September 2015.</p> <p>(b) Budget allocation to be considered by Council in 2016/17 for the preparation of Development Plans as per the recommendation locations in the Accommodation Needs Analysis.</p>	Actioned

AGENDA ITEM	SUBJECT	DECISION	FOR COMPLETION BY DIRECTOR – including actions taken/date completed or progress to date if not yet completed
ERT/98/2015	Tourism Marketing & Communication Plan	<p>To approve the Tourism Marketing &amp; Communications Plan September 2015 – March 2016 with relevant additional activities as opportunities arise particularly associated with events, as per Report dated 4 September 2015 from Ms M Boyle Tourism Development Officer.</p> <p>To appoint the following Members to attend the National Ploughing Championships in Co Laois at which the Council will take a tourism stand which will be held from 22-24 September 2015:  Councillor D Curran Chairperson ERT  Councillor R Mulgrew Vice Chairperson ERT  1 No. Councillor</p> <p>A paper be brought back to the next meeting of the Enterprise Regeneration &amp; Tourism Committee Meeting in October 2015 containing details and costings of any forthcoming exhibitions.</p>	Actioned & on agenda
ERT/99/2015	Camlough Dam Rehabilitation	<p>To approve the recommendations contained in Report dated 1 September 2015 from Ms M Boyle Tourism Development Officer regarding Camlough Dam Rehabilitation as follows:</p> <p>(a) Camlough Lake Sub Committee continue to meet during the contract duration and to consider future development of the lake.  (b) Council to write to the secretary of Camlough Lake Water Festival to arrange removal of pontoon from restricted zone.</p>	Ongoing

<b>AGENDA ITEM</b>	<b>SUBJECT</b>	<b>DECISION</b>	<b>FOR COMPLETION BY DIRECTOR – including actions taken/date completed or progress to date if not yet completed</b>
<b>ERT/100/2015</b>	Museum Engagement Programme	To note the offer in the sum of £4,000 grant aid from Northern Ireland Museums Council for a Museum Engagement Programme with 10 No. schools and 5 No. community groups – funding offer will be subject to DECAL budgets.	Actioned
<b>ERT/101/2015</b>	Tendering – Trading Pitches at Slieve Gullion Forest Park	The Council proceed with the tendering for service providers for 2 No. Trading Pitches at the Upper Car Park (beside Play Area) at Slieve Gullion Forest Park Newry, as per recommendation contained in report dated 4 September 2015 from Ms M Boyle Tourism Development Officer.	Ongoing
<b>ERT/102/2015</b>	Nature & Sports Euromeet Conference	To appoint the following Councillors to attend the 3 <sup>rd</sup> Nature & Sports Euromeet Conference on 30 September 2015 – 2 October 2015 in the Slieve Donard Hotel Newcastle at a cost of £240 per delegate: Councillor G Hanna Councillor W Clarke Councillor R Burgess  If any other Councillors wish to attend this Conference they should contact the Democratic Services Officer.	Actioned by L Dillon Democratic Services Officer
<b>ERT/103/2015</b>	Tender Report Re: Regional Start Initiative	(Closed session item) To approve the recommendations contained in Report dated 14 September 2015 from Mr J McGilly Assistant Director of ERT regarding tendering for the Regional Start Initiative.	Actioned

<b>AGENDA ITEM</b>	<b>SUBJECT</b>	<b>DECISION</b>	<b>FOR COMPLETION BY DIRECTOR – including actions taken/date completed or progress to date if not yet completed</b>
<b>ERT/104/2015</b>	Tender Report Re: Ring of Gullion	(Closed session item) To approve the recommendations contained in Report dated 14 August 2015 from Mr D Rice RoG Landscape Partnership Scheme Manager as follows: (a) If within budget following tender close and assessment, the Council proceed to appoint the most economically advantageous contractor for the projects which are part of the Ring of Gullion Landscape Conservation Action Plan. (b) Built Heritage Surveys – To appoint the successful tenderer of the competitive process in respect of the project. The tender quote is within agreed LCAP budget. (c) Bessbrook HLF Our Heritage Application – To submit application and Council to act as lead partner and sign and return Letter of Offer if funding application is successful.	Actioned
<b>ERT/105/2015</b>	Slieve Gullion DEA Briefing Meeting Re: Park & Ride Facility – 19 Aug15	(Closed session item) To note the Slieve Gullion DEA Briefing Meeting held on Wednesday 19 August 2015 regarding the provision of a Park & Ride facility at Slieve Gullion Forest Park Newry.	Actioned
<b>END.</b>			





<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Forkhill Regeneration Project
<b>Date:</b>	Monday 12 <sup>th</sup> October 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Jonathan McGilly

### Decisions Required

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

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>NMMDC are working in partnership with FADDA, DSD &amp; DARD on a Regeneration Project for the former military site at Forkhill. A Masterplan has been developed for the site jointly funded by the Partners which recommends a mixed use development of housing (social), green space, 3G pitch, crèche facilities &amp; business units. Outline Planning is in place based on the Masterplan and phase (1) of social housing is complete with Phase (2) at an advanced stage. Ground works NI completed a detailed design &amp; feasibility of the green space development of the site &amp; a bid was submitted to DARD seeking funding to implement this stage of the project. The site is in DSD ownership and will transfer to Council if regeneration powers transfer to Council in 2016.</p>
	<p><b>Key Issue</b></p> <p>DARD now have ministerial approval to allocate £250,000 for the project. Given the work completed by Groundworks on costings etc. the funds available should complete most of the capital works but revised costings will be required.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p>NMDDC Officials are given approval to:</p> <ul style="list-style-type: none"> <li>i. commence discussions with DSD on licence agreement</li> <li>ii. work with DARD to drawdown funds</li> <li>iii. commence appointment of professional team to progress detailed planning application, costings, etc.</li> <li>iv. prepare a report for Council setting out the way forward for the project detailing licence arrangements, costs, timescales, etc. when full financial details are known.</li> </ul>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>Costs will be covered in 2015/16 from DARD grant and 2016/17 cost implication for Council not fully known and will be brought back to Committee as appropriate.</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>N/A</p>

<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Economic Forum
<b>Date:</b>	Monday 12 <sup>th</sup> October 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism

### Decisions Required

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

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>Newry, Mourne and Down District Council as part of the Enterprise, Regeneration and Investment Strategy agreed to establish an Economic Forum for the region. This forum will link with the structure for community planning. The terms of reference for the Economic Forum are attached at appendix one.</p> <p>The purpose of the forum will be to support Newry, Mourne and Down District Council in implementing the Economic, Regeneration and Investment Strategy and securing growth and improvement by:</p> <ul style="list-style-type: none"> <li>• Providing industry ownership of the Strategy and related issues that impact on its implementation;</li> <li>• Securing stakeholder commitment to the implementation of the Strategy and its Action Plans;</li> <li>• Reviewing progress and blockages to delivery, identifying solutions and advising on necessary changes and amendments required in the implementation of the Strategy and its Action Plans.</li> <li>• Debate important issues of interest to the industry.</li> </ul>
	<p><b>Key Issue</b></p> <p>The Economic Forum will be made up of senior industry figures from across Newry, Mourne and Down District Council area.</p> <p>The optimum membership of this Group will be 20 representatives including 6 Councillor representatives. Newry, Mourne and Down District Council reserves the right to invite other organisations and individuals to attend. Membership will be reviewed annually by Newry, Mourne and Down District Council.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p>That the committee adopt the terms of reference for the Economic Forum as set out at appendix one.</p>
<b>4.0</b>	<p><b>Resource Implications</b></p>

	None
<b>5.0</b>	<b>Appendices</b>
	Appendix 1 – Terms of Reference Economic Forum

## **Newry, Mourne and Down District Council Economic Forum**

### **Terms of Reference**

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#### **Background**

Newry, Mourne and Down District Council's Economic, Regeneration and Investment Strategy was agreed in July 2015. The aim of the Strategy is to ensure Newry, Mourne and Down area is recognised as a vibrant, dynamic and connected region of enterprise and economic growth; a place of sustainable natural beauty and a premier tourist destination.

To deliver against this objective and target growth, a series of Action Plans have been developed. They focus on the priority actions to be implemented with partners in the first term of Newry, Mourne and Down District Council.

Industry collaboration and commitment are crucial to the success of the Strategy, particularly against a backdrop of diminishing public sector funding and a tough economic climate. If Newry, Mourne and Down region is to become a competitive destination the industry must be committed to implementing the Strategy, working collaboratively and in partnership.

Newry, Mourne and Down District Council as the custodian of the Enterprise, Regeneration and Investment Strategy, accountable for its delivery, need a vehicle to cement industry ownership and drive forward implementation. The Economic Forum is this vehicle and will allow Newry, Mourne and Down District Council to engage with the industry on the key issues affecting it and impacting on Strategy delivery.

#### **Purpose of the Economic Forum**

To support Newry, Mourne and Down District Council in implementing the Economic, Regeneration and Investment Strategy and securing growth and improvement by:

- Providing industry ownership of the Strategy and related issues that impact on its implementation;
- Securing stakeholder commitment to the implementation of the Strategy and its Action Plans;
- Reviewing progress and blockages to delivery, identifying solutions and advising on necessary changes and amendments required in the implementation of the Strategy and its Action Plans.
- Debate important issues of interest to the industry.

#### **Membership**

The Economic Forum will be made up of senior industry figures from across Newry, Mourne and Down District Council area. Members will represent the spectrum of

interests across the business economy and will be invited to participate by Newry, Mourne and Down District Council due to their ability to drive action forward in their areas and influence stakeholders. Those invited will be the major NI representative entities, trade associations for the key Business Sectors (to be defined) and industry experts with knowledge in areas relevant the development and implementation of a Economic, Regeneration and Investment Strategy.

The optimum membership of this Group will be 20 representatives including 6 Councillor representatives. Newry, Mourne and Down District Council reserves the right to invite other organisations and individuals to attend. Membership will be reviewed annually by Newry, Mourne and Down District Council.

### **Governance**

The Chair will be a representative from the Private Sector and will be nominated by the Economic Forum on an annual basis.

### **Frequency**

The Economic Forum will meet twice a year, typically autumn and early spring.

### **Relationship with Newry, Mourne and Down District Council Economic, Regeneration and Investment Committee**

The engagement structures with industry and how they relate to one another are set out in Appendix 1.

The Economic, Regeneration and Investment Committee are responsible for setting the Council's Economic, Regeneration and Investment Strategy and targets and monitoring the ERT Directorates delivery against these.

The Economic Fourm provides Newry, Mourne and Down District Council with a mechanism for driving forward industry implementation. It will also facilitate a strategic dialogue between Newry, Mourne and Down District Council and the wider Business industry to allow it to effectively work with government on Economic matters.

The actions and recommendations from the Economic Forum will be reported to the ERT Committee of Newry, Mourne and Down District Council.

### **Relationship with Tourism Industry Advisory Group**

The Chair of the Tourism Industry Advisory Group will be represented on the Economic Forum to ensure the appropriate links are being made and particularly due to the important implementation role of the Tourism Strategy in developing the local economy.

<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Mourne, Gullion & Lecale Rural Development Partnership
<b>Date:</b>	Monday 12 October 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Jonathan McGilly, Assistant Director Enterprise, Employment & Regeneration

## Decisions Required

To note the contents of the report

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>Under the guideline of the new Rural Development Programme, a new Local Action Group (Mourne, Gullion and Lecale Rural Development Partnership) has been established.</p> <p>This Partnership is made up of 12 elected representatives and 13 social partners from a range of backgrounds, the main purpose of which is to deliver the funding programme in this area. £11.16 million has been indicatively allocated to the area under the themes of i) Rural Business Investment ii) village Renewal iii) Rural Broadband iv) Rural Basic Services v) Tourism vi) Cooperation</p>
	<p><b>Key Issue</b></p> <p>In order to draw down this funding, the Department of Agriculture and Rural Development (DARD) have requested that a Rural Development strategy for the area be developed.</p> <p>This strategy will include public consultation to decide how the funding should be spent, within the parameters of the programme which has been approved at European Level.</p> <p>DARD have requested that council staff provide the administration for this programme and have issued a Service Level Agreement to Council to cover the associated costs with this development/animation phase.</p> <p>A maximum budget of £55,000 up to 31<sup>st</sup> October 2015 has been included in the Service Level Agreement and will cover LAG costs, staff costs, etc. to assist with strategy development.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>i) Officers proceed to appoint a consultant to finalise the Rural Development Strategy for submission to DARD based on consultations &amp; research completed by Officers to date.</li> <li>ii) Council sign &amp; return SLA to DARD</li> </ul>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>Costs covered under SLA from DARD and no cost to Council</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>N/A</p>

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<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Newry Business Improvement District
<b>Date:</b>	Monday 12 <sup>th</sup> October 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism

### Decisions Required

To approve recommendations at 3.0

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>Newry City is one of 6 areas chosen as a Business Improvement District pilot location, following a rigorous selection procedure across Northern Ireland. To date, the Newry BID project has been supported by the Department for Social Development and Newry, Mourne and Down District Council.</p> <p>The election process has commenced and the electoral forms are to be returned by 5<sup>th</sup> November.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p>To approve Newry, Mourne and Down District Council vote Yes to Newry Bid.</p>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>Budget as agreed by ERT Committee</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>Appendix 1 – Newry Bid Business Plan</p>





# Message from the Newry BID Task Group

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Newry is a distinct and dynamic City with a huge amount to offer. The City cultivates a rich heritage and maritime history with a reputation as a retail destination offering value for money with a wide range of independent and national retailers. We offer a vibrant mix of restaurants, pubs and cafes. Strategically, our location is ideal as a border region, situated on the Belfast/Dublin economic corridor ideally placed to serve as a gateway to key tourism destinations and areas of outstanding natural beauty. The City plays host to a diverse mix of businesses, private sector enterprises and public bodies with excellent library, health and education facilities.

Despite our unique offering we cannot afford to be complacent. Our City faces increasing competition as a retail/leisure destination from neighbouring towns and cities, out-of-town developments and a challenging economic climate.

Throughout the BID process, we have worked on the premise of **'what we have is great, let's make it better.'** On our BID journey to date we encountered a new wave of businesses, individuals and social entrepreneurs with innovative ideas for finding new uses for vacant units and underused space, a new

passion for local identity, local products and distinctiveness, and a desire to embrace the digital world and modern marketing strategies to raise the profile of our City. As a City located close to developing tourism hotspots – Mourne, Cooley and Gullion, we must raise our profile and potential as a destination area open for business and welcoming for tourists, visitors, customers and employees. A BID for Newry will kick-start our journey to help Newry achieve its full potential and you can be part of this. A BID promotes collaborative decision-making by those with a strong business acumen, paving the way for a new approach to bringing about the change we want for Newry. BIDs in the rest of the UK have delivered better trading environments, increased footfall, spend and dwell time.

**We are asking you to vote 'YES' to a BID for Newry when our BID Ballot takes place from the 24th September – 5th November this year.** In doing so, you will be investing in the most equitable and cost-effective way to create a new force for economic development in our City.

**For the first time ever, our business community will have a realistic budget to make real change. If**

**you decide to vote for a BID, the Newry BID Company will deliver the projects identified by the businesses which have been outlined in this document. We will have the capacity to attract additional funding and will be a credible lobbying machine and voice for all City centre businesses.**

A 'YES' vote will generate at least **£1.8 million** for the first 5 year term of the BID. The potential of having at least **£360,000 per year** to spend in our City centre to create a multifunctional, social centre would be invaluable. We will also be able to leverage additional funding and match funding from local government, government bodies and the private sector, in fact BIDs historically attract **20% in additional funding**. BIDs are already developing in our neighbouring towns and cities that are recognising the benefit, worth and potential a BID can bring.

**VOTE "YES"  
TO THE  
NEWRY BID**







## Introduction

This Business Plan has been compiled based on 12 months of research, consultation, analysis and guidance from the business community in Newry City, local authority, government bodies and a team of expert consultants.

**Newry City is one of 6 areas chosen as a Business Improvement District pilot location, following a rigorous selection procedure across Northern Ireland. To date, the Newry BID project has been supported by the Department for Social Development and Newry, Mourne and Down District Council.**

Those of you in the BID area with a rateable value of over £5000 will have the opportunity to restore Newry's prosperity in the face of increasing competition from surrounding towns and cities. By doing this, you will be providing funds in the most equitable and affordable way to create a new force for economic development. To many small businesses the cost will be negligible and in some cases, as low as £1.20 per week.

