



September 8th, 2015

**Notice Of Meeting**

You are invited to attend the Enterprise, Regeneration and Tourism Committee meeting to be held on **Monday, 14th September 2015** at **3:00 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 10 August 2015. (Copy circulated)**

[Action Sheet - ERT August 2015.pdf](#)

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*Enterprise, Employment and Regeneration Items*

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- 4) **Make it Local. (Copy circulated)**

[Make It Local report.pdf](#)

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- 5) **DARD re: Consultation re Funding for Racecourses at Downpatrick and Down Royal. (Copy circulated)**

A Briefing Paper re: Downpatrick Racecourse can be found as follows:

MENU > DOCUMENTS > ENTERPRISE REGENERATION & TOURISM > Briefing Paper re: Downpatrick Racecourse.

[DARD Consultation re Funding for Racecourses.pdf](#)

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- 6) **Derrymore Partnership Meeting held on 21 August 2015. (Copy circulated)**

[Derrymore Partnership report.pdf](#)

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*Enterprise Employment and Regeneration - For noting*

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- 7) **None.**

**8) Accommodation Needs Analysis. (Copy circulated)**

**Destination Mournes Accommodation Scoping Study and Presentation on Accommodation Study** can both be found as follows:

MENU > DOCUMENTS > ENTERPRISE REGENERATION & TOURISM > Destination Mournes Accommodation Scoping Study.

MENU > DOCUMENTS > ENTERPRISE REGENERATION & TOURISM > Presentation on Accommodation Study.

[Accommodation Needs Analysis Report.pdf](#)

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**9) Tourism Strategy Task & Finish Project Board Meeting held on 1 September 2015 (Copy circulated)**

[Tourism Strategy Task & Finish Project Board Mtg 1.9.15.pdf](#)

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**10) Tourism Marketing and Communication Plan. (Copy circulated)**

[Tourism Marketing and Communication Plan.pdf](#)

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**11) Camlough Dam Rehabilitation. (Copy circulated)**

A **Presentation by AECOM on Camlough Dam** can be found as follows:

MENU > DOCUMENTS > ENTERPRISE REGENERATION & TOURISM > Presentation by AECOM re: Camlough Dam Rehabilitation.

[Camlough Dam Rehabilitation report.pdf](#)

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*Tourism Culture and Events - For noting*

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**12) Museum Engagement Programme. (Copy circulated)**

[Museum Engagement Programme 2015 Report.pdf](#)

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13) **Tender re: Trading Pitches at Slieve Gullion. (Copy circulated)**

[Slieve Gullion Trading Pitches Tender report.pdf](#)

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*Conferences/Events*

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14) **Conference: Re: 3rd Nature and Sports Euro Meet - September 2015. (Copy circulated)**

[Euromeet 2015 Programme.pdf](#)

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[Report re: Euromeet Conference.pdf](#)

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*Restricted / Commercially Sensitive Items*

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15) **Tender Report re: Regional Start Initiative. (Copy circulated)**

Item 15 is deemed to be restricted by virtue of Paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - Information relating to the financial or business affairs of any particular person (including the Council holding that information) and the public, may, by resolution, be excluded during this item of business.

[Tender re Regional Start Initiative Tender report.pdf](#)

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16) **Tender Report re: Ring of Gullion. (Copy circulated)**

Item 16 is deemed to be restricted by virtue of Paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - Information relating to the financial or business affairs of any particular person (including the Council holding that information) and the public, may, by resolution, be excluded during this item of business.

[Tender re Ring of Gullion Tender report.pdf](#)

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17) **Slieve Gullion Briefing Meeting held on 19 August 2015 re: Park and Ride. - For noting. (Copy circulated)**

Item 17 is deemed to be restricted by virtue of Paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 - Information relating to the financial or business affairs of any particular person (including the Council holding that information) and the public, may, by

resolution, be excluded during this item of business.

***Slieve Gullion Briefing meeting re Park and Ride on 19.8.15.pdf***

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**End.**

# Invitees

Cllr. Terry Andrews	<a href="mailto:terry.andrews@downdc.gov.uk">terry.andrews@downdc.gov.uk</a>
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**ACTION SHEET- ENTERPRISE REGENERATION & TOURISM COMMITTEE – MONDAY 10 AUGUST 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/65/2015</b>	ESF Programme Match Funding	(Closed Session Item) To approve recommendations contained in Report dated Monday 10 August 2015 from J McGilly regarding ESF Programme, subject to including that proposals in respect of one applicant be reported back to the ERT Committee Meeting in September 2015.	Actioned
<b>ERT/66/2015</b>	Social Entrepreneurship Programme	(Closed Session Item) To approve the recommendations contained in report dated Monday 10 August 2015 from M Ward re: the Social Entrepreneurship Programme.	Actioned
<b>ERT/67/2015</b>	Regional Start Initiative	To approve recommendations contained Report dated 10 August 2015 from Ms M Ward re Regional Start Initiative: (a) To deliver RSI through a single regional contract with a single central services support team. (b) To consider mechanisms for developing the RSI model over time into a more comprehensive range of support with more flexible delivery arrangements. (c) Based on the above recommended delivery model: To sign a legal agreement with LCCC (Contractual non incorporated joint venture), subject to consultation with Council's legal adviser, which provides delegated authority to Lisburn City and Castlereagh Council to take the lead in tendering for and managing a Regional Contract, and submitting an application to DETI ERDF Jobs and Growth Programme 2014-2020,	On agenda