**The BID for Newry comes at a perfect time as the City embraces**

**change. On-going environmental improvement schemes, opportunities in tourism and engagement through community planning will strengthen the private sector commitment to invest in Newry. Increased powers and expanded boundaries make Newry, Mourne and Down District Council an important stakeholder in supporting Newry City Centre. The BID model for Newry is a way to link the City to existing and future opportunities strengthening our position and securing further**

**finance to carry out the necessary changes we desire. The Newry BID forms part of this changing landscape and will provide a stable and reliable voice for business helping us control and achieve the vision we want for our City.**

“ I see this as an exciting platform to encourage the business community and local authorities in Newry to work together to raise the profile of the City, transform our image and make Newry an even better place to shop and work in. ”

Celine McKenna, Boots



## What exactly is a BID and how does it work?

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A Business Improvement District (BID) is a local, democratically elected organisation that focuses on delivering specific improvements needed by local business in a defined area. BIDs invest in and deliver projects to improve the local trading environment, drive down business costs and raise the area profile. **BIDs are led and controlled by business; they are independent, not-for-profit organisations with ring-fenced resources and finances.**

The projects are funded by raising finance, principally, through a levy. The levy is an investment by businesses into a BID pot of money apportioned according to business needs.

A BID operates for five years. **Throughout the term they are accountable to their levy-paying businesses and must demonstrate how they make a difference.** After

five years a re-ballot must be held to enable the BID to continue.

In order for a BID to be established, a ballot of all eligible businesses in the BID area is held. Our local council is responsible for organising the BID ballot in Newry.

**If a BID is declared the levy will be mandatory for all liable businesses in the BID area regardless of whether they chose to vote yes, no or not at all. If the BID is established, legislation passed by Stormont in 2014 will ensure that all businesses are legally obliged to pay the levy.**

BIDs offer businesses an opportunity to **identify priorities** and **invest in projects** and services that benefit them, their customers, clients, visitors and employees. The BID Company monitors results and performances on an on-going basis.

**NEWRY  
BID  
together  
we can  
make a  
difference**





# BID Executive Summary

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## THE OPPORTUNITY

This is your chance to **invest over £1.8 million** over a five year period to help Newry City reach its full potential as a destination to shop, visit, socialise in and invest in. A BID will increase footfall, drive down business costs, improve your trading environment, and create a functioning City centre managed to a high standard. Our aim is to create an attractive, bustling urban centre – appealing to investors, visitors and all who live and work here.

## THE MANAGEMENT

The BID will be run by Newry BID Company. The BID Company will be a not for profit organisation, controlled by private sector with up to 15 board members elected from local stakeholders. Together with a BID manager and dedicated staff they will ensure projects are delivered according to this Business Plan.

## THE FUNDING

The Newry BID will be funded by a 1.5% levy on the Rateable Value of the premises of those eligible businesses with a rateable value of more than £5000 within the BID Boundary. The levy is an investment by you which will offer a clear return.

To calculate your BID levy based on a 1.5% charge, divide your rateable value by 100 and multiply by 1.5. For example:

RV £10,000 = £150 BID levy ( $10,000/100 \times 1.5$ )

RV £50,000 = £750 BID levy ( $£50,000/100 \times 1.5$ )

RV £250,000 = £3750 BID levy ( $£250,000/100 \times 1.5$ )

## THE DECISION

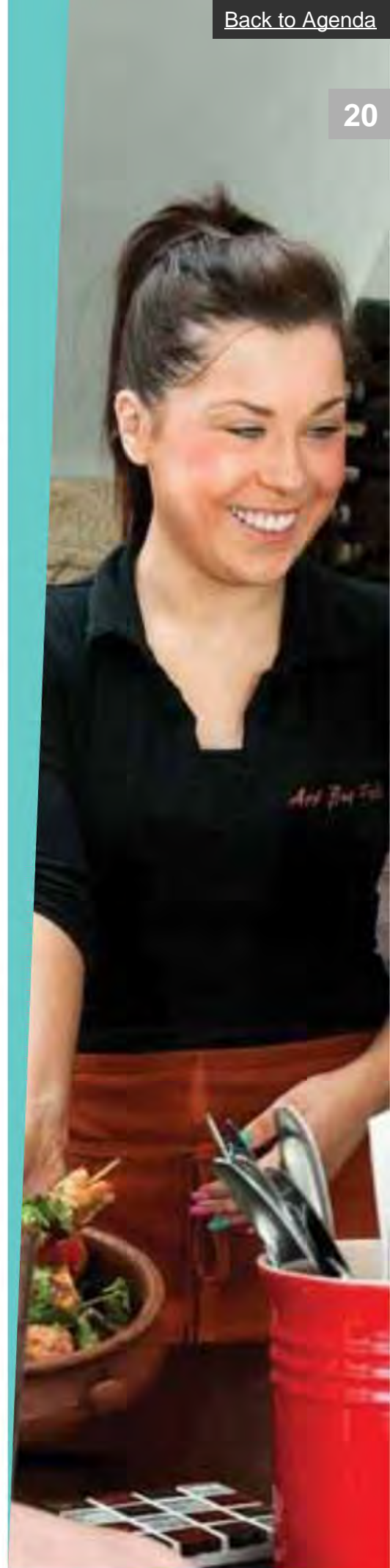
**You decide** whether a BID for Newry should exist. You will be given the opportunity to vote by postal vote between the **24th September and 5th November this year**. Our BID Ballot result will be declared on the 6th November.

## THE VOTE

Ballot Papers will be sent to all eligible voters and must be received by 5pm on the 5th November. You will simply be asked to vote YES or NO to a BID for Newry. For the ballot to be successful, these conditions must be met:

- 1** Over 50% of businesses that vote, must vote in favour of the BID.
- 2** Of the businesses that vote, those voting YES must represent a greater total rateable value than the businesses voting NO.
- 3** At least 25% of the eligible ratepayers entitled to vote in the ballot must have done so and total at least 25% of the eligible rateable value.

If these conditions are met, the levy will be mandatory on everyone with an eligible business in the BID area. Some businesses outside the BID boundary, might choose to 'opt' in as contributors and beneficiaries of the BID.







**BRIAN MCELVANNA**  
NEWRY COMPUTER CENTRE



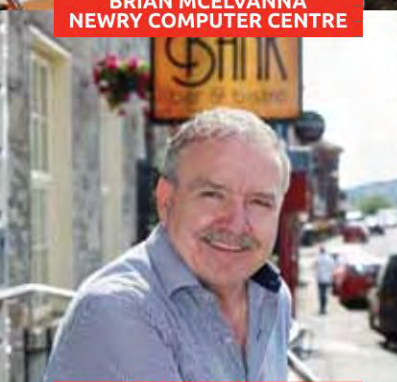
**CATHAL AUSTIN**  
THE QUAYS



**CELINE MCKENNA AND PATRICIA MCGEE**  
BOOTS



**CONOR MCMCLOUGHLIN**  
MARKS & SPENCER



**DAVID DOWNEY**  
THE BANK BAR



**DAVID HANNA**  
HANNA HILLEN



**EDDIE CULL**  
PARKER GREEN



**EMMA FEARON**  
REED IN PARTNERSHIP



**GRAEME FINEGAN**  
GROUNDED



**JACK MURPHY**  
JACK MURPHY JEWELLERS



**JONATHAN MCKEOWN AND CHRISTINE MCELVANNA**  
JMK SOLICITORS



**KATRINA MASTERS**  
MY AUNT JANES



**DONNA MCCONNELL**  
NEWRY CITY CENTRE MANAGEMENT



**PATRYCJA MCMAHON**  
AMBITION SALON



**PAULA WHITE**  
BANK OF IRELAND



**PETER MURRAY**  
BUTTERCRANE



**ORLA JACKSON**  
NEWRY CHAMBER OF COMMERCE & TRADE



**SARAH MEANEY**  
SUGAR SUPPER CLUB



**SUZANNE MURDOCK**  
THE HUB NEWRY



**ANDREA DONNELLY**  
IMPACT SALES SOLUTIONS

# Our Task Group



# How can my business benefit from a BID?

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## Newry BID in Brief:

Eligible businesses in Newry City will be asked to vote on the Newry BID Business Plan. They will be voting on whether or not they would support a BID for Newry. You will be eligible to vote from the 24th September 2015 until the 5th November. Ballot papers will be sent by post.

### Vote YES to a BID for Newry if you want:

1. To see an increase in footfall and profit.
2. An additional £1.8 million of investment to support businesses until 2021.
3. Decisions to be taken by commercially-minded, local business people.
4. More collaboration between businesses and relevant partners.
5. A dedicated and committed City centre team who will lobby on your behalf, work with you and for you on business and City centre issues that affect you.
6. Improved infrastructure and connectivity between businesses and zones in the area.
7. A 5-year plan and mandate that works to get things done in a cost effective and affordable way.

8. To see results, value and real change through tangible outcomes and measurable results.
9. A company that will actively seek to leverage in additional funding for our City centre.
10. A company that will work in partnership with key stakeholders, statutory service providers, local authority and government bodies to ensure optimum provision for Newry City.

## YOUR BUSINESS YOUR INVESTMENT YOUR DECISION

### A Newry BID Company will work to:

- Make the most of our day-time and night-time economies while making better use of our existing facilities.
- Create workable relationships with appropriate bodies at local and government level to advance City centre projects and ensure delivery of projects is to a high standard.
- Make the most of tourism in the area by increasing spend and

dwelt time for visitors to the City centre while working in partnership with appropriate tourism agencies.

- Enhance, promote and support our City through strategic marketing geared at visitors, shoppers, tourists and investors.
- Plan for our future by responding to changes like out-of-town developments, increased business rates, large scale developments and investment into other cities.

Other BIDs demonstrate the benefits you can expect to see if you vote YES to a BID in Newry City.

- Increased Footfall and Profit
- Reduced Business Costs
- Professional and managed up to date Marketing and Promotion
- A strong business-led body that gets things done in an efficient and cost effective way

With over £300 million being generated by 200 BIDs in the UK, there are many examples of how BIDs can deliver.





# BID Success Stories

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## Ballymena BID

Ballymena recently declared a successful BID ballot with £1.5 million to spend over the next 5 years and have already leveraged in additional funding for the town.

Newry City has been presented with the same opportunity, an opportunity that other towns and cities in Northern Ireland are now seeking to avail of.

## Camden Town Unlimited BID

Vacancy was addressed through BID projects such as use of vacant units to showcase UK talent to attract businesses aiming to improve saleability of the premises. In this case, all three units were subject to long-term leases. The BID also provides a toolkit of core cost

procurement packages to member businesses. Typical cost savings for a large office was £1890, £687 for a small office and high street retailers saved £1322 while Restaurant/Pubs made a saving of £1921. The BID also provides free recycling for its members with an average saving of £429.69. (Camden BID delivers much more but cost savings mean that the BID levy is in fact cost neutral or indeed, saving businesses more money than they invest.)

## Bath BID

Provides subsidised recycling and a waste management collection service for all businesses in the BID area. 100 members signed up within six weeks. Streets were noticeably cleaner and there was an average saving for businesses of around

50%. The scheme is now used by 300 members with collective savings of £285,000 in annual waste charges. The BID has promoted the early evening economy with the 'Bath After 5' scheme: promoting and organising 'after hours' events at the museums, extended retail hours, evening spa packages and eating out deals.

## Distinct Darlington BID

The BID developed a modern retail and leisure app with online directories, an interactive website with a well-managed, targeted marketing strategy attracting over 1,500 users and has a particular feature with app-exclusive offers and a popular loyalty scheme.



“

Newry is a place full of dynamic businesses and people working individually for the success of each of their enterprises. A BID gives them the opportunity to work collectively to achieve even more for themselves, their employees and the City.

”

Jonathan McKeown, JMK Solicitors



## How did we reach this point?

### April 2014

A BID proposal was put forward by Newry Chamber of Commerce and Trade and Newry City Centre Management for a pilot scheme for BIDs rolled out by the Department for Social Development. Newry was selected as a pilot location. Newry and Mourne District Council agreed to fund the position of a BID Project Manager.

### September 2014

Sarah Henry was appointed as BID Project Manager in September 2014. She attends the Northern Ireland BIDs Academy funded by DSD and led by expert BID and Place Management consultants. Together with her Task Group made up of 20 businesses/stakeholders, she has conducted market research, business consultations and analysed key data in providing information necessary to establish a BID. She has been supported by both the public sector and private sector in achieving the best BID model possible for Newry City.

### September – November 2014

BID feasibility study conducted to look at the viability of Newry as a BID area.

### October 2014

BID Information Leaflets for Newry designed, distributed and uploaded to the 'Hello Newry' Website and social media.

### November 2014

Business Improvement Survey distributed to 500+ businesses.

BID Task Group established.

Heads of Services engaged and Baseline Statements collected.

### December 2014

Social Media Campaign for BID is launched to promote BID through Twitter/Facebook.

### January 2014

BID Survey Results analysed and published.

### February 2015

UK BID Study trip – Shrewsbury, Rugby and Birmingham.

Sarah is joined by private and public sector representatives from Newry on a fact-finding study trip to three BID areas.

First Newsletter published and distributed via email and uploaded to the 'Hello Newry' website (monthly/bi-monthly editions follow).

### March 2015

First Task Group meeting with scheduled meetings to follow every 2-3 weeks until ballot.

Radio and media coverage of the Newry BID promoting the value of a BID to all interested stakeholders.

### April 2015

Newry BID Open Nights – 16th and 23rd April. Invites extended to all stakeholders to attend BID Open nights with guest speakers from Ballymena BID and Shrewsbury BID. Newry Chamber of Commerce and Trade Executive members engaged with our BID consultants on specific issues. Local press covered the event. Guests were taken on a tour around Newry and provided valuable feedback on a BID for Newry based on their own experiences. There was a positive reaction from attendees at the launch and more businesses joined the Task Group.

### May 2015

Business meetings commenced for period of consultation.

### June 2015

Business Workshops held in venues throughout City over 5 days. The BID project manager and task group members engaged with local businesses to identify key themes and specific projects. BID Business Drop-In dates allocated for businesses to call into the BID office for consultation.

### July 2015

BID Consultation Paper published and circulated with support of Task Group and nominated BID Business Champions.

### August 2015

Final round of consultation with Task Group and businesses completed prior to publication of the Newry BID Business Plan.

BID Business Drop-In information sessions August – September.

## What's Next

### September 2015

**Notice of Ballot 17th September.**

**BID Ballot opens 24th September.**

### November 2015

**BID Ballot closes 5th November.**

BID Declaration announced 6th November.

**If our businesses declare a YES vote...**

### November 2015

BID Interim Board will be formed. Document outlining specific projects, Key Performance Indicators and mandate will be drafted with a view to setting up the Newry BID Company on the 7th March 2016.

### ONGOING

Over the last 10 months consultations have taken place on an on-going basis via face-to-face meetings with businesses, phone calls to our national / multi-nationals and local traders and stakeholders, emailed correspondence to all stakeholders and group meetings about the Newry BID through business networks and shopping centre tenant meetings.

**LET'S WORK  
TOGETHER  
VOTE "YES"**



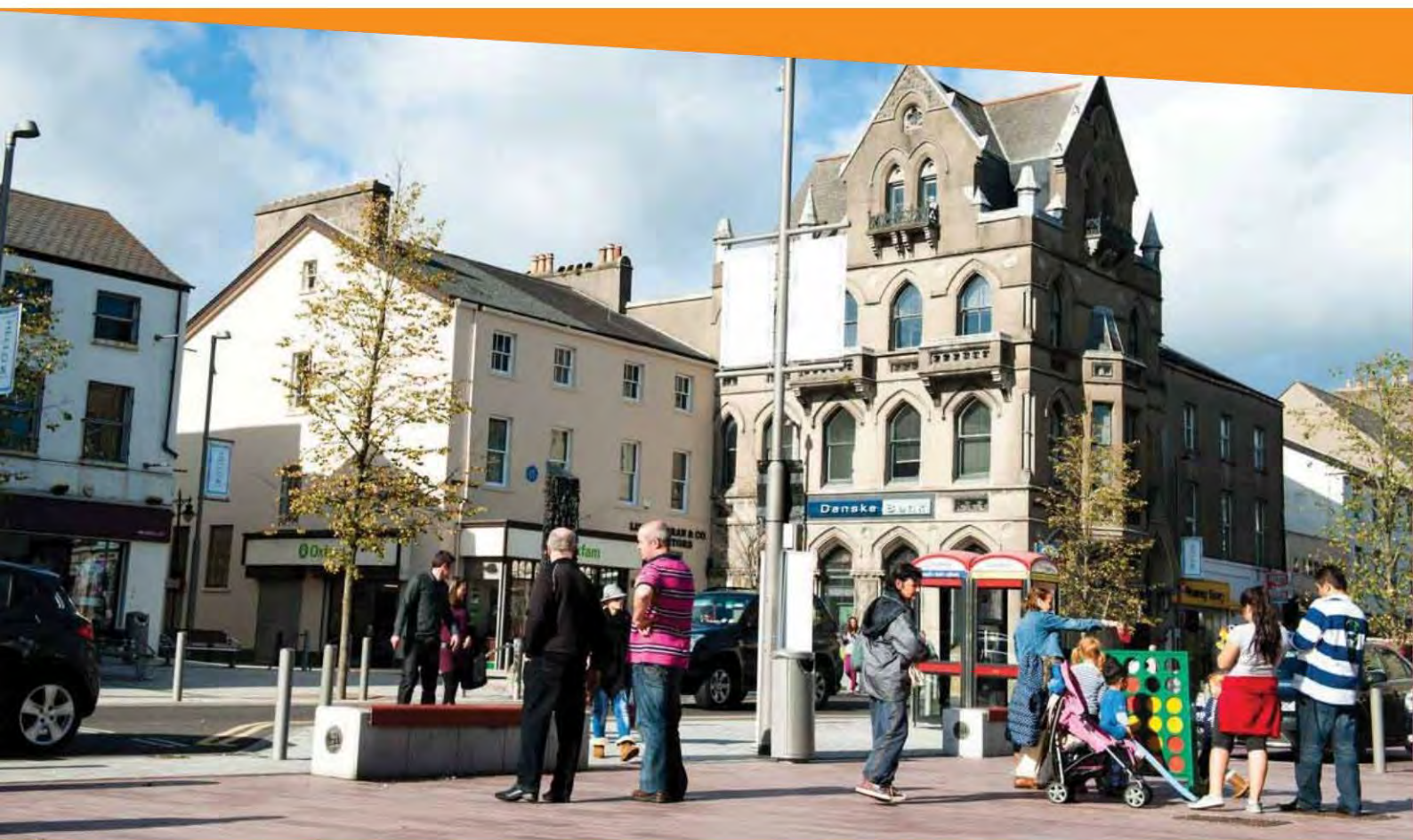
# Working with Council and Government Bodies

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The BID has been working closely with Heads of Services and Local Authority regarding statutory and additional services provided to our businesses. A BID body can only provide additional services to those already provided. Council provide statutory and non-statutory services. We have obtained baseline statements which cover:

- 1 Cleansing and Maintenance (Planting and Landscaping)
- 2 Events and Newry City Centre Management
- 3 Public Realm Expenditure by Department for Social Development
- 4 Tourism
- 5 Policing
- 6 Newry Market Management
- 7 Policing and Community Safety Partnership

**NEWRY  
BID**  
together  
we can  
make a  
difference





# Consultation Results

On-going consultations with stakeholders, local business and task group have highlighted the key issues below as areas for improvement:

## 1. MARKETING OUR CITY: Developing and Promoting Newry City

- Raising our City Profile
- Making use of our facilities
- Quality events
- Online directories, marketing strategies, loyalty schemes
- Improving evening economy and making our City a more welcoming place
- Working with appropriate partners to attract further funding and increase potential for tourism

## 2. SUPPORTING BUSINESS:

- Lobbying and representation for local business
- Enticing new business to operate in the City centre
- Cutting business costs
- Tackling vacancy

## 3. BETTER ACCESS:

- Better way finding
- Improved car parking
- Improving infrastructure

## 4. IMPROVING HOW WE LOOK:

- Street-scaping
- Flowers/Street Furniture
- Shop Front Schemes

“ A BID would mean a better and more positive City for everyone – business owners, employers, employees, families and communities. It would enable projects to go ahead and to make the City a far more attractive and forward thinking place to bring business and visitors to.

Suzanne Murdock, The Hub

”





# What are the projects the Newry BID aims to deliver?

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We have carried out a range of consultations to determine what YOU want for our City and have covered the main areas identified under 5 categories:

**1** MARKETING OUR CITY: Developing and Promoting Newry City

**2** BETTER ACCESS

**3** SUPPORTING BUSINESS

**4** IMPROVING HOW WE LOOK

**5** INNOVATE NEWRY

We are delighted to be a supporter of the Newry Business Improvement District. We believe it will allow our City to reach its full potential and achieve real change through collaboration and partnership.

Neil Bradley, Sugar Supper Club

## NEWRY BID your investment, your decision







**1. MARKETING OUR CITY:  
Developing and Promoting  
Newry City  
BUDGET FOR 5 YEARS:  
£600,000**

We need to develop a strong brand and identity which will translate into a comprehensive integrated marketing plan, focusing on year-round events and promotional campaigns. We need to promote our distinctive offer such as the canal and waterways, the market place, unique shopping, food and drink sectors and our night time economy. Tourism is vital to many of our businesses, so the BID will work with relevant partners to build alliances with national tourism organisations to lever additional funding and deliver specific marketing strategies such as developing tours and packages and encouraging more press and media coverage of our City.

This will be delivered through **4 key projects** funded and managed by the BID.

**1. A new Branding Strategy** to develop a strong brand, image and identity to promote Newry City as a destination to shop, visit, socialise and invest in. This will focus on putting local businesses first and promoting our distinctiveness and unique offer.

**2. An Integrated Marketing Strategy** that seeks to drive footfall, spend and increase the profile of the City through innovative Digital marketing solutions to provide mobile app & social media presence for every business within the BID area with integrated voucher and loyalty schemes and selective promotions in local press, radio or printed voucher booklets.

**3. A series of Quality Events** making use of our Market Place, Waterways and Events Space. All BID-run events shall be carefully tailored and geared to attract visitors from outside the district to sample our offer and stay over in Newry. The BID will work in partnership with appropriate

agencies to develop and deliver new City Centre daytime and evening events and support existing events where appropriate.

**4. "Nights-Out Newry"** The BID will support and promote our evening and night-time economy. We want to attract visitors to enjoy a break and a memorable night-out in Newry. Loyalty schemes, promotional offers and strategic marketing of our night-time economy with initiatives that might include 'Alive after Five' Campaigns, staff deals and business to business promotions. The BID will work closely with existing groups such as Community Wardens, the Policing and Community Safety Partnership and Purple Flag.

**PROJECT PERFORMANCE INDICATORS:**

- Business and Customer Surveys
- Footfall Counts
- Web Usage Statistics
- Sale and Redemption of Vouchers



## 2. SUPPORTING BUSINESS BUDGET FOR 5 YEARS: £400,000

The BID will develop a series of initiatives that will focus on improving the trading environment and driving down costs for local businesses. As well as providing support for our existing businesses the BID will also provide incentives for new retail, leisure and hospitality investment to occupy vacant units in the City centre. The BID will use its resources, expertise and drive to work in partnership with responsible agents to reduce the number of vacant units in our City.

This will be delivered through 3 key projects funded and managed by the BID

**1. Vacant Units and Incentives to Invest:** The BID will monitor, identify and research the on-going occupancy issues in Newry City centre and provide incentives to encourage businesses back into the City centre. A 'Vacant to Vibrant' Scheme is an example of a BID project that would develop packages aimed at start-ups and small enterprises to encourage use of vacant units. Key areas of the City will be identified and earmarked as part of this scheme. A further package would aim to encourage investment in our City to making optimum use of office space, enticing larger nationals and retailers, attracting diverse brands and creating a vibrant mix of local independent traders, innovative enterprises and bigger brands.

**2. Championing Local Business:** The BID Company will act as a

“ Newry City Library provides unique services to a wide range and age group of people and we therefore support the aims of the BID project to enhance the services and facilities available to the local community. ”

Marie Gavin, Area Manager for Libraries NI

voice and key representative of our business community on issues affecting their trading environment; i.e. lobbying in respect of increased business rates through targeted information gathering and working with property advisors, appropriate representatives and government bodies. The BID can provide specific support in respect of the following:

- Information and research material relevant to our businesses
- Assistance in respect of employees, contracts, legal information, training in specific areas such as social media, marketing and promotions.
- Investigate ways to support traders who want to open for longer / extend trade to Sundays.
- Establish a vital network enabling businesses to collaborate locally and share resources
- Nurturing our young entrepreneurs by providing

them with a platform and essential information, networking opportunities and space.

**3. Saving you Money:** Acting as a collective body, the BID has the ability to benefit from economies of scale on basic business overheads. The BID can negotiate with trade waste and recycling providers to drive costs down whilst maintaining a high standard of services saving you time and money. In many BID areas, savings made by businesses actually offsets the BID levy. The BID will commit to working collectively with our businesses on joint buying initiatives to save them money.

### PROJECT PERFORMANCE INDICATORS:

- Number of businesses availing of schemes
- Survey of businesses
- Occupancy rates monitored
- Take up on any financial / cost saving incentives







### 3. BETTER ACCESS

#### BUDGET FOR 5 YEARS: £350,000

Many of you wanted improvements when it comes to access, way-finding and signage as well as City centre parking. If parking and poor accessibility is a deterrent for people coming to the City, this has to be addressed. The BID endeavours to ensure that Newry is accessible and affordable when it comes to parking through way-finding initiatives and parking promotions. Our research also shows that Newry can be a tricky place to navigate for both drivers and pedestrians. Again the BID will work with our bus and train stations, public officials and partners to ensure a modern and efficient system is in place to direct people into and around the City. All decisions will be taken based on research with consumers, visitors and businesses to establish workable and achievable methods to achieve our aims.

This will be delivered through 2 key projects funded and managed by the BID.

**1. Signage & Way-Finding:** Providing quality and up-to-date signage is central to people accessing and navigating around our City with ease. The BID will revitalise and update existing signage within the City centre and outside to direct traffic at key entry points into the City. Overall, we seek to improve our infrastructure by connecting the various City zones and by ensuring visible sign posting at points of entry.

**2. Parking:** We will ensure that deals and offers that currently exist in the City are publicised and maintained. Signage and promotional material will direct visitors and shoppers to our designated car parks. The BID will work closely with car parking providers, attendants and appropriate agents to reach realistic and workable promotions, discounts and flexible payment options. We must work based on the recognition that people's experience of car parking is critical to their impressions of any locality and collaborate with our businesses and officials to ensure

we achieve the best possible system for Newry.

#### PROJECT PERFORMANCE INDICATORS:

- Usage statistics from participating car parks
- City centre footfall counts during parking promotions

# YOUR CITY. YOUR VISION



#### 4. IMPROVING HOW WE LOOK BUDGET FOR 5 YEARS: £200,000

First impressions are often lasting impressions. To tie in with our new destination branding and marketing strategy, we have to step up to the mark and rethink how our streets and public spaces look. The BID Company is keen to carry out the requests received during consultation in improving our street- scape whether we start with small low-key projects to working in partnership with appropriate bodies in improving our City centre from shop fronts, paving and street furniture to more floral displays.

This will be delivered through 2 key projects funded and managed by the BID

**1. Newry City Shop Frontage Scheme:** The BID will deliver a series of programmes over the lifespan of the BID to invite small businesses to

receive grants towards refurbishing their shop fronts to update their premises and improve the overall look of our streets.

**2. Street-scaping Initiatives:** The BID will encourage innovative and original ideas from the public through a separate 'Urban Innovation Scheme'. The scheme will encourage participation from our school children, our community groups, entrepreneurs, artists and designers to come up with ideas for improving how we look as a City. Ideas that have already been discussed but not confirmed include:

- **An urban garden designed and managed by local school children.**
- **Local art displayed across the City.**
- **Window dressing competitions and festive displays.**

#### PROJECT PERFORMANCE INDICATORS:

- Footfall counts from participants in schemes
- Business surveys

#### 5. INNOVATE NEWRY FUND BUDGET FOR 5 YEARS: £82,000

The BID Company is a responsive and dynamic organisation which must respond to the ever changing environment we operate in. The BID will set aside a small fund for various projects or emerging issues that arise during the lifespan of the BID. This allows us the flexibility to meet the demands of our business community and promotes creativity and innovation from within the City



“ The BID is quite a new concept for everyone but one that has proven results across UK and Ireland. This is an investment by the businesses for the businesses. Newry is an area that has no shortage of ideas on how to improve the economic prosperity of the area but until now lack of finances and resources has been an issue. Investment into a BID will not only address the issue of funding and resources but also give control to the businesses to determine where that investment is spent. ”

Andrea Donnelly, Impact Sales Solutions





## BID Budget Income Expenditure 2016 - 2021

	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	5 Year Totals
<b>Income</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	
BID Levy	£360,000	£360,000	£360,000	£360,000	£360,000	£1,800,000
Additional Income*	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
<b>Expenditure</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	
<b>MARKETING OUR City:</b>						
<b>Developing and promoting Newry City</b>	£120,000	£120,000	£120,000	£120,000	£120,000	£600,000
<b>SUPPORTING BUSINESS</b>	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
<b>BETTER ACCESS</b>	£70,000	£70,000	£70,000	£70,000	£70,000	£350,000
<b>IMPROVING HOW WE LOOK</b>	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
<b>INNOVATE NEWRY FUND</b>	£14,000	£16,000	£16,000	£18,000	£18,000	£82,000
<b>Sub Total</b>	<b>£324,000</b>	<b>£326,000</b>	<b>£326,000</b>	<b>£328,000</b>	<b>£328,000</b>	<b>£1,632,000</b>
Staff	£40,000	£40,000	£40,000	£40,000	£40,000	£200,000
Training	£500	£500	£500	£500	£500	£2,500
Office and IT Support	£5,800	£5,800	£5,800	£5,800	£5,800	£29,000
Insurance	£1,200	£1,200	£1,200	£1,200	£1,200	£6,000
Levy Collection Costs	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Professional Fees	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Bank Charges	£500	£500	£500	£500	£500	£2,500
Contingency	£12,000	£10,000	£10,000	£8,000	£8,000	£48,000
<b>Sub Total</b>	<b>£66,000</b>	<b>£64,000</b>	<b>£64,000</b>	<b>£62,000</b>	<b>£62,000</b>	<b>£318,000</b>

\* Additional Contribution for Year 1 is confirmed by Newry, Mourne and Down District Council as £30,000. This contribution supports the BID Management and Operational Costs. Year 2-5 is a projection and the actual income could be a higher or lower amount.



# How will Newry BID Company deliver?

Approximately 3 months after a positive BID ballot is declared a BID management company will be set up to manage the BID. The new company will consist of volunteer directors elected by BID levy payers and will meet on a regular basis to monitor progress and direct the overall delivery of the BID plan. The company will seek representatives from all businesses sectors of BID area to provide balance and varied experience on the board. The BID management board will be supported by an operations team under its management that will administer and manage the BID business plan. The BID Company will decide on the apportionment of management and overhead costs which could be in the region of 15% - 20%.

## A BID MANAGER

A dedicated, full time BID manager will have the responsibility of

ensuring the programme is delivered effectively, on time and to budget. The BID manager will also be there to represent your interests through the board. That person must always ensure to act in the best interests of our business community and should work to secure voluntary contributions, sponsorship and work in partnership with appropriate organisations to maximise the amount and quality of projects delivered.

The BID plan has clear aims to ensure the BID is delivering:

- data capture
- visitor feedback
- levy payer feedback
- monthly updates
- annual reviews
- financial information such as budgets, costing and spend

## THE BID BOARD

The BID board will comprise of up to 15 directors elected from businesses like yours with the Chair coming from the private sector. Other persons with specialist skills might be co-opted where required. Since the Newry BID Company will be run by and for local businesses, you will have a stake in the company. The BID company will not be allowed to make any profit – the money invested and any additional money raised will be used to complete projects that will make a positive difference to Newry.

**#VoteYes  
@Newry\_BID**







## WHO WILL CONTRIBUTE TO THE BID LEVY?

All businesses within the BID area with the exception of those with a rateable value of **£5,000 or less**, will be required to pay the BID levy of 1.5% of the rateable value. The annual levy will be derived from the rateable value of the property at the start of each financial year.

Businesses in the BID area under this threshold can opt to make a voluntary contribution of 1.5% of rateable value per annum to become a member of the BID and receive the same benefits as other members. Businesses outside of the area can also make similar voluntary contributions. Those responsible for unoccupied/part occupied rateable properties will be liable for the full BID levy.

The following entities will also be exempt:

- 1. Religious organisations with non-trading operations**
- 2. Non-retail charities with no trading income, arm or facilities**
- 3. Entirely subscription and volunteer based organisations will be exempt from the BID levy**
- 4. Primary and Secondary Schools and Hospitals**

As an independent, private company, the BID can also seek additional financial contributions and match funding on projects. Experience from other BIDs suggest that on average a BID can lever in additional resources of around 20%. Local businesses get even better value for money and Newry City will get even more investment.