AGENDA ITEM	SUBJECT	DECISION	FOR COMPLETION BY DIRECTOR – including actions taken/date completed or progress to date if not yet completed
		<p>for funding towards delivery of the RSI programme, on behalf of the other participating Councils (Contract will include service delivery, marketing, CRM and ERDF application)</p> <p>(d) Newry Mourne &amp; Down District Council to design and tender for the delivery of a short term – locally focused Business Start Programme, to be funded through the transferred functions budget, which will ensure a continued service is in place between 22 October 2015 when the current RSI Programme commences.</p> <p>(e) Newry Mourne &amp; Down District Council to consider options for locally focused bolt on programmes that could be delivered to support the future Regional Start –a-Business programme.</p>	
<b>ERT/68/2015</b>	NILGA re: Dairy Farming / Milk Industry	The Council write to NILGA confirming its support for the proposal outlined in correspondence dated 30 July 2015 from NILGA re the local dairy and milk production industry.	Actioned
<b>ERT/69/2015</b>	Tenders re: Public Realm Schemes	<p>(Closed Session Item)</p> <p><u>Public Realm Scheme – Warrenpoint</u></p> <p>Due to limited timescale, it was agreed to approve the recommendations contained in Report dated 10 August 2015 from J McGilly and proceed, if within budget following tender close and assessment, to appoint the most economically advantageous contractor tender for the delivery of the Warrenpoint Public Realm Scheme – Church Street / The Square.</p>	Ongoing

AGENDA ITEM	SUBJECT	DECISION	FOR COMPLETION BY DIRECTOR – including actions taken/date completed or progress to date if not yet completed
		<p><u>Public Realm Scheme – Cathedral Corridor Newry</u>            Due to limited timescale, it was agreed to approve the recommendations contained in Report dated 10 August 2015 from J McGilly as follows:            Following tender close and assessment regarding the tender for Natural Stone Materials, for the Newry Cathedral Corridor Public Realm Scheme, to proceed to grant the tender to the most economically advantageous contractor, Hardscape Products Ltd at a cost of £85,205.02.            If within budget following tender close and assessment, proceed to appoint the most economically advantageous contractor Tender for the delivery of the Newry Cathedral Corridor Public Realm Scheme. Detail of the successful contractor to be tabled at the ERT Committee Meeting in October 2015.</p>	
<b>ERT/71/2015</b>	Geotourism Project	<p>(Closed Session Item)            To approve the recommendations contained in report dated 3 August 2015 from Ms M Ward, and approve the extension of the Geotourism Project staff contracts until 31 October 2015.</p>	Actioned
<b>ERT/72/2015</b>	Events Budget 2015/2016	<p>To approve the proposed re-profiling of the Events Budget 2015-2016 as contained in Report dated 8 June 2015 from Ms M Ward, subject to increasing the allocation for Ballynahinch Harvest &amp; Country Living Fair from £10,000 to £15,000.             It was also agreed a detailed costing to run an event similar to the Irish</p>	Actioned

AGENDA ITEM	SUBJECT	DECISION	FOR COMPLETION BY DIRECTOR – including actions taken/date completed or progress to date if not yet completed
		<p>Open will be brought back to the ERT Committee in due course.</p> <p>It was further agreed details be available at the Council Meeting on Monday 7 September 2015 to advise what budget the additional £5,000 allocation to Ballynahinch Harvest &amp; Country Living Fair will be taken from.</p>	
<b>ERT/73/2015</b>	Tourism Strategy Task & Finish Project Board	<p>To approve the recommendations contained in Report dated Monday 3 August 2015 from Ms M Ward, regarding the Tourism Strategy Task and Finish Project Board as follows:</p> <ul style="list-style-type: none"> <li>(a) Councillors to be offered World Host Training</li> <li>(b) Review of the Visitor Information Centres to be undertaken as part of tourism strategy development</li> <li>(c) Councillors from the Tourism Strategy Task and Finish Project Board to attend a study tour to Tourism Ireland to look at the wider marketing context. Cost not to exceed £1,000.</li> </ul> <p>It was also agreed the Council seek to co-locate Tourism NI staff in the Newry Mourne &amp; Down District Council.</p>	Ongoing
<b>ERT/74/2015</b>	Tourism Destinations Web Data Management Systems Contract	<p>(Closed Session Item)</p> <p>To approve recommendations contained in Report dated Monday 8 June 2015 from Ms M Ward and proceed to tender for a Tourism Destinations Web Data Management System.</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/85/2015</b>	IRRV Northern Ireland Conference – October 2015	Agreed if any Councillor wishes to attend the IRRV Northern Ireland Conference on 1 October 2015 they contact the Democratic Services Section.	Actioned
<b>ERT/86/2015</b>	Famine Commemoration Event	Ms M Ward to notify Councillors when the next meeting regarding the Famine Commemoration Event will be held and arrange for all Councillors to be provided with a copy of the Programme Launch for the Famine Commemoration.	Actioned

<b>Agenda Item:</b>	[This is the number the item will be given]
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	'Make it Local' Initiative
<b>Date:</b>	Monday 14 September 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Margaret Quinn, Project Development Manager