## Where will the BID operate?

Abbey Way	Edward Street	Sandy's Place
Abbey yard	Edward St Upper	Sandy's St
Albert Basin	Erskine St	Savages Terrace
Bank Parade	Francis St	St Colman's Pk
Basin Quay	Hill St	St Mary's St
Basin Walk	Home Ave	Sugar Island
Belfast Road (part)	John Mitchel Place	Sugarhouse Quay
Boat St	Kildare St	The Mall
Bridge St	Kilmorey Terrace	Old Creamery
Buttercrane Center	Kimorey St	The Quays
Buttercrane Quay	Kingsway Arcade	Trevor Hill
Canal Bank	Lower Catherine St	Upper Edward St
Canal Quay	Lower Water St	Upper Water St
Canal St	Marcus St	William St
Castle St	Marcus Sq	
Catherine St	Margaret St	
Catherine St Lower	Merchant's Court	
Caulfield Place	Merchant's Quay	
Cecil St	Mill St	
Clanrye Ave	Monaghan Row	
Cornmarket	Monaghan Court	
Corry Sq	Monaghan St	
Courteney Hill	New St	
Dominick St	North St	
Downshire Road	O'Hagan St	
Downshire Place	Patrick St	
Downshire Close	Railway Ave	



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# Questions and Answers

**The BID model must be transparent, reliable and accountable and we expect our members and the wider community to have a full understanding of how the BID will operate. If you have further questions please contact us and we will be happy to assist. Frequently asked questions have been as follows:**

### IS THIS A WAY FOR COUNCIL TO SAVE MONEY?

No. The Newry BID will be an independent, private, not-for-profit company. The BID will be formed for and monitored by the levy-paying businesses and will operate solely to deliver projects they need. Indeed, the Council will be a levy payer too. Legally, a BID can only deliver projects and services which are new or over and above existing statutory services. The BID has obtained Baseline Statements and part of our role will be to make sure local public agencies are delivering against these statements.

### ISN'T THIS WHAT I PAY MY BUSINESS RATES FOR?

No. Rates are a property tax used to fund both local and regional

services in Northern Ireland. They are collected by Land and Property Services on behalf of the Northern Ireland Executive and the District Councils. There are two different rates, a domestic rate for residential properties and a business rate for non-domestic purposes. Businesses have little say in how the business rate for non-domestic properties are distributed or spent. The BID levy is calculated by reference to the rateable value of the business unit and the funds will be kept in a separate bank account to be invested in the BID area. The Local authority will also pay a BID levy as a property owner in the BID area. You will clearly be able to monitor BID spending and costs through reports and published budgets.

### ISN'T THIS A BAD TIME TO BE INCREASING BUSINESSES' OUTGOINGS?

Actually this is a great time to be investing in Newry and striving to ensure our City fulfils its potential. We cannot afford to miss out on this investment opportunity. BIDs aim to drive footfall to the City, increase sales and improve the trading environment. Furthermore,

BIDs provide the opportunity for businesses to work together to find cost savings such as trade waste collection and insurance. We aim to drive costs down as best we can and endeavour to offer you a return on investment over the BID term.

### WHAT HAPPENS AT THE END OF THE BID TERM?

A BID's mandate is for a maximum of five years. A BID wishing to continue beyond this must re-affirm its mandate through re-ballot based on a new business plan. So, after 5 years, you will be asked to vote again. In the UK, 9 out of 10 BIDs that have gone to re-ballot have been successful, a testament to their success.

### WHEN IS THE BALLOT TAKING PLACE AND HOW DO I TAKE PART?

A Notice of Ballot will be sent on the **17th September**. The ballot runs from the **24th September until 5th November 2015**. The Newry BID declaration will take place on the **6th November 2015**.



“ Only through true collaboration can we achieve the best outcome for all. I believe the BID proposal gives us the perfect platform to establish a new group of Newry Business leaders that will work collaboratively for the common good of our city. ”

Conor McLoughlin, Marks & Spencer

**NEWRY BID** together we can make a difference



# BID Rules and Management

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## OPERATION OF BID

The term of the BID will be for a period of 5 years and a ballot must be held if businesses wish for the BID to continue.

BID staff will be appointed by the Board and will be based in the city and will work with appropriate agents to deliver the projects.

The BID Company will operate from **7th March 2016**.

Every levy paying business in the Newry BID area will be eligible to be a member of the BID Company and will be able to vote at Annual General Meetings.

A BID for Newry is provided for under BID legislation under the Business Improvement Districts Act (Northern Ireland) 2013 (the Act).

## THE BID BALLOT

Each business ratepayer that would be liable for the BID levy will have one vote for each of their eligible properties, provided they are listed on the Non-Domestic Rates list as provided by the Land and Property Services on 25th July 2015.

## THE BID LEVY

The levy is fixed and will not be subject to variation.

VAT will not be charged on the BID levy.

The BID levy will be applied annually to all ratepayers within the defined area of Newry BID with a rateable value of more than £5000.

Those responsible for unoccupied and part-occupied hereditaments will be liable for the full value.

The BID levy will not be affected by the small business rate relief scheme, exemptions, reliefs or discount periods provided for by the Rates (Northern Ireland) Order 1977 and subsequent secondary legislation there under.

The BID levy will not be affected by service charges paid to landlords.

Any new rateable occupier of any property listed in the BID area will pay the BID levy despite not having been present to vote on the BID. Likewise, the occupiers of any new rateable property created during the lifetime of the BID will be obliged to pay the BID levy.

Under the Act Newry, Mourne and Down District Council will be responsible for the collection of the BID levy which will be kept in a separate ring fenced account and transferred to the Newry BID Company on a regular basis. Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic rates.

Collection and enforcement operations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for any debt write-off.

Levy percentage and BID Boundary cannot be altered without an alteration ballot.

BID projects, costs and timescales can be altered subject to Board approval providing the charges fall within the income of the BID.

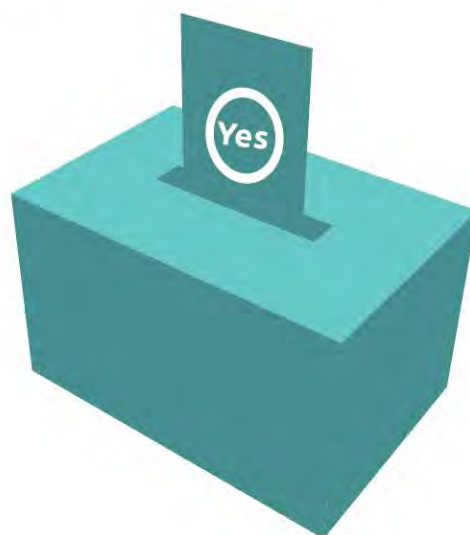




## Final Thoughts

The BID project to date has already created a buzz in Newry. Meaningful discussions with all of our sectors, large businesses, small businesses and anything in between has helped us gain a picture of what we want to be as a City. What drives us? How do we see ourselves? How do others see us? As well as discovering areas for improvement, we have been able to focus on the fantastic assets we already have in our City as well as our geographical position surrounded by areas of natural beauty and tourism. Our business community is a proud, resilient group who want the best for our City. They know we can do better. We can regain our optimism, work together, build upon our community and most of all, get things done with a budget and a plan!

It couldn't be simpler. **VOTE 'YES'** to a Newry Business Improvement District to see real change.



Sarah Henry, Newry BID Project Manager

### DATES FOR YOUR DIARY

**17th September** – Notice of Ballot

**24th September** – Ballot Opens

**5th November** – Ballot Closes

### CONTACT DETAILS

You can contact Newry BID by phone/email. You can also call into our offices or follow us on Facebook and Twitter.

**Sarah Henry - Newry BID Project Manager**

t. 02830250303

m. 07713913963

e. [bidsmanager@newry.com](mailto:bidsmanager@newry.com)

McGrath Centre, 1 Margaret St, Newry BT35 1DF

[www.hellonewry.com](http://www.hellonewry.com)



### NEWRY BID WOULD LIKE TO THANK THE FOLLOWING:

Newry, Mourne and Down District Council  
 Newry City Centre Management  
 Newry Chamber of Commerce and Trade  
 The Department For Social Development  
 The Mosaic Partnership  
 Place Solutions  
 Newry BID Task Group





“

**In the absence of a BID Project, businesses operating within the area remain fragmented without any real cohesive purpose - each doing their own thing, each individually committing valuable resources to common business needs. In contrast a successful Newry BID Project would galvanise all of our Businesses – great or small, long standing or new into a professional and unified body, well resourced to help our businesses compete with the many challenges of a fast changing City Centre environment**

”

David Hanna, Hanna Hillen





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<b>Agenda Item:</b>	<b>Warrenpoint Park Heritage Lottery Regeneration Project</b>
<b>Report to:</b>	<b>Enterprise, Regeneration and Tourism Committee</b>
<b>Subject:</b>	Warrenpoint Park Heritage Lottery Regeneration Project
<b>Date:</b>	28 <sup>th</sup> September 2015
<b>Reporting Officer:</b>	Marie Ward Director Enterprise Regeneration and Tourism
<b>Contact Officer:</b>	Jonathan McGilly, Assistant Director Enterprise Employment and Regeneration
<b>Decisions Required:</b>	
Submit round two applications to Heritage Lottery Fund as per deadline in letter of offer from HLF- ie prior to 16 <sup>th</sup> December 2015.	
<b>1.0</b>	<p><b>Purpose and Background:</b></p> <p>Warrenpoint Park Regeneration Project is funded by the National Lottery through the Heritage Lottery Fund (HLF) Parks for People Programme. During the current Development phase (following a round one application) Council are required to submit a further application (a round two application) to HLF with detailed plans, proposals and costs in order to secure funding to proceed to the Delivery Phase. The value of the project delivery phase is in the region of £1,486,000. Grant Aid is £850,000 Council is required to match fund the project over a period of 5 years, external funding will also be sought.</p> <p>This project will enhance an already popular asset and will contribute to unlocking the tourism potential of the area which should increase visitor numbers resulting in social and economic benefits for the local community, at the same time contributing to making the District a Premier Tourism Destination in line with the Council Corporate Plan.</p> <p>This original round one application was submitted by Council in August 2013. Council has therefore been working in partnership for a number of years with a steering group comprised of Warrenpoint Burren and Rostrevor Chamber of Commerce, Warrenpoint Environment Culture and Heritage Collective, the Education Sector, the Old Warrenpoint Forum and representatives from the community in order to submit this round two application to Heritage Lottery.</p>
<b>2.0</b>	<p><b>Key Issues:</b></p> <p>The funding body Heritage Lottery have acknowledged that the round two submission is developing to plan however in order to ensure the submission is to the standard they require they have advised that an early submission date as originally planned by Council, may not be beneficial to the project and Council should therefore proceed on the basis of the deadline in the Letter of Offer.</p>
<b>3.0</b>	<p><b>Recommendations:</b></p> <p>Submit round two application to Heritage Lottery Fund as per deadline in letter of offer from HLF- ie prior to 16<sup>th</sup> December 2015.</p>
<b>4.0</b>	<p><b>Resource Implications and Timescales:</b></p> <p>The project budget has been re-profiled to meet the additional costs required to meet the submission date in the Letter of Offer.</p> <p>HLF assess applications twice a year on set dates. This application will be submitted in December as per the letter of offer but will not be assessed by HLF until February 2016 .Submitting the application between now and December will not result in an earlier assessment date.</p>

<b>5.0</b>	<b>Appendices: N/A</b>
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<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Department for Employment and Learning (DEL) New Further Education Strategy for Northern Ireland response document October 2015
<b>Date:</b>	12 October 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Martin Patterson, Enterprise Development Officer

<b>Decisions Required</b>	
Approval of consultation document.	
<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>New Further Education Strategy for Northern Ireland response document October 2015. The vision is that further education colleges will be recognised locally, nationally and internationally for high quality and economically relevant education and training provision. The Department for Employment and Learning (DEL) has issued a consultation document on Further Education. The consultation seeks the views of stakeholders on a series of policy commitments that will establish the future direction of Further Education in Northern Ireland. Responses will be crucial in forming the shape and detail of the final strategy which will be published in Autumn 2015.</p>
<b>2.0</b>	<p><b>Key Issue</b></p> <p>The need for a new further education strategy is a reflection of the changes occurring in society. Impacts of digital technologies, access to content on line, challenges to government funding, global mobility and increased economic competition all require a strategy to give direction and ensure that further education adds value to individuals, society and the economy.</p> <p>Key issues within the strategy which Newry, Mourne and Down District Council should ensure are addressed are to ensure that the partnership approach of including local, regional and international stakeholders is used in all aspects of moving forward in creating and the delivery of educational initiatives. All future activity should must support the economy and provide employers with a skilled workforce. In addition the process should enable business to develop new products and identify new markets.</p> <p>For information the Northern Ireland Local Government Association (NILGA) is also submitting a response of behalf of the local authorities.</p>
<b>3.0</b>	<p><b>Recommendation</b></p> <p><b>Approval of consultation response (attached).</b></p>

<b>4.0</b>	<b>Resource Implications</b> None
<b>5.0</b>	<b>Appendices</b> DEL Consultation response





Downloadable response booklet for the  
**New Further Education  
Strategy for Northern Ireland**

Please complete the following information.

NAME:

Martin Patterson

ORGANISATION:  
(IF APPLICABLE)

Newry, Mourne and Down District Council

POSTCODE:

BT34 2QU

E-MAIL ADDRESS:

martin.patterson@newryandmourne.gov.uk

## FREEDOM OF INFORMATION

The Department will publish a summary of responses following completion of the consultation process. Your response, and all other responses to the consultation, may be disclosed on request. The Department can only refuse to disclose information in exceptional circumstances. Any automatic confidentiality disclaimer generated by your IT system will be taken to apply only to the requested. Before you submit your response, please read the paragraph below on the confidentiality of consultations and it will provide you with guidance on the legal position regarding any information given by you in response to this consultation.

The Department will handle any personal data you provide appropriately in accordance with the Data Protection Act 1998. The Freedom of Information Act gives the public a right of access to any information held by a public authority, namely, the Department in this case. The right of access of access to information includes information provided in response to a consultation. The Department cannot automatically consider as confidential, any information supplied to it in response to a consultation. However, the Department does have the responsibility to decide whether any information about your identity, should be made public or treated as confidential.

**Responses can be submitted electronically via email or sent to the following address:**

Further Education Strategy Programme Branch  
Department for Employment and Learning  
Adelaide House  
39-49 Adelaide Street  
Belfast  
BT2 8FD.

**By 5pm on 02 October 2015**

For further information  
Tel: 028 90 257630

Email: FEStrategyProgrammeBranch@delni.gov.uk

The Department cannot accept responses by telephone. General enquiry calls may be made to the above number.

**Which category best describes you?**

Employer

FE Sector

Student

Other

Other (please specify):

Local Government

**Please tick this box if you do not wish for your response to be published.**

Please use the comment box below to explain why.



**NEW FURTHER EDUCATION STRATEGY: CONSULTATION QUESTIONS**

**Economic Development**

**Policy Commitment 1 – Priority Skills**

Colleges will have a crucial role working with employers and other key stakeholders to ensure that the professional and technical qualifications and curriculum they provide support the rebalancing and rebuilding of the Northern Ireland economy.

<p><b>Question 1</b> Do you agree that colleges should focus provision on those areas that contribute to rebalancing and rebuilding the economy?</p>				
<p>Strongly agree</p> <input type="checkbox"/>	<p>Agree</p> <input type="checkbox"/>	<p>Neither agree nor disagree</p> <input type="checkbox"/>	<p>Disagree</p> <input checked="" type="checkbox"/>	<p>Strongly disagree</p> <input type="checkbox"/>
<p>Please explain the reasons for your answer and provide any supporting comments:</p>				
<p>Discussions with potential employers demonstrates that businesses which are considering locating in our area are keen to see a skills match with the vacancies they are seeking to fill. By focusing on this provision and providing the appropriate professional and technical qualifications, colleges contribute to the attractiveness of an area when potential companies are considering a choice of location.</p>				

**Policy Commitment 2 – Levels of College Provision**

Further education colleges will have a particular focus on further developing provision at level 3 (A level equivalent) and above in areas that will support the rebalancing and rebuilding of the Northern Ireland economy. Progression for learners who wish to study at higher levels will be encouraged and facilitated through the qualifications system, and through innovative delivery and clear pathways.

<p><b>Question 2</b> Do you agree that colleges should focus on developing provision at level 3 and above in areas that will support the economy and encourage progression for learners to study at higher levels?</p>				
<p>Strongly agree</p> <input type="checkbox"/>	<p>Agree</p> <input checked="" type="checkbox"/>	<p>Neither agree nor disagree</p> <input type="checkbox"/>	<p>Disagree</p> <input type="checkbox"/>	<p>Strongly disagree</p> <input type="checkbox"/>
<p>Please explain the reasons for your answer and provide any supporting comments:</p>				
<p>Evidence shows that there is a skills gap at the level below degree/level 4 graduates. Companies are not only seeking university graduates but are looking to recruit candidates with alternative higher level qualifications.</p> <p>However, attention should also be given to providing the necessary educational opportunities at a lower level to skill up those individuals who will ultimately not gain higher level qualifications.</p>				

### **Policy Commitment 3 – Up-skilling the Existing Workforce**

Colleges will support indigenous companies and new companies which are being established in Northern Ireland, to ensure that employees have the required knowledge, skills and qualifications. In doing this, colleges will operate in flexible ways in terms of where, when, and over what period of time up-skilling activities are provided, so that the needs of employers can be met effectively and in a manner which suits business needs.

#### **Question 3**

How can colleges build on the support they provide to employers with regards to up-skilling the workforce whilst ensuring they deliver services to employers in a flexible way?

The location of particular courses in appropriate locations is particularly important. Given that FE colleges cover much wider areas than previously it is necessary to ensure that the correct courses are being provided in the correct geographical location.

Continued engagement between existing and potential employers along with the local Councils and enterprise agencies is essential to address the issue of up-skilling the workforce.

### **Policy Commitment 4 – Support to Employers**

Colleges will be at the forefront of providing support to employers to enable them to innovate, to grow, to operate more effectively and efficiently, to develop new products and to identify new markets for their products.

#### **Question 4**

How can colleges build on the support they provide employers to enable them to innovate, to grow, to operate more effectively and efficiently, to develop new products and to identify new markets for their products?

Colleges should fully engage with all stakeholders to identify the specific needs of employers prior to developing courses. Strong links between the business sector, enterprise agencies, the local authority and the colleges has proven to be the key to success. In circumstances that do not facilitate this approach the necessary training/skills is often not provided and, therefore, does not meet the specific needs of particular business sectors.

**Policy Commitment 5 – College Specialism and Regional Capacity**

Centres of specialism and expertise will be developed in each college to enable the further education sector as a whole to deliver high quality professional and technical provision to employers. Through a collaborative approach, individual colleges will have identified sectors where they will be recognised for their expertise and specialism. As well as identifying specialisms, all colleges will develop networks of experts who will share the latest developments in curriculum and skills training across Northern Ireland.

<p><b>Question 5a</b> Do you agree that individual colleges should be identified as specialists in key sectors of the economy?</p>				
<p>Strongly agree</p> <input type="checkbox"/>	<p>Agree</p> <input type="checkbox"/>	<p>Neither agree nor disagree</p> <input checked="" type="checkbox"/>	<p>Disagree</p> <input type="checkbox"/>	<p>Strongly disagree</p> <input type="checkbox"/>
<p><i>Please explain the reasons for your answer and provide any supporting comments:</i></p>				
<p>Whilst specialist colleges may well offer high quality teaching in sectoral specific areas, the geography involved in the new Council arrangements may reduce the effectiveness of this. If certain subject areas are focused in one particular college this could prevent students from accessing the course they wish to study, due to geographical restraints. In turn this could reduce the potential number of skilled candidates available for potential employers.</p>				

**Question 5b**  
 Do you agree that colleges should develop networks of experts to enable the sharing of latest developments across Northern Ireland?

Strongly agree <input type="checkbox"/>	Agree <input checked="" type="checkbox"/>	Neither agree nor disagree <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
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Please explain the reasons for your answer, and provide any supporting comments:

Colleges should collaborate with the expert networks which are already well established in the region such as the Enterprise Northern Ireland network of Local Enterprise Agencies, the consultant networks which support the efforts of Invest NI, Intertrade Ireland, and the Northern Ireland Science Park and the Chambers of Commerce among others. There is no shortage of expert networks. The challenge is to ensure that the efforts of Colleges complement and add value to the work of those networks.

**Social Inclusion**

**Policy Commitment 6 – Increasing Economic Participation through Engagement**

Colleges’ distinctive contribution to social inclusion will be to provide learners with the knowledge, skills and qualifications required to find, or progress within employment, in order to avail of the benefits of economic participation. Working in partnership with others, colleges will support diversity and social inclusion through widening access to provision for those with barriers to learning. They will work with other organisations in the voluntary, community and private sector to strengthen pathways for learners that can open up their ambition and develop their talents.

**Question 6a**

In what other ways can colleges support those with barriers to learning?

Colleges must ensure that they have strong links with advocates and intermediaries acting for those who are disadvantaged by barriers to learning with a view to shaping provision which will overcome those barriers - including local community associations, support groups and social enterprises providing specialist training. Colleges should not seek to replicate support which is already out there but work alongside it and be prepared to outsource to specialists where appropriate.

**Question 6b**

How can colleges increase participation in further education, particularly those who are hardest to reach?

Use expert intermediaries in the community. Colleges need co-operate with others working with those who are 'hard to reach' such as charities, health and social care trusts and advocacy groups.

**Policy Commitment 7 – Improving Literacy, Numeracy and ICT**

Colleges will raise the level of literacy, numeracy and ICT competence in Northern Ireland by adopting the new qualifications that are being developed through the refreshed Essential Skills strategy and the reviews of GCSEs in English and mathematics.

**Question 7**

In what other ways can colleges assist in raising the level of literacy and numeracy competency in Northern Ireland? In particular, how can colleges encourage participation on literacy and numeracy programmes?

More provision out in communities. Many with literacy and numeracy problems are intimidated by having to attend courses in mainstream college settings. We would also encourage the Department of Employment & Learning to work with the Department of Education to explore the factors that are contributing to 34% of our young people leaving school without 5 or more GCSEs in English and Maths. If this issue was addressed, this would allow Further Education colleges to move their focus and resources away from essential skills and basic literacy and towards Level 3 and above education and training.



**Curriculum Delivery**

**Policy Commitment 8 – Using Technology to Enhance Learning**

Colleges will adopt international best practice in the use of technology enhanced learning to support and improve their teaching and learning, and will adopt flexible approaches to learning to meet the needs of learners and employers.

<p><b>Question 8a</b> Do you agree that colleges should use technology to support and improve their teaching and learning?</p>				
<p>Strongly agree</p> <input type="checkbox"/>	<p>Agree</p> <input checked="" type="checkbox"/>	<p>Neither agree nor disagree</p> <input type="checkbox"/>	<p>Disagree</p> <input type="checkbox"/>	<p>Strongly disagree</p> <input type="checkbox"/>
<p>Please explain the reasons for your answer and provide any supporting comments:</p>				
<p>Not to the detriment of the written form - most exams still have to be written on paper. Use technology as an aid to learning but not as medium to replace traditional methods. Technology is changing rapidly and it is imperative that colleges move at a fast pace to keep up with developments in order to equip learners with the necessary skills needed for the future.</p>				

**Question 8b**

What are the main barriers to achieving this, and how could these be overcome?

The main barriers are cost and parental suspicion. Parents/guardians need to be convinced of the benefits .... If they have to contribute to the cost this must be done in a way that can be afforded through payment plans.

**Question 8c**

What types of flexible approaches can be used to meet the needs of learners and employers?

Blended learning, moocs, etc - more use of on-line distance learning

**Policy Commitment 9 – Developing Employability and Enterprise Skills**

A distinctive element of provision delivered by colleges will be the development of employability skills, through high quality and relevant work placements and the use of virtual reality technology to simulate work placements in innovative and effective ways. Through their teaching strategies and approaches, colleges will also seek to develop enterprising learners, who are innovative and creative, and are able to adapt to change.

<p><b>Question 9a</b> Do you agree that work placements are the best way to develop employability skills in learners?</p>				
<p>Strongly agree</p> <input checked="" type="checkbox"/>	<p>Agree</p> <input type="checkbox"/>	<p>Neither agree nor disagree</p> <input type="checkbox"/>	<p>Disagree</p> <input type="checkbox"/>	<p>Strongly disagree</p> <input type="checkbox"/>
<p>Please explain the reasons for your answer, and provide any supporting comments:</p>				
<p>With employers placing a premium on experience young people face an enormous challenge trying to gain entry to the labour market - on-the-job experience is vital - the biggest criticisms employers make of recruits who come direct from HE especially is that they don't appreciate the time-keeping discipline required in the workplace and that they have poor communication skills with no experience of how to interact with customers.</p>				



<p><b>Question 9b</b>                  Where work placements cannot be provided, do you agree that college based and simulated work placements are effective alternatives to employer based work placements?</p>				
<p>Strongly agree</p> <input type="checkbox"/>	<p>Agree</p> <input checked="" type="checkbox"/>	<p>Neither agree nor disagree</p> <input type="checkbox"/>	<p>Disagree</p> <input type="checkbox"/>	<p>Strongly disagree</p> <input type="checkbox"/>
<p>Please explain the reasons for your answer and provide any supporting comments, in particular what alternatives do you suggest?</p>				
<p>In the absence of 'real world' experience a simulated placement environment is better than nothing. Making it effective will be a challenge - an innovative approach required - bu this must be prioritised because the numbers of young people seeking work experience is so large now, from schools and universities as well as FE colleges.</p>				

**Question 9c**

In what way can colleges develop enterprising learners who are innovative and creative, and who can adapt to change?

Encourage students to collaborate with each other in 'creativity pools'...

**Excellence****Policy Commitment 10 – Embedding High Quality Teaching**

Through a new teacher education framework there will be a renewed focus on high quality initial teacher education and continual professional development for all lecturing staff, with minimum standards for pedagogy and subject qualifications put in place. College staff will also have the opportunity to undertake relevant and good quality industrial placements to ensure that they understand the needs of employers and workforce development. The quality improvement process, including the inspection regime, will be reviewed to ensure that it is appropriate for all aspects of delivery in colleges. The Department will support the development of research in pedagogy to inform best practice in professional and technical education and training to establish Northern Ireland as an internationally renowned centre for excellence in teacher education in professional and technical subjects.



**Question 10a**

Do you agree that a strong focus should be placed on continual professional development, including industrial placements across the further education sector?

Strongly agree <input checked="" type="checkbox"/>	Agree <input type="checkbox"/>	Neither agree nor disagree <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
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Please explain the reasons for your answer and provide any supporting comments:

Too few academic staff have recent 'real world' experience of the changes in industry and commerce and in society more generally, of new technologies and methodologies.

**Question 10b**

Do you agree that minimum standards for pedagogy and qualifications should be put in place for all lecturers?

Strongly agree <input checked="" type="checkbox"/>	Agree <input type="checkbox"/>	Neither agree nor disagree <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
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*Please explain the reasons for your answer and provide any supporting comments:*

FE is increasingly seeking to deploy its lecturers delivering HE courses and other teaching/training offering an alternative to university as a route to the labour market - therefore those staff must be subject to the same rigorous oversight of their qualifications and competence as are HE lecturers.

<p><b>Question 10c</b>                  Do you agree that the quality improvement process, including the inspection regime, should be reviewed to ensure that it is appropriate for all aspects of delivery in colleges?</p>				
Strongly agree  <input type="checkbox"/>	Agree  <input checked="" type="checkbox"/>	Neither agree nor disagree  <input type="checkbox"/>	Disagree  <input type="checkbox"/>	Strongly disagree  <input type="checkbox"/>
Please explain the reasons for your answer and provide any supporting comments:				
There is no single process that effectively provides information across all aspects of colleges' delivery. Involvement of the key stakeholders is welcome as would be the piloting of any new quality improvement process.				



**Policy Commitment 11 – Improving Performance**

Standardised approaches to receiving and analysing feedback from learners and from employers will be developed and introduced. Additional performance measures will be adopted to enable colleges and the Department to monitor colleges’ performance more effectively as part of quality management, including learner progression and learners’ destinations after leaving further education. Colleges will publish information on learner retention, achievement, progression and destinations on their web sites in such a way as to inform learners’ choice of courses on which to enrol.

<p><b>Question 11a</b>                  Do you agree that standardised approaches to receiving and analysing feedback from learners and employers should be introduced across all colleges?</p>				
<p>Strongly agree</p> <input type="checkbox"/>	<p>Agree</p> <input type="checkbox"/>	<p>Neither agree nor disagree</p> <input type="checkbox"/>	<p>Disagree</p> <input type="checkbox"/>	<p>Strongly disagree</p> <input type="checkbox"/>
<p>Please explain the reasons for your answer and provide any supporting comments:</p>				
<p>We welcome the proposal to adopt performance measures to enable colleges and the Department to monitor colleges’ performance more effectively as part of quality management, including learning progression and learners’ destinations after leaving further education.</p>				

**Question 11b**

Do you agree that additional performance measures should be introduced to take account of learners' progression into employment or further study, and that colleges should publish this information on their websites?

Strongly agree <input type="checkbox"/>	Agree <input type="checkbox"/>	Neither agree nor disagree <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
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Please explain the reasons for your answer and provide any supporting comments:

The proposal to publish information on learner retention, achievement, progression and destinations on college websites in such a way as to inform learners' choice of courses on which to enrol is seen as a very positive step to help inform potential students.

## **International Dimension**

### **Policy Commitment 12 – Operating Internationally**

Colleges will enhance the learner experience, and the professional development and industrial knowledge of their staff, through placements and exchanges with similar institutions in other countries. They will also build on the excellent partnerships that have already been created across the world to share best practice with, and to learn from others. In addition, colleges will, with the Department, explore commercial opportunities to deliver more services in the international market.

#### **Question 12a**

How might colleges maximise placements for learners and the use of secondments and exchanges for staff outside of Northern Ireland?

We welcome how colleges will learn from best practice from outside Northern Ireland by maximising student and staff exchange opportunities and continuing to develop partnerships internationally. We would encourage colleges to work with local councils and with the Northern Ireland Local Government Agency (NILGA) in this work, given their role in promoting economic development and their experience in accessing EU funds.



**Question 12b**

How might colleges develop further partnerships with international organisations, including educational institutions and employers?

We agree with the proposal that colleges will further explore ways to promote their work to support foreign direct investment into Northern Ireland and the proposal to take full advantage of existing and new sources of funding available from Europe to support the different aspects of colleges operating in an international context

**Question 12c**

Do you agree that colleges should explore opportunities to sell their education and training expertise internationally?

Strongly agree <input type="checkbox"/>	Agree <input type="checkbox"/>	Neither agree nor disagree <input type="checkbox"/>	Disagree <input type="checkbox"/>	Strongly disagree <input type="checkbox"/>
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Please explain the reasons for your answer and provide any supporting comments:

The strategy makes it clear that this opportunity "will be scoped and evaluated" and that there will need to be a careful balancing of risk and opportunity against colleges' priorities and resources at a time of reducing core funding.

## Governance

### **Policy Commitment 13 – Further Education Governance and Business Model**

Colleges and the Department will work together to maximise the benefits to colleges and their customers of colleges' NDPB status, while also addressing any challenges posed.

#### **Question 13**

In what ways can colleges create income outside of funding provided by the department and wider public sector?

We note the commitment that colleges and the Department will work together to maximise the benefits to colleges and their customers.



**College Partnerships**

**Policy Commitment 14 – Sectoral Efficiency through Collaborative Working**

In order to ensure that their services are delivered with maximum efficiency colleges will operate more collectively in the delivery of their corporate services through a more rigorous and comprehensive approach to collaborative (shared services) working. Where appropriate, the colleges will take advantage of their NDPB status by adopting collaborative working opportunities that are available across the public sector in Northern Ireland.

<p><b>Question 14</b> Do you agree that colleges should operate more collectively in their delivery of corporate services by adopting shared services through their NDPB status?</p>				
<p>Strongly agree</p> <input type="checkbox"/>	<p>Agree</p> <input type="checkbox"/>	<p>Neither agree nor disagree</p> <input type="checkbox"/>	<p>Disagree</p> <input type="checkbox"/>	<p>Strongly disagree</p> <input type="checkbox"/>
<p>Please explain the reasons for your answer and provide any supporting comments:</p>				
<p>We welcome the use of a collaborative working approach to deliver greater efficiencies within the sector, to reduce duplication and to enhance co-operation between colleges. Newry, Mourne and Down District Council use the collaborative approach in all aspects of it's functions. We have found this to be a success more recently in the Review of Public Administration (RPA).</p>				

**Policy Commitment 15 – Sectoral Effectiveness by Sharing Best Practice**

Colleges will share best practice, and learn from each other, in the innovative and imaginative delivery of services to learners and employers. In particular, colleges will work together to ensure that technology can be developed and used in the most cost efficient and effective way to support learning.

**Question 15**

In what way can colleges share best practice in the efficient and effective delivery of services to learners and employers, including the use of technology?

We welcome the commitment to form new partnerships, particularly with the new district councils to ensure that work between the two sectors is complementary in relation to local government's new economic and community development roles.

**Policy Commitment 16 – Delivery Mechanism to Drive Efficiency and Effectiveness**

A mechanism will be established to stimulate, manage and oversee collaboration and sharing of best practice between colleges to ensure efficiency and effectiveness in the delivery of services, and to maximise the level of resource that is available to fund front line services.

<p><b>Question 16</b> Do you agree that a mechanism should be established to manage and oversee collaboration and sharing of best practice between colleges?</p>				
<p>Strongly agree</p> <input type="checkbox"/>	<p>Agree</p> <input type="checkbox"/>	<p>Neither agree nor disagree</p> <input type="checkbox"/>	<p>Disagree</p> <input type="checkbox"/>	<p>Strongly disagree</p> <input type="checkbox"/>
<p>Please explain the reasons for your answer and provide any supporting comments, including how this could be achieved:</p>				
<p>Colleges should work alongside councils in the new Community Planning process to assist in this work.</p>				



**Funding Model and College Sustainability**

**Policy Commitment 17 – Reviewing the Further Education Funding Model**

Jointly with colleges, the funding model will be reviewed to ensure that it supports and incentivises colleges to deliver this strategy, that it supports a sustainable further education sector and that it aligns with the funding models that will be developed for other departmental programmes that further education colleges will deliver, in particular apprenticeships and youth training.