### Decisions Required

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

<b>1.0</b>	<p><b>Purpose and Background</b> Following ERT committee approval to progress the 'Make it Local' Initiative a number of activities have been undertaken to develop the project. Meetings have been held with the NI Independent Retailers Association and the NI Chamber of Commerce. Both organisations have agreed to assist, where possible, with the delivery of the project. Initial discussions have commenced with the local chambers and it has been recognised that it is necessary to capacity build the chambers to facilitate their engagement with the 'Make it Local' campaign. Various sectors and initiatives to be included and promoted in the project have been identified as follows.</p> <p><b>Activity providers</b> – engagement with activity/tourism facility proprietors to initiate a voucher system providing reciprocal discounts/special offers.</p> <p><b>Town Centre Activity</b> – Develop a programme of events/promotions for town centres encouraging people into local towns and providing the opportunity for local retailers to market their goods eg food demonstrations/tasting sessions, fashion shows, craft/gift displays.</p> <p><b>Voucher booklet</b> – produce a district wide voucher booklet offering discounts in a range of outlets.</p> <p><b>Publicity/marketing promotion for the scheme</b> – window signs, vouchers, press advertising.</p> <p><b>Good Food element</b> – establishment of a Good Food Circle and the production of a Good Food Trail map promoting exemplary providers.</p>
<b>2.0</b>	<p><b>Key Issue</b> An action plan, as outlined below, has been developed as a way forward with the delivery of the project.</p> <p><b>Action Plan</b></p> <ol style="list-style-type: none"> <li>a. Establish an officer working group September 2015.</li> <li>b. Facilitate a series of workshops across the district with existing chambers to measure capacity and to agree 'Make it Local' priorities with the business sector Sep/Oct 2015.</li> <li>c. Investigate the reconstitution of those chambers which have become dormant eg Ballynahinch and Downpatrick and develop an appropriate programme of support. The advice of those chambers which are working more effectively eg Newry and Kilkeel will be sought and a best practice model transferred where possible. The Chief Executive of the Independent Retailers Association has</li> </ol>

	<p>agreed to assist with this. Sep/Nov 2015.</p> <ul style="list-style-type: none"> <li>d. Identify theme related projects (as indicated above) which can be tailor made to implement district wide. Sep/Nov 2015.</li> <li>e. Based on agreement with chamber representatives launch a Christmas shopping promotion across the district. This could include the provision of discount offers and the encouragement of a 'Shop local' gift voucher scheme. Nov/Dec 2015.</li> <li>f. Good Food Circle proposed activities – organise a voucher scheme with restaurants based on eat in a particular establishment and receive a discount voucher for a similar provide in another town. Establish links between food suppliers and local restaurants to encourage the use of local produce. Cluster the existing local food/drinks promoters in the artisan market eg Kilmegan cider, the local craft beer producers and local food suppliers. These actions could ultimately lead to the development of a Good Food Festival. Oct 15/Mar 16.</li> </ul>
<b>3.0</b>	<p><b>Recommendations</b></p> <p>That Committee approves the action plan for the development of the 'Make it Local' Initiative as outlined above.</p>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>Budget and staff resources as agreed at June ERT Committee meeting.</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>N/A</p>

<b>Agenda Item:</b>	Public Consultation on the Horse Racing (Charges on Bookmakers) Order (Northern Ireland) 2015
<b>Report to:</b>	Enterprise, Regeneration & Tourism Committee
<b>Subject:</b>	Public Consultation on the Horse Racing (Charges on Bookmakers) Order (Northern Ireland) 2015
<b>Date:</b>	14 September 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Mark Mohan

### Decisions Required

The Committee submit a written response to DARD's consultation on the Horse Racing (Charges on Bookmakers) Order (Northern Ireland) 2015 supporting the recommendations outlined below

<b>1.0</b>	<p><b>Purpose &amp; Background</b></p> <p>The NI Department of Agriculture and Rural Development (DARD) is seeking views in relation to proposed changes to the Horse Racing Fund (HRF). Whilst it is accepted that change is urgently needed, two of the options presented by the Department – including its preferred option (option 2 in the consultation paper), would according to Down Royal and Downpatrick racecourses, severely restrict the level of racing that they can deliver and could ultimately put the racecourses into a loss-making position, and to the point where the future of both may become untenable.</p> <p>The management of both courses believe a reduction in the quantity and quality of racing and the potential loss of one or both racecourses would have a significant negative impact on tourism and hospitality in both the Newry Mourne and Down District Council area and the Borough of Lisburn and Castlereagh.</p>
<b>2.0</b>	<p><b>Recommendation</b></p> <p>Council submit a written response to DARD's consultation requesting:</p> <ul style="list-style-type: none"> <li>a) No change to the rate of funding collected from on-course bookmakers,</li> <li>b) <b>Option 3</b> as set out in the DARD consultation document (and report from Downpatrick Racecourse attached) is considered as the only viable option,</li> </ul>

- To:** Newry, Mourne and Down District Councillors
- From:** Downpatrick Racecourse
- Date:** 25 August 2015
- Issue:** Public Consultation on the Horse Racing (Charges on Bookmakers) Order (Northern Ireland) 2015
- Issue:** The NI Department of Agriculture and Rural Development (DARD) is seeking views in relation to proposed changes to the Horse Racing Fund (HRF). While change is urgently needed, two of the options presented by the Department – including its preferred option – would severely restrict the level of racing that can be delivered by Down Royal and Downpatrick and could ultimately put the racecourses into a loss-making position.
- Request:** We request that Councillors in Newry, Mourne and Down District consider submitting a written response to DARD's consultation requesting: a) No change to the rate of funding collected from on-course bookmakers, b) Option 3 as set out in the DARD document, and c) that DARD consider the significant positive economic impact that Downpatrick Racecourse has within the Council area. Where possible it would be advantageous to provide any research or proposal that the Council has undertaken in relation to tourism and where Downpatrick Racecourse contribution is a factor.

## 1.0 Background to consultation

- 1.1 Most funding for Horse racing in Northern Ireland comes from local on-course and off-course bookmakers who are legally obliged to contribute to the Horse Racing Fund at the point of applying for an annual licence. This requirement is enshrined in the Horse Racing Order (Northern Ireland) 1990 and the subsequent amendment made in 2010. Monies from the Horse Racing Fund goes towards safety and technical objectives set out in the Order or to provide the prize money necessary to attract the calibre of horse needed to stimulate the high levels of public interest and attendance which are vital to the viability of both racecourses.
- 1.2 In 2010, the bookmakers and the racecourse agreed to increase funding. However this deal expired at the end of 2014 reducing the funding collected from bookmakers to a pre-2010 level. In real terms, this represents almost a 50% cut in funding to NI racing. Bookmakers have refused to meet with the racecourses on this issue. The DARD was informed of the racecourses concerns at the end of 2013, but has only now published proposals to change the funding.
- 1.3 The inability of DARD to address the issue in 2014 has resulted in the Down Royal and Downpatrick having to endure **a significant cut in funding in 2015** and prompted Horse Racing Ireland (HRI) to provide an emergency, one-off, grant to cover some of the shortfall. Unless an appropriate rate of funding is set, racecourses will struggle to compete against racing in GB and ROI and other sports. A continued reduction in funding could close the racecourses within three years and have a detrimental effect on agricultural and tourism industries.



1.4 DARD's consultation document sets out a number of proposals on the future rate for charges on bookmakers in Northern Ireland which are paid into the Horse Racing Fund. These are categorised in two separate areas, charges on on-course bookmakers and charges on off-course bookmaking shops. The latter proposes three options namely: no change bar an inflationary uplift (£1,450 per shop); an increase based on the 2010 figure with inflationary uplift (£2,350 per shop); and a proposal based on the needs stated by both racecourses (£4,374 per shop).

1.5 The first two options will severely restrict the level of racing that can be delivered in Northern Ireland and could kill the industry.

## **2.0 Concerns with the Consultation document**

2.1 Having carefully reviewed the consultation paper and its proposed options, the racecourses have identified a number of major issues in both the Department's understanding of the racing industry and the urgent need for an increase in funding. The main concerns are listed below.

### **Understanding of horseracing as a tourism draw**

2.2 The Department rejects the basic fact that more competitive levels of prize money improves the quality of the racing product and that higher quality racing attracts larger audiences and visitors.

2.3 In spite of severely reduced consumer spending, both racecourses have worked hard to sustain attendances and the lure of top racing talent through competitive prize funds has been a key factor.

2.4 The Department has ignored the contribution the racing industry makes to the regional economy; the hospitality sector; community development; and the fact that both racecourses run as non-profit-taking organisations.

2.5 The Department does not acknowledge the significant level of Government investment into competing sports (GAA, Rugby and soccer) that have made it more challenging for racing to compete for audience share. Horseracing receives no Government support in Northern Ireland.

## **3.0 Summary of DARD Options**

3.1 DARD has provided one option in relation to on-course bookmakers and three options in relation to off-course bookmakers. The options are summarised as follows.

### **On-course bookmakers**

3.2 The current rate for on-course bookmakers is £99 and DARD is proposing a change to £50 which will result in an annual loss of £5k that would have to be absorbed between the two racecourses.

3.3 Down Royal and Downpatrick are strongly opposed to this change of rate, particularly as DARD is operating with an inaccurate understanding of the level of fees for on-course bookmakers which will be in 2016.

**Off-course Bookmakers – Option 1 Status Quo with an increase for inflation - £1,450**

3.4 The current rate of £1,123 was first set in 2007 and changed to £2,000 in 2010 but with no inflationary increase applied. Applying a nominal inflationary increase to the 2007 level would result in an amount approaching £1,450.

3.5 **This is considerably less than what is required to sustain the volume and quality of racing at Down Royal and Downpatrick racecourses and both would be operating at a loss. This option is not acceptable for the racecourses.**

**Option 2 - Running Costs and a separate development amount - £2,350**

3.6 The figure of £2,350 has been arrived at by using the £1,450 calculated in Option 1 above and adding an additional £900 for a five-year period to allow for some development of the racecourses.

3.7 The figure of £900 was calculated by DARD based on development plans that both racecourses have for the next five-year period. Under this option, around £475k would be divided between the two racecourses annually, leaving £285k specifically for future development.

3.8 Though an increase on Option 1, the £2,350 remains a lot less than what is required to sustain the volume and quality of racing at Down Royal and Downpatrick racecourses. **Based on current costs, both racecourses would operate at a loss under this option.**

3.9 The Department also proposes that after five years, the figure of £2,350 would **revert** to £1,450. This is not acceptable to the racecourses. It is naive to believe that the costs of running a modern racecourse will reduce in forthcoming years. While both racecourses welcome a review after five years, it is the firm position of both that the level funding must not reduce.