<p><b>Question 17</b>                  Do you agree that the further education funding model should be reviewed to take account of the new further education strategy and the funding models for other DEL programmes, including apprenticeships and youth training?</p>				
<p>Strongly agree</p> <input type="checkbox"/>	<p>Agree</p> <input type="checkbox"/>	<p>Neither agree nor disagree</p> <input type="checkbox"/>	<p>Disagree</p> <input type="checkbox"/>	<p>Strongly disagree</p> <input type="checkbox"/>
<p>Please explain the reasons for your answer and provide any supporting comments:</p>				
<p>We note that the current funding model will be reviewed. No further comment.</p>				

## **Promoting the Further Education Sector**

### **Policy Commitment 18 – Promoting Further Education Provision**

Colleges Northern Ireland, individual colleges and the Department will work together to demonstrate and explain the distinctive role that the further education sector has, as part of the wider education system, and the role that the sector plays in strengthening the Northern Ireland economy. More generally, the benefits and status of professional and technical qualifications will also be promoted.

#### **Question 18a**

What measures need to be taken to demonstrate and explain the distinctive role that the further education sector has as part of the wider education system, and the role that the sector plays in strengthening the Northern Ireland economy?

Newry, Mourne and Down District Council currently work in partnership with the Further Education sector and will continue to work with colleges, particularly SRC and SERC. Promotion is the key to success and to get the message to potential customers. This can be achieved via the previously mentioned collaboration and sharing of best practice.

**Question 18b**

How could the benefits of professional and technical qualifications be promoted to the users of qualifications?

All avenues of promotion should be used to get the message across. Our Council particularly promotes the use of social media in all of its forms.

**Submit**





#### **The Department:**

Our aim is to promote learning and skills, to prepare people for work and to support the economy.

This document is available in other formats upon request.



**INVESTORS  
IN PEOPLE**

#### **Further Information:**

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<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Economic Conference
<b>Date:</b>	Monday 12 <sup>th</sup> October 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism

## Decisions Required

To note contents

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>The Economic Conference will provide the platform for the launch of the Economic Regeneration and Investment Strategy 2015 – 2020, and the Foreign Direct Investment App for Newry, Mourne and Down District.</p> <p>As a border district there are potentially huge challenges with a vote to exit Europe. The format will be a debate Chaired by Lesley Buckley, International News and Media.</p> <p><b>Outcomes</b></p> <p>The conference will provide a platform to demonstrate the key role Council has to play in Economic Regeneration and Investment moving forward and how the role extends beyond the local to the global aspects. Council have an critical lobbying role in the future on issues such as Europe and Investment Strategies on a global scale.</p> <p>The Economic Regeneration and Investment Strategy will receive a major launch platform.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p>To note the contents of the report.</p>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>Budget as agreed by ERT Committee</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>Appendix 1 – Copy Invite</p>

Economic Conference 2015

## 'BREXIT' THE BIG DEBATE

CAN WE AFFORD TO LEAVE THE EU?  
THE CASE FOR AND AGAINST

Speakers include former Irish Ambassador to the UK, UN and WTO Daithi O'Ceallaigh; former Taoiseach Bertie Ahern, leading Conservative and UK 'No' campaigner - Owen Paterson MP and Labour's 'Yes to Europe' Chair - Alan Johnson MP.

### JOIN THE DEBATE

9AM-1PM, THURSDAY 29 OCTOBER  
CANAL COURT HOTEL, NEWRY

Official invite to follow.

To reserve your place early please contact  
[arla@newry.com](mailto:arla@newry.com)

IN ASSOCIATION WITH THE BUSINESS COMMUNITY

SAVE  
THE DATE

Ag freastal ar an Dùn  
agus Ará Mhacha Theas  
Serving Down  
and South Armagh



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



<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Newry Linkages Revitalisation T&F Steering Committee Meeting held on 10 <sup>th</sup> Sept 2015
<b>Date:</b>	Monday 12 October 2015
<b>Reporting Officer:</b>	Marie Ward, Director of Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Mr Jonathan McGilly - Assistant Director of Enterprise, Employment & Regeneration

<b>Decisions Required</b>	
To note/agree etc the contents of the report and approve recommendations at Section 3	
<b>1.0</b>	<b>Purpose and Background</b> To provide an update to ERT Committee on the Shop Front Revitalisation Scheme that is proposed on the back of the 2014 Public Realm Scheme delivered along Buttercrane and Merchants Quay. There are now potential DSD monies on the table up-to March 2016, subject to an agreed Action Plan being signed off by the end of October. The T&F Steering Group is made up a joint partnership between local Traders Rep's located along Buttercrane and Merchants Quay and Newry City Cllrs.
<b>2.0</b>	<b>Key Issue</b> - The Steering Group has met and will meet again at the end of October 2015 to refine and then finalise its Action Plan for submission to DSD. DSD will then confirm (mid/late Nov 2015) if an approx. £100,000 will be made available to deliver the scheme by the end of March 2016.
<b>3.0</b>	<b>Recommendations: - From meeting on 10<sup>th</sup> Sept 2015 are:</b> <b>i.) All traders within the scope area, to be invited to final Site Walk along the Quay, before the Action Plan is signed off.</b>  <b>ii.) Issue an Expression Of Interest (EOI) form to traders to see how many wish to participate in the Shop-front Scheme and the nature and costs of likely works.</b>  <b>iii.) Arrange a further meeting of the Steering Committee to consider the Feedback and sign off on the Action Plan before the end of October 2015.</b>
<b>4.0</b>	<b>Resource Implications</b> Currently there is no financial commitment on Council in terms of submission of this Action Plan application to DSD. Depending on the overall projects identified and agreed, a Council contribution may be sought for 16/17.
<b>5.0</b>	<b>Appendices</b>  - Report of Newry Linkages Revitalisation T&F Steering Committee meeting held on 10 <sup>th</sup> Sept 2015.

**Report of Newry Linkages Revitalisation T & F Steering Committee (involves Newry City Cllrs) on 10<sup>th</sup> September 2015 at 12.00 noon in the Canavan Room, Sean Hollywood Arts Centre.**

<b>In Attendance:</b>	Ms Paula McHenry - Trader	Mr G McAlary - Trader
Mr S McParland – Trader	Mrs D McConnell- NCCMP	Mr S Crossey – NMDDC
Councillor G Stokes	Mrs B Murphy - DSD	Mrs A Smyth - NMDDC

<b>Apologies :</b>	Councillor C Casey	Mrs M Ward - NMDDC
Mr J McGilly – NMDDC	Councillor V Harte	
Mr P Murray	Mr J Murphy	

**Action Plan & Funding**

-Possible £100,000 on offer from DSD up-to end of March 2016, for a Linkages Revitalisation Scheme along Buttercrane & Merchants Quay.

-Now need to review the previously agreed 2014 Action Plan, to reduce the overall costings and activity.

- Whatever Action Plan is agreed it much be Trader led.

- Given difficulty of obtaining the 30% match funding contribution from Traders in previous schemes it was agreed that the Shop Front Element of a future scheme would operate under a Letter Of Offer Process with Monies only being paid out on completion of the works.

**Other key works discussed, included :**

- Bridge railing cleaning/painting
- Bridge Uplighting
- Improved Signage
- Canal Bank (Bus Depot and Ross Thompson side) Improvements along Merchants Quay
- Marketing & Events

**Recommendations:**

**1.) All traders within the scope area, to be invited to final Site Walk along the Quay, before the Action Plan is signed off.**

**2.) Issue an Expression Of Interest (EOI) form to traders to see how many wish to participate in the Shop-front Scheme and the nature and costs of likely works.**

**3.) Arrange a further meeting of the Steering Committee to consider the Feedback and sign off on the Action Plan before the end of October 2015.**

There being no further business the meeting concluded at 12.51pm

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

Report to be noted at October 2015 ERT meeting.

<b>Agenda Item:</b>	Forestry Service and Outdoor Recreation
<b>Report to:</b>	Enterprise Regeneration and Tourism Sub-Committee
<b>Subject:</b>	Transfer of Forest Service Assets to the Council
<b>Date:</b>	Monday 12 October 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Gerard McGivern

### Decisions Required

To note the contents of the report and to adopt the proposed way for of 2.0 and recommendations of 3.0

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>A key priority of the Council Corporate Plan 2015-19 is “To become one of the premier tourism destinations of the Island of Ireland”. The emerging Enterprise, Regeneration and Tourism strategy sets out a way forward for the Newry Mourne and Down District and a key priority is to become Ireland’s premier outdoor adventure destination by enhancing the tourism product in the area.</p> <p>Opportunities exist to maximize the use and potential of forestry estates within the District for visitors and residents, building upon work undertaken by both legacy Councils with Forestry Service.</p> <p>Forests with tourism potential within the Council area include the following:</p> <p>Castlewellan Donard Kilbroney Slieve Gullion Tollymore</p> <p>The Legacy Councils have previously entered into a number of licences and leases with the Forestry Service to facilitate the development and management of tourism and visitor facilities within the District. (see attached at Appendix 1).</p>
<b>1.2</b>	The purpose of this report is to outline a way forward for the transfer of Forestry Service Assets to the council
<b>2.0</b>	<p><b>Key Issues</b></p> <p>There are a number of current issues with operation and management of the forests across the district which will impact on their ability to enhance the tourism offering and these include the following:</p> <p><b>Castlewellan</b> Traffic management during peak weather and holidays. Management of interface with commercial and non commercial operators.</p>



	<p><b>Donard</b> Management of access at peak times and during festivals</p> <p><b>Kilbroney</b> Management of interface with commercial operators and daily users Lease of caravan park</p> <p><b>Slieve Gullion</b> Management of interface with Social Enterprise, Commercial operators, the Council and daily users.  Car parking and volume of users.</p> <p><b>Tollymore</b> Traffic management during peak weather and holidays.</p>
	<p><b>Proposed Way Forward</b></p>
<p><b>2.1</b></p>	<p>It is acknowledged that Forests within the Newry, Mourne and Down District Council area offer significant tourism and recreation potential.</p> <p>Forestry Service has indicated a willingness to build on the existing licence arrangement by way of a global licence. This will allow the Council to identify priorities and target investment on a project by project basis, subject to each proposal showing a positive and fully funded business case. As each project comes on stream the corresponding forestry asset will be added to the global licence with the Council.</p>
<p><b>2.2</b></p>	<p>Forestry Service has also indicated their intention to franchise the running of the caravan and camping facilities at Castlewellan and Tollymore to external providers.</p> <p>The Council currently manage the caravan park and related facilities at Rostrevor.</p> <p>It is proposed that the Council enters into discussion with Forestry Service to agree the specifications for the franchising of caravan parks with a view of all three facilities and their respective management, arrangements, transferring to the Council under the Global Licence at a date to be agreed.</p>
<p><b>2.3</b></p>	<p>The Forestry Service estates at Castlewellan and Tollymore contain considerable assets including the courtyard and related buildings, the arboretum at Castlewellan and buildings at Tollymore. These would require substantial investment and further financial appraisal before the Council could consider transfer from the Forestry Service. Some work has been carried out in this regard by the Down District Legacy Council. Any future proposal to be considered by the council should be on the basis of a proven fully funded business case and consideration of public/private partnership arrangements.</p> <p>ORNI on behalf of Down District Council had completed a number of studies in relation to Castlewellan and Tollymore Forest Parks and these are attached for information. A review of operations over the summer months has highlighted the following immediate priorities:</p> <ol style="list-style-type: none"> <li>1. Slieve Gullion forest park requires establishment of new management procedures and infrastructure prior to commencement of spring/summer season 2016/17 to ensure the visitor experience is excellent.</li> <li>2. Development of the Arboretum at Castlewellan. The Council have a HLF Officer employed who has worked on the HLF application for Warrenpoint Park</li> </ol>

	<p>and this officer will transfer in October 2015 to the development of Castlewellan Arboretum application. The National Trust also have expressed an interest in working with the Council and Forest Service in the development of Castlewellan Park and this is an option which should be explored further.</p> <ol style="list-style-type: none"> <li>3. Transfer of forest drive at Kilbroney Park to enable the effective management of the interface with commercial operators and visitors.</li> <li>4. Agreement of maintenance of forest trails including walking and mountain biking.</li> </ol> <p>To enable the effective transfer and development of the forest parks a partnership arrangement will be required between the Council, the Forest Service, the National Trust, the Community and the Private Sector. These relationships exist and consideration should be given to the establishment of a formal partnership team to consider the forest park opportunities associated with tourism and recreation.</p>
<b>3.0</b>	<b>Recommendations</b>
<b>3.1</b>	<p>The Committee are asked to approve the following recommendations:</p> <ol style="list-style-type: none"> <li>1. Council enters into a global license with the Forestry Service. The license will specify only those assets and corresponding infrastructure which are transferring to the Council and for which the Council will assume full responsibility. All other lands including trails not specified in the global license will remain the responsibility of the Forestry Service.</li> <li>2. The Council enters into formal discussions with Forestry Service with a view to mutually agree the terms and conditions for the franchising of caravan and camping facilities at Castlewellan, Tollymore and Rostrevor to external operators.</li> <li>3. The Council considers the transfer of buildings and related facilities at Castlewellan and Tollymore on case by case basis subject to the outcome of an economic appraisal that demonstrates minimal burden on the rates.</li> <li>4. The Council establish a formal partnership arrangement with Forest Service NI, National Trust, Community and Private Sector. This may be a sub group of the Strategic Tourism Forum/Economic Forum.</li> <li>5. As projects are brought forward for Council Approval on a case by case basis and subject to a satisfactory and fully funded business case, the corresponding assets including trails, land and buildings will be added to the global licence and transferred to the Council.</li> </ol>
<b>4.0</b>	<p><b>Resource Implications</b> There will be resource implications. These are yet to be defined.</p>
<b>5.0</b>	<p><b>Appendices</b> Service Level Agreement NMDC Licence Agreements DDC Licence Agreements</p>

Service level agreements;

1. Rostrevor Mountain Bike trails with Mourne Heritage Trust....£54,000 pa
2. Castlewellan Mountain Bike Trails with Mourne Heritage Trust...£27,000 pa (+ £13,000 for 2014/15)
3. Outdoor Recreation NI...£62,618 (2013/14)...£107,352 (2014/15.inc £42,500 for management of forests)...£165,000 (2015/2016)



## Newry and Mourne District Council

<b>Agreement</b>	<b>Parties</b>	<b>Date / Duration</b>	<b>Summary</b>
Lease	DARD and NMDC	15 October 1982 25 years	6.37 acres together with right of way at Kilbroney Forest
Lease	DARD and NMDC	18 July 2003 25 years	Walkways at Slieve Gullion and Camlough Forests
Licence	DARD and NMDC	21 November 2011 21 years	Car Park at Slieve Gullion Forest Deed of Variation in 2013 to permit installation of access for disabled persons
Memorandum of Understanding	NMDC and DARD	26 April 2012 Initial period of 5 years from 26 <sup>th</sup> April 2012	Collaborative partnership to increase social and recreational use of DARD's Forest Service estate.
Lease	DARD and NMDC	4 February 2013 21 years from 18 June 2013	Lands at Slieve Gullion Forest
Licence	DARD and NMDC	19 December 2013 20 years from 1 June 2013	Rostrevor Forest To develop, operate, manage and maintain trails and associated recreation facilities at Rostrevor Forest as used by Council in connection with the Licence that may be permitted from time to time by DARD Forest Service.
Agreement for Works Licence	DARD and NMDC	22 September 2014	Additional Walking Trails at Rostrevor Forest (related to Licence regarding Rostrevor Forest)
Agreement for Works Licence and	DARD and NMDC	2014 (but undated)	Installation of Giant's Lair Project

Newry and Mourne District Council

Licence			at Slieve Gullion Forest and Licence to maintain, etc post-installation for 20 years.
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## Down District Council