3.10 A ring-fenced allocation of funding is also not acceptable to the racecourses and there is reason to believe it may not be consistent with the HRF legislation. The imposition of ring-fencing would also cause further administration charges to be incurred by DARD and therefore reduce the HRF even further.

3.11 Option 2 would only be acceptable to the racecourses if (1) the level of funding is significantly increased, (2) the proposed ring-fencing is removed; (3) the rate increases annually in line with inflation; and (4) the proposed reduction in funding after five-years is removed.

**Option 3 - Racecourses' Proposal - £4,374**

3.12 In May 2013, the racecourses submitted a proposal demonstrating how funding available under the HRF would be used over the next five-years and request an increase in the rate collected to £4,374-per shop which would be index linked. This would provide annual funding of £780k for Down Royal and £650k to Downpatrick racecourse.

3.13 This is the racecourses preferred option and the proposal submitted details the funding required to cover all eligible and legitimate costs likely to be incurred by the racecourse over the next five-year period.

- 3.14 In considering this option and inclusion in the consultation, DARD has added data that is outdated and incorrect. This has distorted the needs of the racecourses and the context of the request for an increase.
- 3.15 For example, despite having Down Royal's 2014 accounts since April, DARD cites the racecourse's 2013 accounts and profit generated that year, which was a stronger-performing year in relation to 2014 and the period 2010-2012. The latest figures are a fairer reflection of the challenges facing racing going forward.
- 3.16 DARD appears to criticise the racecourses for generating profit, but refuses to acknowledge that they are non-profit-taking organisations and the contribution they make to the rural economy and the jobs they support. All profits are invested back into racing in Northern Ireland and any increase in the Fund can only be used to further promote racing in Northern Ireland.
- 3.17 Option 3 remains the only viable option to ensure continued high quality racing in Northern Ireland.**
- 4.0 Conclusion and request**
- 4.1 DARD has presented and is advocating a funding option that will severely disadvantage Down Royal and Downpatrick racecourses to the point where the future of both may become untenable.
- 4.2 A reduction in the quantity and quality of racing and the loss of one or both racecourses would have a significant **negative impact on tourism and hospitality in the Newry, Mourne and Down District Council area.**
- 4.3 We request that that **Councillors in Newry, Mourne and Down District** consider submitting a written response to DARD's consultation requesting: a) No change to the rate of funding collected from on-course bookmakers, b) Option 3 as set out in the DARD document is considered as the only viable option, and c) that DARD consider the significant positive economic impact that Downpatrick Racecourse has within the Council area.
- 4.4 Where possible it would be advantageous to provide any research or proposal that the Council has undertaken in relation to tourism and where Downpatrick Racecourse's contribution is a factor.
- 4.5 The consultation closes on 2<sup>nd</sup> October 2015 and details can be found at <http://www.dardni.gov.uk/index/consultations.htm>.

	c) that DARD consider the significant positive economic impact that Downpatrick Racecourse has within the Council area.
<b>3.0</b>	<b>Resource Implications</b>  There are no resource implications
<b>4.0</b>	<b>Appendices</b>  Briefing report provided by Downpatrick Racecourse available on minutepad.  Link to DARD consultation <a href="http://www.dardni.gov.uk/index/consultations.htm">http://www.dardni.gov.uk/index/consultations.htm</a>

<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Friends of Derrymore Partnership: report of meeting held on 21 <sup>st</sup> August 2015
<b>Date:</b>	Monday 14 September 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Amanda Smyth, Enterprise Development Officer

### Decisions Required

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

#### 1.0 Purpose and Background

To provide an update to the Enterprise Regeneration and Tourism Committee on the Derrymore Estate Partnership Committee. This Partnership includes National Trust as site owners, Friends of Derrymore Committee and Council. This Partnership was established in 2013 with the remit of developing and progressing projects which will in the long term regenerate and enhance the Derrymore Estate for the benefit of the local communities that surround Derrymore Estate, and the wider District

#### 2.0 Key Issue

The Partnership from 2014 have been working towards the submission of a Space and Place funding application which was submitted on 28<sup>th</sup> July 2015. Only one application can be assessed per Council, and currently Space and Place have 2 live applications.

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

The focus of the application is on the below projects:

Provision & Improvement of Recreation

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

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

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

The Project is valued at £395,000 with a request to Space and Place for £350,000.

<b>3.0</b>	<p><b>Recommendations from meeting held on 21<sup>st</sup> August 2015</b></p> <ul style="list-style-type: none"> <li>• Newry, Mourne and 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.</li> <li>• A Smyth 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</li> <li>• Partnership members to continue to compile the agreed evidence that will be used during a site visit</li> </ul>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>There is no financial commitment to Council for submission of Space and Place Application. If application is approved at Stage 1, and approved at Stage 2, a financial contribution in 2016/17 (approx £50,000) will be required and has already been proposed within the rate estimates.</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>Report of meeting with Friends of Derrymore &amp; National Trust held on 21<sup>st</sup> August 2015</p>

## Report of Derrymore Partnership Meeting held on Friday 21 August 2015 at 10am in Derrymore House

**In Attendance:** Councillor R Mulgrew  
Councillor G Donnelly  
Mrs A Smyth  
Mr M Lynch  
Mrs P Lynch  
Mr E Mason  
Mr T Jennings  
Ms R McComb  
Ms C McComb

**Apologies:** Mr D Rice  
Ms T Hamill  
Councillor K Loughran

### 1. Space and Place Application

Mrs A Smyth provided an update on the above application stating that it had been submitted on 28 July 2015. A Smyth has received verbal advice from CFNI that the application has passed initial eligibility checks, although this has been to be confirmed formally in writing. As previously advised, Space and Place will not consider any more than one application per Council and, under the current tranche, there is at least one other application. The next steps were outlined as below:-

- (a) CFNI / Space and Place, to contact Council in September 2015, requesting Council to advise on which application Council would like to prioritise and move forward to assessment.
- (b) The prioritised application will receive a site visit at some stage between October 2015 and December 2015, with the outcome of assessment known by early January 2016.

Mrs A Smyth advised that if the Derrymore application is prioritised the Partnership should prepare for the site visit so they are ready to answer and provide evidence against the Space and Place objectives and targets. It was agreed this would be the focus of the next meeting.

A list of actions for an Evidence File was agreed at the last meeting and members provided an update against this (attached).

### 2. Friends of Derrymore Events – Update

Mr T Jennings and Councillor Mulgrew met with Mrs Kathleen Magee who is supporting the group progress the above. Mrs K Magee is investigating other funding avenues that the group can apply to which would provide additional funding. Mrs A Smyth advised that they put in place a plan for an event/s which can be developed based on budget available and the group take their plan to other surrounding community groups to see how groups may support this event or provide their own fringe activities.

Mr E Mason is to provide a checklist which can inform groups of protocol when using Derrymore House and Estate.

### **3. Any other Business**

Mrs A Smyth stated that at the last meeting it was recommended Mrs Marie Ward attend a future meeting of the Partnership. Due to diary commitments this was not possible for the August meeting, however could hopefully be arranged for a meeting in September

Cllr Mulgrew spoke of a tour of the District which is being organised for Councillors, and which she had requested involved a stop at Derrymore, so Cllrs could become familiar with the facility. Ms A Smyth stated that she would speak with the officer organising this, and if possible sent through information on the future regeneration plans for Derrymore, which could be distributed or communicated to Cllrs on the tour,

FOD has been contacted by Bessbrook Community Association who are wishing to hold a vintage car show in Derrymore grounds, during summer of 2016, and who were seeking the support of FOD in the organisation of this event. Mr E Mason is to look into the logistics of this, and to feedback on what protocol the group should follow in securing Derrymore as the venue.

### **4. Date of next meeting**

**Friday 25<sup>th</sup> September 2015 @ 10am**

### **Recommendations and next actions**

- Newry, Mourne and Down District Council to internally address the Space and Place criteria of only one application per Council to be assessed under the current funding call
- A Smyth 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
- Partnership members to continue to compile the agreed evidence that will be used during a site visit



<b>Agenda Item:</b>	Accommodation needs analysis study
<b>Report to:</b>	Enterprise, Regeneration & Tourism Committee
<b>Subject:</b>	Accommodation needs analysis study
<b>Date:</b>	14 September 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Mark Mohan

### Decisions Required

The Committee supports the implementation of the recommendations in the Accommodation needs analysis study.

The council use the findings in the Accommodation needs analysis study to respond to DETI's consultative document - Review of Tourism accommodation policy 2015-2020

**1.0**

#### **Purpose & Background**

At the June ERT committee meeting it was agreed to support the delivery of an Accommodation needs analysis study.

Over the last 3 months consultations have taken place across the district with current accommodation service providers, attractions, council senior management, DETI, Tourism NI, Tourism Ireland and selected Tour Operators, along with an assessment of current tourism visitor trends.

A presentation of the final draft of the report was presented for discussion to the tourism strategy 'task & finish' project board of elected representatives.

**2.0**

#### **Recommendation**

The Committee supports the implementation of the recommendations in the Accommodation needs analysis study.

The recommended accommodation needs for the area are:

- more licensed guest inns
- mid market hotel – Downpatrick with spa
- Killeavy Castle, Hotel & Wellness Centre – Ring of Gullion
- multi-choice accomm options (i.e. in forest parks)
- budget hotel in Newcastle or upmarket hostel

	<ul style="list-style-type: none"> <li>• possible budget hotel in Newry</li> </ul> <p>The recommended actions for council are:</p> <ul style="list-style-type: none"> <li>• review planning processes</li> <li>• gather regular performance stats for key tourism ‘hotspots’</li> <li>• best utilisation of St Patrick assets</li> <li>• make the case to stakeholders to support the new strategy</li> <li>• engage with major banks – brief on strategy / prime them for new projects</li> <li>• engage with Forest Service / NT re: multi-choice accommodation options – organise FAM trip</li> <li>• organise golf cluster group</li> <li>• consider production of development prospectus</li> <li>• undertake pre-development work</li> </ul> <p>It is also recommended that the council use the findings in the Accommodation needs analysis study to respond to DETI’s consultative document - Review of Tourism accommodation policy 2015-2020</p>
<b>3.0</b>	<p><b>Resource Implications</b></p> <p>The resources required to deliver the recommendations of the study will be factored into the budget estimates for 2016/17 and future years thereafter as required</p>
<b>4.0</b>	<p><b>Appendices</b></p> <p>Presentation available on Minutepad</p>