<b>Agreement</b>	<b>Parties</b>	<b>Date / Duration</b>	<b>Summary</b>
Memorandum of Understanding	Down DC and DARD (Separate MoU between NMDC and DARD)	26 <sup>th</sup> April 2012 Initial period of 5 years from 26 <sup>th</sup> April 2012	Collaborative partnership to increase social and recreational use of DARD's Forest Service estate.
Agreement for Works Licence (followed by 20 year Licence)	DARD and Down DC	26 <sup>th</sup> April 2012	To install mountain bike trails at Castlewellan Forest Park
Licence Agreement	DARD and Down DC	19 <sup>th</sup> December 2013 20 years from 1 June 2013	To develop, operate, manage and maintain trails and associated recreation facilities at Castlewellan Forest Park as used by Council in connection with the Licence that may be permitted from time to time by DARD Forest Service.
Licence Agreement	DARD and Outdoor Recreation Northern Ireland (ORNI)	1 <sup>st</sup> April 2014 5 years from 1 <sup>st</sup> April 2014	Enhancement of the Peace Maze at Castlewellan Forest Park to include installing, managing and maintaining enhancements.
Agreement for Works Licence followed by grant of 20 year Licence with Down DC	DARD and ORNI and Down DC	30 <sup>th</sup> June 2014 Licence to manage and maintain play structure and associated recreational facilities to be for a period of 20 years from date of completion of play structure – not yet confirmed.	Works Licence to develop play structure at Tollymore Forest Park
Agreement for Works Licence followed by grant of 20 year Licence with Down DC	DARD and ORNI and Down DC	30 <sup>th</sup> June 2014 Licence to manage and maintain play structure and associated recreational facilities to be for a period of 20 years from date of	Works Licence to develop play structure at Castlewellan Forest Park



## Down District Council

		completion of play structure – not yet confirmed.	
Agreement for Works Licence followed by grant of 20 year Licence with Down DC	DARD and ORNI and Down DC	30 <sup>th</sup> June 2014 Licence to develop, manage and maintain trails and associated recreational facilities (including play items) to be for a period of 20 years from date of completion of play structure – 19 <sup>th</sup> January 2015.	Works Licence and Licence to develop, manage and maintain trails and associated recreational facilities (including play items) at Bunker's Hill, Castlewellan
Agreement for Works Licence and amendment to Licence dated 19 <sup>th</sup> December 2013	DARD and Down DC	13 <sup>th</sup> August 2014	To develop and install additional Walking Trails at Castlewellan Forest Park
Licence Agreement for carrying out Works	DARD and Down DC	5 <sup>th</sup> November 2014 6 weeks (to be confirmed if works completed)	To carry out works to 15 follies at Tollymore Forest Park
Licence Agreement	DARD and Down DC	21 <sup>st</sup> November 2014 10 years from 4 <sup>th</sup> November 2014	To install, manage and maintain 6 Interpretation Panels at Tollymore Forest Park
DARD consent to incorporate installation of Portacabin Office at Castlewellan Forest Park and amendment to Licence dated 19 <sup>th</sup> December 2013 Works Licence to be entered into to facilitate installation of portacabin	DARD and Down DC	30 <sup>th</sup> March 2015	Works Licence executed by Down DC and being held by DARD pending planning permission being obtained (which has now been obtained in the past 10 days)
Agreement for Works and Licence	DARD and Down DC	Signed on behalf of Down DC But received by PG post 1 April	Agreement for Works Licence for the placement of wooden way markers at Donard Forest

## Down District Council

			Licence Agreement for Donard Forest – for the development, operation, management and maintenance of trails and associated recreational facilities previously approved in writing by DARD.
Licence Agreement	DARD and Down DC	Signed on behalf of Down DC But received by PG post 1 April Proposed 20 years from date Completion Date of installation of wooden way markers	Licence Agreement for Donard Forest – for the development, operation, management and maintenance of trails and associated recreational facilities previously approved in writing by DARD.

<b>Agenda Item:</b>	<b>Annalong Harbour Stormgate</b>
<b>Report to:</b>	<b>Economic Regeneration and Tourism Committee</b>
<b>Subject:</b>	<b>Options reports on Annalong Stormgate repairs</b>
<b>Date:</b>	<b>29 September 2015</b>
<b>Reporting Officer:</b>	<b>Marie Ward</b>
<b>Contact Officer:</b>	<b>Michelle Boyle</b>
<b>Decisions Required</b>	
<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>Project: Annalong Harbour Stormgate</p> <p>Annalong Harbour construction commenced in the 1840's and is a Listed Building B2</p> <p>The Stormgate at Annalong Harbour was installed in 2002 as part of a scheme of work to improve water depth and shelter. Prior to this a series of stop logs were placed into groves</p> <p>The Storm Gate closes the harbour entrance between the North East and North West Quay. The storm gate is constructed of structural steel and consists of three sections bolted together and features two beams that span the top and bottom edge of the gate. The hinge beam at the base of the gate is fixed with hinge pins to hinge brackets set in a reinforced concrete base. The upper beam of the gate spans across the quay structure. The gate is raised/lowered on a single winch system and cable on the North West Quay</p> <p>Annalong Harbour provides berthing primarily for local fishing boats. A pontoon is also available for visiting craft but attracted few visiting craft. From 2006 – 2008 the Harbour generated £9780 from berthing fees circa £3200 per year. The Council employs a Harbour Master to manage the Harbour, Cornmill and Motorhome facility in Annalong.</p> <p>In September 2008 following a storm surge the gate failed</p>



	<p>when the main body of the gate became detached from the bottom hinge beam. Following an assessment by RPS a range of factors were considered to contribute to the failure including extreme weather conditions, failure of the connection between the lower beam and the main gate panel and inability of gate to lie flat due to build up of silt. A successful insurance claim of £84,000 for the Stormgate failure was obtained</p> <p>The Stormgate was repaired via a design and build contract and was commissioned for use in 2012.</p> <p>Following another storm surge the gate suffered a second failure in April 2013 . URS were commissioned to assess the damage and report on the works required to put the gate back to full operation with associated costs. The assessment proposed that the repairs carried out to the gate from the initial storm damage were not to a sufficiently high standard and the build up of stones and silt in the gate pocket put extra load on the hinge beam. The recommended option is to redesign the gate to a similar construction but meeting current standards and wave surge. The design would reduce the overall weight and the possibility of raising the bottom hinges above the sea bed. The raising of the hinges would reduce the extent of additional forces being asserted on the bottom hinge from the build up of stones and silt. The projected costs of the redesign and construction of the Stormgate is £350,000 The Councils insurers have offered £46230 for damages to the Gate</p>
<p><b>2.0</b></p>	<p><b>Key Issues</b></p> <ul style="list-style-type: none"> <li>• The estimated cost for Redesign and construction of the Stormgate is £350,000, the Insurance Company have offered £46230, a deficit of in excess of £300,000 exists.</li> <li>• The Harbour requires dredging, dredging of the Harbour and entrance has not taken place since the redevelopment of the Harbour in 2002. The pocket was dredged in 2008. A dredging project was tendered in 2008/2009 but with a cost of £430,000 it was significantly in excess of the £250,000 budget available.</li> <li>• Maintenance dredging of the operation zone is recommended involving dredging the Gate Pocket and approximately 3 metres around the Gate Pocket to ensure the effective operation of the Gate. This is proposed a minimum of 2 – 3 times per year and</li> </ul>

	<p>after any significant storm</p> <ul style="list-style-type: none"> <li>• A recent survey of the Harbour Walls has identified a number of defects. Restrictions have been put in place to a section of the Northern Pier due to the significance of the cracks. A number of short term measures have been recommended which Council are progressing. A full design and repair programme is recommended</li> <li>• The annual running cost of the Harbour is currently £54,000 and does not take account of any additional maintenance that maybe required if a new gate and operating mechanism was put in place. When the harbour has been fully operational the annual income is circa £3000. 31 local fishing boats currently use the harbour, although they have been served notice it is closed. The Harbour master advises during storms they would use other harbours ie. Kilkeel.</li> </ul>
<p><b>3.0</b></p>	<p><b>Options</b></p> <p>Option 1: Do Nothing The Harbour would continue to operate as it has been doing from April 2013. Whilst technically closed the local fishing boats continue to use it. Visiting craft would not be able to use Annalong Harbour The facility could not be used by local fishing boats during stormy conditions</p> <p>Option 2: Repair the Stormgate, Walls and Dredging To undertake all necessary works budget of between £750,000 - £1million is required</p> <p>Option 3: Repair the Stormgate &amp; Walls To undertake the necessary works a budget of between £450,000 - £500,000+ is required The harbour continues to fill with silt and it is going to operate as a working harbour by the Council dredging will be required</p>
<p><b>4.0</b></p>	<p><b>Recommendations</b></p> <p><b>To seek funding opportunities to progress Option 2 but subject to funding availability a phased approach could</b></p>

	<b>be undertaken to begin with Option 3 with the aim of progressing to fulfil Option 2</b>
<b>4.0</b>	<b>Resource Implications</b>  <b>The cost to Council is significant both capital and ongoing revenue</b>  <b>Capital costs could be estimated at £1million</b> <b>Revenue costs £60,000+ per annum</b>
<b>5.0</b>	<b>Appendices</b>  N/A



<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Tourism Advisory Group
<b>Date:</b>	Monday 12 <sup>th</sup> October 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism

<b>Decisions Required</b>	
To agree the contents of the report and approve recommendations at Section 3.	
<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>Newry, Mourne and Down District Council as a connection to the agreed Economic Forum should establish a Tourism Advisory Group from the Industry. This forum will link with the structure for community planning. The terms of reference for the Tourism Advisory Group are attached at appendix one.</p> <p>The purpose of the forum will be to support Newry, Mourne and Down District Council in developing a Tourism Strategy and securing growth and improvement by:</p> <ul style="list-style-type: none"> <li>Providing industry ownership of the Framework and related issues that impact on its implementation</li> <li>Securing stakeholder commitment to the implementation of the Strategic Framework and its Action Plans;</li> <li>Reviewing progress and blockages for delivery, identifying solutions and advising on necessary changes and amendments required in the implementation of the Strategy and its Action Plans.</li> <li>Debate important issues of interest to the Industry</li> </ul>
	<p><b>Key Issue</b></p> <p>The Tourism Industry Advisory Group will be made up of senior industry figures from across Newry, Mourne and Down District Council area.</p> <p>The optimum membership of this Group will be 20 representatives including the 6 members from the Tourism Task and Finish Working Group. Newry, Mourne and Down District Council reserves the right to invite other organisations and individuals to attend. Membership will be reviewed annually by Newry, Mourne and Down District Council</p>
<b>3.0</b>	<b>Recommendations</b>

	That the committee adopt the terms of reference for the Tourism Advisory Group as set out at appendix one.
<b>4.0</b>	<b>Resource Implications</b>  None
<b>5.0</b>	<b>Appendices</b>  Appendix 1 – Terms of Reference Tourism Advisory Group

## **Newry, Mourne and Down District Strategic Tourism Industry Advisory Group**

### **Terms of Reference**

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#### **Background**

Newry, Mourne and Down District Council are developing a Tourism Strategy for the region, the aim is to ensure the Region's tourism industry maximises its contribution to the economy, employment and quality of life in the Newry, Mourne and Down Area through an increasingly coordinated and sustainable approach.

The strategy will set targets for growth in the value of tourism year on year in line with Tourism NI Strategy.

To ensure delivery of objectives and target growth, a series of Action Plans will be developed.

Industry collaboration and commitment are crucial to the success of the development and implementation of the strategy particularly against a backdrop of diminishing public sector funding and a tough economic climate.

If the Newry, Mourne and Down is to become a competitive destination the industry must be committed to developing and implementing the Strategy, working collaboratively and in partnership.

Newry, Mourne and Down District Council as the custodian of the Tourism Strategy, accountable for its delivery, need a vehicle to cement industry ownership and drive forward implementation. The Strategic Tourism Industry Advisory Group will be the vehicle and will allow engagement with the industry on the key issues affecting it and impacting on delivery.

#### **Purpose**

To support Newry, Mourne and Down District Council in developing a Tourism Strategy and securing growth and improvement by:

- Providing industry ownership of the Framework and related issues that impact on its implementation
- Securing stakeholder commitment to the implementation of the Strategic Framework and its Action Plans;
- Reviewing progress and blockages for delivery, identifying solutions and advising on necessary changes and amendments required in the implementation of the Strategy and its Action Plans.
- Debate important issues of interest to the Industry

#### **Membership**

The Strategic Industry Advisory Group will be made up of senior industry figures from across Newry, Mourne and Down District Council area. Members will represent the spectrum of interests across tourism economy and will be invited to participate by

Newry, Mourne and Down District Council due to their ability to drive action forward in their areas and influence stakeholders. Those invited will be the major NI representative entities, trade associations for the key tourism sectors and industry experts with knowledge in areas relevant the development and implementation of a tourism strategy.

The optimum membership of this Group will be 20 representatives including the 6 members from the Tourism Task and Finish Working Group. Newry, Mourne and Down District Council reserves the right to invite other organisations and individuals to attend. Membership will be reviewed annually by Newry, Mourne and Down District Council.

### **Governance**

The Chair will be a representative from the Private Sector and will be nominated by the Strategic Tourism Industry Advisory Group on an annual basis.

### **Frequency**

The Strategic Tourism Industry Advisory Group will meet twice a year (spring and autumn). During the development phase of the Strategy the Group will be required to meet on more occasions.

### **Relationship with Newry, Mourne and Down District Council Economic, Regeneration and Investment Committee**

The engagement structures with industry and how they relate to one another are set out in Appendix 1.

The Economic, Regeneration and Investment Committee are responsible for setting the Council's Tourism strategy and targets and monitoring the ERT Directorates delivery against these.

The Strategic Tourism Industry Action Group provides Newry, Mourne and Down District Council with a mechanism for driving forward industry implementation. It will also facilitate a strategic dialogue between Newry, Mourne and Down District Council and the wider tourism industry to allow it to effectively work with government on tourism matters.

The actions and recommendations from the Strategic Tourism Industry Action Group will be reported to the ERT Committee of NMMDC.

### **Relationship with the Destination Forums**

The Chair of the Destinations Forum will be represented on the Strategic Tourism Industry Advisory Group to ensure the appropriate links are being made at the local level.



### **Relationship with the Economic Forum**

The Chair of the Strategic Tourism Industry Action Group will attend the Strategic Economic Forum to ensure that appropriate connections are made.

DRAFT

DRAFT

<b>Agenda Item:</b>	<b>CONSUMER PROMOTIONS OCTOBER 15 – MARCH 16 ESTIMATED COST OF COUNCILLORS ATTENDANCE</b>
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	Estimated cost of Councillors attendance at consumer promotions between October 15 – March 16
<b>Date:</b>	29 September 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Michelle Boyle

<b>Decisions Required: Councillors to advise on consumer promotions they propose to attend</b>	
<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>At the Economic Regeneration Tourism Committee meeting in September 2015, it was recommended to bring a report to the ERT meeting in October with relevant promotions which Councillors could attend along with associated costs</p>
<b>2.0</b>	<p><b>Key Issues</b></p> <p>The relevant promotions with Consumer engagement are as follows:</p> <p>World Travel Market, London 1 – 5 November 2015 Accommodation, flight and subsistence costs <b>£1362.95</b></p> <p>Belfast Holiday World 15 – 17 January 2016 Subsistence costs <b>£72.25</b></p> <p>Dublin Holiday World 22 – 24 January 2016 Accommodation and subsistence costs <b>£623.85</b></p> <p>British Travel and Tourism Show, Birmingham 16 – 17 March 2016 Accommodation, flight and subsistence costs <b>£631.40</b></p> <p>No allowance for mileage has been made Costs may vary depending at time of booking</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p><b>Councillors to advise M Boyle on promotions they wish to attend</b></p>
<b>4.0</b>	<p>Resource Implications</p> <p>As per cost breakdown outlined in section 2 with costs allocated to Councillors budget</p>
<b>5.0</b>	<p>Appendices</p>

<b>Agenda Item:</b>	Report of meeting of Slieve Gullion DEA Councillors, Forestry Dept., Clanrye Group & Grounded Espresso Bars re Forward Planning for Slieve Gullion held on Monday 25 September 2015 at 10.00am in the Hawthorne Suite, Slieve Gullion.
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	Forward Planning Slieve Gullion
<b>Date:</b>	30 September 2105
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Michelle Boyle

### Decisions Required

1. **A centralised diary system to be put in place so that all partners are aware of organised events.**
2. **Evaluation of area of land currently owned by Forestry that could potentially be used for extra car parking**
3. **Monthly meetings to be set up between NMDDC, Forestry, Clanrye & Grounded**
4. **Staffing rota at Slieve Gullion over the 2015 season to be brought back to next monthly meeting**

<b>1.0</b>	<b>Purpose and Background</b> Slieve Gullion briefing meeting initiate planning for 2016 season at Slieve Gullion
<b>2.0</b>	<b>Key Issues</b> Consideration of operational arrangements for 2016 to enhance visitor experience
<b>3.0</b>	<b>Recommendations</b> <b>As per decisions required</b>
<b>4.0</b>	<b>Resource Implications</b> Ongoing revenue cost associated with Slieve Gullion
<b>5.0</b>	<b>Appendices</b>  Report of meeting of Slieve Gullion DEA Councillors, Forestry Dept., Clanrye Group & Grounded Espresso Bars re Forward Planning for Slieve Gullion held on Monday 25 September 2015 at 10.00am in the Hawthorne Suite, Slieve Gullion.