<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 Tuesday 1 September 2015
<b>Date:</b>	4 September 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. Recommendation of the Accommodation Needs Analysis accepted</li> <li>2. Budget allocation to be considered by Council in 16/17 for the preparation of Development Plans as per the recommendation locations in the Accommodation Needs Analysis</li> </ol>
<b>4.0</b>	<b>Resource Implications</b> Costs not to exceed £1000
<b>5.0</b>	<b>Appendices</b> Report of Tourism Strategy Task and Finish Project Board held on Tuesday 1 September 2015 below

## Report of Tourism Strategy Task and Finish Project Board held on Tuesday 1 September 2015 at 11.30am in The Sean Hollywood Arts Centre, Newry

In attendance: Marie Ward  
Jonathan McGilly  
Michelle Boyle  
Mark Mohan  
Councillor Terry Hearty  
Councillor Robert Burgess  
Councillor William Clarke

Michael Williamson - ASM Chartered Accountants

Apologies: Councillor Glyn Hanna  
Councillor Sinead Ennis  
Councillor Harry Harvey  
Councillor Dermot Curran

### 1. Presentation on Accommodation Needs Analysis

Presentation undertaken by Michael Williamson on the Accommodation Needs Analysis (Copy enclosed)

- a. Visitors are not staying overnight – brochures needed which package things to do for families
- b. Planning a main concern and the length of time a planning application is taking
- c. Importance of evening economy highlighted and the success of areas such as Carlingford
- d. Importance of hotel in Downpatrick is long recognised but concern why the private sector have not invested
- e. The benefit a media production to Downpatrick and the St Patrick project was highlighted - potential opportunities in terms of a media production on St Patrick was noted

The Accommodation Needs Analysis recommended development in:

- Downpatrick
- Newry
- Ring of Gullion – preparatory work well developed
- Newcastle

It is recommended Council provided a budget to have Development Plans prepared for provision in the recommended locations with Council considering an Investment Fund to help support investors

The recommendations of the Accommodation Needs Analysis were accepted

A copy of the full report to be provided to Councillors

## 2. Action Sheet

World Host training will be organised for Councillors

A familiarisation day for the Task and Finish Group has been agreed to Tourism Ireland offices, Dublin with a meeting arranged with Boyne Valley tourism on the return from Dubin. To be organised in October with a date convenient to the master diary

<b>Agenda Item:</b>	Marketing & Communication Plan Sept 15 – March 16
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	Marketing & Communication activity from Sept 15 – March 16
<b>Date:</b>	4 September 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Michelle Boyle

<b>Decisions Required</b>	
<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>Marketing and Communication activity planned between September 2015 – March 2016</p>
<b>2.0</b>	<p><b>Key Issues</b></p> <p>The Plan has been developed on the basis of Tourism Ireland research into key markets and to effectively market key events secured into the Region Additional activities will be undertaken as opportunities arise which are not known to officers at this time</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p><b>To accept the Tourism Marketing and Communication plan from September 2015 – March 2016 with relevant additional activities as opportunities arise particularly associated with events</b></p>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>The budget is included within this financial year to deliver the programme of activity</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>Attached is a copy of the Tourism Marketing and Communication plan from September 2015 – March 2016</p>

## Tourism Marketing & Communication Programme

September 2015 – March 2016

<b>Exhibitions / Promotions</b>	<p>National Ploughing Championship, Co. Laois - Tourism Stand          Bgb Coach and Tour Operator Workshop, Belfast          Seatrade Show – Hamburg          Over 50's Show, Dublin          World Travel Market, London          Holiday World Dublin          Tourism NI – Great Days Out          Explore GB – Liverpool          British Travel &amp; Tourism – Best of Britain and Ireland - Birmingham          Tourism NI – Great Days Out          Holiday World, Belfast</p>
<b>Communications &amp; PR</b>	<p><b>Media</b>          Canadian TV programme on Undiscovered Vistas – featuring 5 locations in Ireland, will feature Slieve Gullion          Secret Britain TV programme featuring key locations such as Slieve Gullion, Silent Valley          Walk in the Footsteps of St. Patrick – Tourism Ireland seeking distribution in the US          Q Radio interviews re. Famine Commemorations and other events          BBC getaways filmed the Giants Lair – to air in January 16          BBC Radio Ulster Your Place &amp; Mine – Ring of Gullion Historical Tours</p> <p><b>Press Features</b>          Irish Independant Feature in the travel supplement – 3 weekends in August          Press editorial campaign re. Famine Commemorations</p>

Press editorial campaign re. International Clown Festival  
Press editorial campaign re. Ballynahinch Festival  
Press editorial campaign re. Hallow Tides Festival  
Press feature and photocall regarding launch of Giants Lair, Slieve Gullion  
Press feature and photocall regarding Red Bull Foxhunt, Rostevor  
Press feature and photocall re. Euromeet conference  
Irish News feature on the Giants Lair as a walking experience  
Countryfile Magazine – Feature on Slieve Gullion

**Promotional competitions**

Facebook and promotional competitions at consumer shows held in Co.Laois, Belfast and Dublin