Report of meeting of Slieve Gullion DEA Councillors, Forestry Dept., Clanrye Group & Grounded Espresso Bars re Forward Planning for Slieve Gullion held on Monday 25 September 2015 at 10.00am in the Hawthorne Suite, Slieve Gullion.

Present:	Councillor Larkin (Chair)	
	Councillor Donnelly	
	Councillor Mulgrew	
	Councillor Hearty	
	Councillor Loughran	
	Mr L Devine	Clanrye Group
	Ms J Poucher	Clanrye Group
	Mr M Parker	Forestry Dept
	Mr D Jones	Forestry Dept
	Mr G Finegan	Grounded Espresso Bars
	Mrs M Ward	NMDDC
	Mrs M Boyle	NMDDC
	Mrs J McCann	NMDDC
	Mrs C Gaillard	NMDDC
	Mrs P McKeever	NMDDC

Mrs Ward welcomed all and introductions were made.

In providing a background to the meeting, Mrs Ward stated that the objective of the meeting was to establish open communication and effective partnerships to ensure an excellent visitor experience at Slieve Gullion Forest Park. She said that following the unprecedented visitor numbers to Slieve Gullion during the 2015 season, various issues had been highlighted, this was an opportunity for the partners to learn from 2015 season and move forward positively, she then invited the partners to raise their concerns:

Mr Finegan Grounded:

- Revenue down on previous summer, their regular customer base stayed away due to large visitor numbers.
- The illegal trading of 4 ice cream vans has had a negative impact on business.
- Problems with inadequate toilet provision & maintenance of same.

- On a number of days Grounded closed their restaurant to the public because they were hosting a wedding, this meant there were no restaurant facilities on site for visitors.

Mr Devine Clanrye Group:

- 80% - 90% of visitors to the Slieve Gullion site are using the courtyard but not providing any spend.
- Inadequate toilet provision is a key issue that needs to be addressed, however recognise that NMDDC are working proactively to resolve this.
- A clear line of responsibility needs to be established e.g. when dealing to resolve customer complaints
- The issue of illegal traders operating from the car park needs to be addressed.

Mr M Parker, Forestry congratulated all involved in the transformation of the forest but agreed that there were certain issues that needed to be addressed:

- Car parking is an issue that needs to be resolved.
- The removal of timber as a result of diseased trees has been biggest single issue
- Although scenic drive has been reopened, a lot of work needs to be done in this area but resources are a cause for concern.
- Very aware that Slieve Gullion is an AONB, so careful consideration has to be given as to plan of action for the areas of forest that have been cleared due to diseased trees.
- Aware of the illegal trading that has been ongoing and very happy to work together in an effort to resolve this.

Mrs McCann, stated that 100,000 visitors had visited Slieve Gullion during July and August 2015, it was an extremely busy time for all staff involved and she said the car park / play park staff had to undertake their duties under sometimes extremely challenging circumstances. In spite of the issues of concern surrounding toilets and car parking, Council have received very positive feedback from visitors. Mrs Boyle stated that regular liaising with car park staff ensured that any issues were dealt with as they arose.

Mrs Ward summarised the issues and provided some update on the points raised, a summary of discussions which followed:

- There is no budget for additional
- The issue of inadequate toilet facilities need to be addressed as a matter of urgency
- The issue of additional car parking is an ongoing one and will not be resolved in the near future.
- The Park & Ride facility is likely to continue to operate into the 2016 season
- NMDDC have agreed to contribute £3000 towards improving water tank provision at Slieve Gullion.
- NMDDC are exploring 2 legal trading bays in the car park, enforcement issues need to be looked at.
- Visitor capacity to Slieve Gullion needs to be looked at in terms of providing the best in visitor experience.
- Important that all partners are aware of organised events, a centralised diary system to be put in place.
- Tourism NI have offered a Visitor Service Assistant to work with us in an advisory capacity.
- The issue of introducing a charge or a pre booking system is to be explored.
- The car park is licensed by NMDDC and as such any revenue income would be reinvested back into Slieve Gullion.
- Forestry have an area of land that potentially could be used for extra car parking but planning issues would have to be looked at
- NMDDC do not have any authority regarding cars parked illegally, this is a matter for the PSNI.
- It would be beneficial to have monthly meetings of this group to keep lines of communication open.

**RECOMMENDATIONS:**

1. A centralised diary system to be put in place so that all partners are aware of organised events.
2. Evaluation of area of land currently owned by Forestry that could potentially be used for extra car parking

3. Monthly meetings to be set up between NMDDC, Forestry, Clanrye & Grounded
4. Staffing rota at Slieve Gullion over the 2015 season to be brought back to next monthly meeting

Michelle Boyle  
Tourism Development Officer



<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Report of Tourism Strategy Task and Finish Project Board held on Wednesday 7 October 2015
<b>Date:</b>	10 October 2015
<b>Reporting Officer:</b>	Michelle Boyle
<b>Contact Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism

<b>Decisions Required</b>	
To note the contents of the report and recommendations	
<b>1.0</b>	<b>Purpose and Background</b> To provide an update to the Enterprise Regeneration and Tourism Committee on the Tourism Strategy Task and Finish Project Board.
<b>2.0</b>	<b>Key Issue</b> It is recognised that marketing and partnership with strategic bodies and the business community is essential to enable delivery of the Newry, Mourne and Down area as a tourism destination of choice.
<b>3.0</b>	<b>Recommendations:</b> <ol style="list-style-type: none"> <li>1. Details of the masterplan noted and comments by members to be considered and a further draft to be brought back to Council</li> <li>2. Contents of Forest Report noted</li> <li>3. Events plan for 2016/2017 for agreed with further details as plans develop to be brought to Council</li> </ol>
<b>4.0</b>	<b>Resource Implications</b> Resource implications of Forest Study not defined. Events Strategy budget to be further refined
<b>5.0</b>	<b>Appendices</b> Report of Tourism Strategy Task and Finish Project Board held on Wednesday 7 October

**Enc**

**Report of meeting re Tourism Strategy Task and Finish Project Board held on Wednesday 7 October 2015 at 2.30pm in the Training Room, Council Offices, Monaghan Row, Newry.**

Present: Councillor Terry Hearty (Chair)  
 Councillor Dermot Curran  
 Councillor Brian Quinn  
 Councillor Harry Harvey  
 Councillor Charlie Casey  
 Councillor William Clarke  
 Councillor Jarlath Tinnelly  
 Councillor Declan McAteer  
 Councillor Gillian Fitzpatrick  
 Councillor Michael Ruane  
 Councillor Cadogan Enright  
 Louise Browne Louise Browne Associates  
 Deirdre Black Louise Browne Associates  
 Marie Ward NMDDC  
 Gerard McGivern NMDDC  
 Jonathan McGilly NMDDC  
 Mark Mohan NMDDC  
 Michelle Boyle NMDDC  
 Cristina Gaillard NMDDC

Apologies: Councillor Kate Loughran  
 Councillor Terry Andrews  
 Councillor Mark Murnin  
 Councillor Valerie Harte

Councillor Hearty welcomed all and introductions were made.

Presentation Kilbroney Park Masterplan

Presentation on Kilbroney Park Masterplan was undertaken by Louise Browne and Deirdre Black and discussion followed. Some issues were raised:

- public meetings not taken into account
- play area relocation is a concern
- changes to restaurant
- access from Newtown Road not considered
- GAA facilities needed, pitch improvements and changing rooms
- minority sports should be included and provided for, i.e. scramblers, quads, off-road, equestrian, causing breaking law and damaging Mournes; danger of benefiting mountain bikers only.

Marie Ward agreed that some work could be considered regarding football pitches.

Marie advised members that plans existed for all the forests and Council would have to prioritise. An opportunity will exist with DARD programme for Tourism. It was agreed that Louise Browne would revisit the Masterplan based on discussion and come back to Council.

## Forest Parks

Marie discussed the paper which had been circulated regarding the transfer of Forest Service Assets to Council and which will also be discussed at ERT committee meeting where the recommendations will be considered by the Council:

Current issues refer to operation and management of Forests. All 5 parks (Castlewellan, Donard, Tollymore, Kilbroney and Slieve Gullion) have traffic management issues

A range of raised points including:

- opportunity of community partnership model should be investigated
- significant lack of investment in Donard
- opportunity presented by the DARD programme to invest in forests , requirement for Council officials to meet with DARD officials to see which projects present the best opportunity
- delivery of maintenance arrangements at Castlewellan discussed
- Silent Valley tourism opportunities need further enhanced

## Events

A paper on draft of events for the next financial year circulated.

Main aim is to take existing events into a different dimension, incorporating music, outdoor activities, etc. and consider how we package and profile the events working with event organisers.

Year of Food and Drink 2016: consider how we package and profile own produce/food events looking at Tourism NI calendar of themed months and see what we have in our area.

Tourism NI events funding opens opportunity for event organisers

Discussion followed:

- concern on lack of provision in South Armagh, Camlough Lake Triathlon not included due to Lake closure for 2016, aiming to be ready for June 2017
- do we need smaller events in different parts of the district? This is the challenge, community events versus bigger events
- great opportunities to develop whole coastline, Food festival welcomed
- each event should be evaluated to determine true visitor impact
- build on cooperation Strangford-Carlingford Lough, use contacts and experience gained re World Skiffies in Strangford to repeat in Carlingford
- public transport to attend events needs to be considered.

It was agreed further development on the Events Strategy as it develops would be reported back to Council.

Councillor Enright indicated he was attending the meeting to seek an update on specific tourism related matters pertaining to Strangford Lough, Lecale and Mourne Coastal Walking. Marie Ward advised Councillor Enright she had emailed him regarding his queries and a presentation on the Coastal Walking Plan would be provided at a future meeting of the Tourism Task and Finish Group.

## **Newry Mourne and Down District Council's response to Inland Waterways' draft heritage plan for waterways Ireland**

Newry, Mourne and Down District Council supports the Draft Heritage Plan for Waterways Ireland It closely reflects what Council is doing.

Council are currently reviewing its access policy. The aims of the policy will be;

- To develop the tourism potential of the District is a sustainable way to bring economic benefits to the wider community.
- To assist in the promotion of active and healthy communities
- To provide 'access to the countryside' for both residents and visitors alike and to promote Newry, Mourne and Down District as the premier destination within Ireland for outdoor activity holidays and recreation.
- To work in partnership with landowners, local communities and other voluntary and statutory agencies where possible to achieve the desired outcomes of strategically placed facilities.
- To create a path network that will meet the needs of walkers, cyclists and horse riders of all abilities, including long distance paths.
- To encourage responsible access through education of landowners and users

We welcome the recommendation for the partnership to work with Local Authorities in the delivery of plan. The development of this plan mirror's what Newry, Mourne and Down Council are doing in terms of access especially the Great Eastern Greenway, The Newry to Portadown Canal Tow Path and also other walking trails along the Quoile and Strangford Lough. There may be scope in the future to link these Trails with the trails managed by Waterways Ireland

The inland waterways are an invaluable heritage resource for the island of Ireland. They provide engagement with flora, fauna and historic sites

They are a living heritage and part of our folklore. It is important to form a partnership to protect and develop them

It is important to identify conserve and promote the use of unique waterways for the enjoyment of future generations

It is a tourist resource and a living heritage shared resource and the development of these waterways will have an economic social and health return

The Council supports the objectives in the plan –

We also think the plan should include boats and objects, history and folklore, place names, built heritage, monuments, architectural and industrial heritage, archeology, natural heritage (flora fauna ecosystems landscapes geology). It should also promote integrated conservation management and protection

Canoe trails could be developed as well as looped walks, short cycle ways, bridle paths linking towns and rich heritage sites. Interpretation of waterways should be included as well as promotion events

It is important to develop path or trails with launch points, camping locations and points of interest for canoeists, paddle, boaters, kayakers, walkers and cyclists to encourage recreation, tourism, ecological education and preservation of wildlife resources



The overall vision should be to develop a world class system of trails or waterways promoting GREAT IRISH JOURNEYS, WALKING, CYCLING and WATER TRAILS and LONG DISTANCE, LOOPED, FOREST etc.

An example of a Project we are currently working on is The Great Eastern Greenway Newry, Mourne and Down District Council and Louth County Council are working together to create the Great Eastern Greenway Walking and Cycling Route.

A 6.2 km Greenway along an old railway line (part of the Great Northern Railway Network which was closed in 1937 between Omeath and Carlingford has been developed by Louth County Council. These works are the first phase in a plan to form part of a 32km Greenway route from Dundalk to Carlingford and on to Newry.

As part of the cross-border section of this Greenway, Newry, Mourne and Down District Council is planning to develop a high quality off road cycle and walking path, from Victoria Lock along the Middlebank to Newry (5.4 km approximately). The cycleway could then link to the Newry Portadown Canal Towpath, which is part of Northern Ireland's National Cycling Network Path 9 linking Newry City with Greater Belfast via the substantial urban centers of Craigavon and Lisburn. The Greenway will link up cycle networks and also link with other tourist attractions in the area such as the Ulster Way, The Ring of Gullion Way, The Tain Way, The Mourne Way and recently opened Mountain Bike Trails in Kilbroney Park, Rostrevor.

This Middlebank Cycleway / Path, if opened up will be the only totally off-road Cycle / pedestrian link between Newry and Victoria Lock and as such it is a very important and safe access route. It will be a beautiful, unique, high quality, scenic cycleway and walkway along a riverside/canal side corridor with water on both sides. Both locals and visitors could use it. This project will assist tourism development in the area and will allow people of all ages and of most abilities to enjoy a true countryside experience. The employment benefit to the locality will also be very positive. In addition, this project shall provide invaluable health benefits by encouraging people to become more active through walking and cycling.

Newry, Mourne and Down District Council plan to link the path from Victoria Lough to the Border with ROI. The Cross border Greenway will be of historic interest and also be of immense geological and biodiversity interest to tourists. The area as a whole has the potential to be packaged and branded as a tourist destination product both in the North and South of Ireland.

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**Subject: SAVE THE DATES - Irish Global Geoparks Annual Seminar November 2015**

Dear all,

The dates for this year's Irish Global Geoparks Annual Seminar have been set for 19<sup>th</sup> to 21<sup>st</sup> November and will take place in the Burren and Cliffs of Moher Global Geopark. The theme this year is 'Working With Local Businesses' and there's no better Global Geopark to come and see this in action.

We have put together a great schedule including the usual talks and networking sessions, but this year we have also included a 'Meet the Businesses' session where we will visit key local businesses and discuss how they work with the Geopark. Prof Patrick McKeever from UNESCO will also be there for a keynote address on the first evening.

This is a great opportunity to network with other Global and Aspiring Geoparks as well as those working in geological heritage, education and tourism so please put the dates in your diary and more information will follow shortly.

Kirstin

**Dr Kirstin Lemon**

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## AOIFE Annual Conference Dates Postponed To Feb 26th / 27th 2016 (<http://aoifeblog.com/2015/09/24/aoife-annual-conference-dates-postponed-to-feb-26th-27th-2016/>)

POSTED ON SEPTEMBER 24, 2015 ([HTTP://AOIFEBLOG.COM/2015/09/24/AOIFE-ANNUAL-CONFERENCE-DATES-POSTPONED-TO-FEB-26TH-27TH-2016/](http://aoifeblog.com/2015/09/24/AOIFE-ANNUAL-CONFERENCE-DATES-POSTPONED-TO-FEB-26TH-27TH-2016/)) UPDATED ON SEPTEMBER 25, 2015 ([HTTP://AOIFEBLOG.COM/2015/09/24/AOIFE-ANNUAL-CONFERENCE-DATES-POSTPONED-TO-FEB-26TH-27TH-2016/](http://aoifeblog.com/2015/09/24/AOIFE-ANNUAL-CONFERENCE-DATES-POSTPONED-TO-FEB-26TH-27TH-2016/))

This week the AOIFE National Executive confirmed plans to move the sectors annual two day conference programme from It's traditional November slot to a new Spring Date in February .

The move comes following requests from members , stakeholders and exhibitors as well as funders.



(<https://thecapacitytoendure.files.wordpress.com/2015/09/conference.jpg>)

The Two Day Conference and Annual Sector Gathering will still review the season just gone but also preview in a timely way the calendar of events and the emerging trends ahead.

Executive Director Colm Croffy stated " we have had a lot of feedback from the membership in the last few months in arriving at this decision ; which strongly signalled that the November period was no longer a suitable gathering time for exhausted volunteers , contractors and suppliers to the sector".

The new look Conference will take place in the centre of the Midlands – Ballinasloe in the 4 star Shearwater Hotel with special accommodation rates an action packed two day programme of speakers, workshops , panel discussions & presentations as well as the Best of Marketing Awards, The Festive Expo and a strand for the third level students involved in the sector .

Attendance to the Conference is FREE for each member of AOIFE and the full programme details will be announced at the end of October 2015.

It is hoped that the moving of the event to a new position in the calendar will allow for the key funders and state agencies in the sector to set out their stall and support programmes for the next 12 months.