**Billboard/banner campaign**

Billboard campaign associated with The Famine Commemorations  
Billboard campaign associated with The St Patrick's International Festival

**Advertising**

Irish Independent Feature in the travel supplement – 3 weekends in August  
Tourism Ireland Market Books – GB (Mournes/Strangford)  
US (St Patricks Country)  
Spirit of Ireland Feature in the US re. St Patrick  
Advertising feature for Ballynahinch Festival in Down Recorder, Mourne Observer, Lisburn Star, Down & Newry Times  
Advertising feature for International Clown Festival in Down Recorder, Mourne Observer, Down & Newry Times



	<p><b>Miscellaneous</b> Promoting the branded Council vehicle on relevant event activity .</p> <p>Tourism NI and Council joint industry days held monthly in Newry, Downpatrick with next session in Crossmaglen</p>
<b>Internet</b>	<p><b>Visit Strangford website</b> To date (using figures until the end of August) the website has had 69983 visitors. These visitors are originating from UK, Republic of Ireland, USA, Canada, Australia and Brazil among others and the number of visitors each month is increasing.</p> <p><b>Social Media</b> Facebook followers until end of August - 1041 Twitter followers until end of August– 1038 Posts are well received on each platform, with good interaction, likes and shares</p> <p><b>Visit Mourne Mountains and Ring of Gullion</b> To date (using figures until the end of August) the website has had 97405 visitors. These visitors are originating from the UK, Republic of Ireland, Russia, France and the USA. The number of new users is increasing each month, with a good share of returning visitors. The most popular mobile devices to access the website are I pads and iPhones. People searching for the Giants Lair are coming through in search terms.</p> <p><b>Social Media</b> Facebook followers until end of August - 2099 Twitter followers until end of August - 1837 Imagery is shared positively on both sites, with good interaction on strong images.</p>
<b>Publications</b>	A portfolio of ‘Customer Orientated’ Visitor Servicing literature produced to support all Marketing Activity of the region including:

	<p>Welcome Packs with tourism information for local business – Updated</p> <p>Visitor Guides updated and reprinted</p> <p>Mourne Mountain &amp; Ring of Gullion Events Guide ( Jan – June 2016 – online)</p> <p>Destination Mourne and Gullion walking and cycling reprint</p> <p>Top 5 activities updated and reprinted</p> <p>St Patricks Pilgrim Walk brochure with accommodation clusters</p> <p>Mourne Coastal route with accommodation clusters</p>
<b>Distributions</b>	<p>Brochure Distribution Programme across all key markets to key suppliers and service suppliers ongoing</p> <p>Co-ordination of brochure distribution to key Republic of Ireland TIC's ongoing</p> <p>Advertising presence and brochure distribution secured at Belfast Welcome centre</p>
<b>Tour operator engagement</b>	<p>Up to date database of all operators/travel trade with Northern Ireland on their itinerary has been compiled and is updated post trade promotions and exhibitions</p>

<b>Agenda Item:</b>	Slieve Gullion Cllrs, NI Water, AECOM & Camlough Lake Sub Committee re Camlough Dam Rehabilitation held on 25 August 2015
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	Camlough Dam Rehabilitation
<b>Date:</b>	1 September 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Michelle Boyle

### Decisions Required

1. **Camlough Lake Sub Committee continue to meet during the contract duration and to consider future development of the lake**
2. **Council to write to secretary of Camlough Lake Water Festival to arrange removal of pontoon from restricted zone**

<b>1.0</b>	<b>Purpose and Background</b> Slieve Gullion Cllrs, NI Water, AECOM & Camlough Lake Sub Committee meeting to provide update on works planned from Camlough Dam and discuss planning issues
<b>2.0</b>	<b>Key Issues</b> Update on Detail design
<b>3.0</b>	<b>Recommendations</b> <b>As per decisions required</b>
<b>4.0</b>	<b>Resource Implications</b> Capital provision included in 15/16 and 16/17 Revised budget to be presented to Council
<b>5.0</b>	<b>Appendices</b> AECOM Presentation available on Minutepad

<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Museum Engagement Programme 2015
<b>Date:</b>	4/9/2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Noreen Cunningham, Curator, Newry and Mourne Museum

### Decisions Required

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

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>Offer of £4,000 grant-aid from Northern Ireland Museums Council for a museum engagement programme with 10 schools and 5 community groups. It follows on from a previous Pilot Community Engagement Programme in 2014 in areas of multiple deprivation.</p> <p>Funding offer subject to DCAL budget cuts (see appendices for further detail)</p>
<b>2.0</b>	<p><b>Key Issue</b></p> <p>To engage schools and groups who because of issues with access and transport costs have not engaged with Newry and Mourne Museum in last two years.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p>To accept offer, subject to restriction laid out in appendices.</p>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>No financial resource implications, but will involve staff time.</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p><i>Northern Ireland Museums Council has been informed by the Department of Culture, Arts and Leisure that it should now plan for potential in-year cuts of up to 6%. Whilst we have been asked to plan for cuts, we still await clarity on when they might take place and their extent. In light of this it is regrettable that we must now write to you to ask your council to be mindful that NIMC may not be able to proceed with the grant offer should this cut in DCAL's funding of NIMC become manifest.</i></p> <p><i>While we believe it is prudent and necessary to inform you of our position, we would aspire to see your project proceed speedily should NIMC not have to make such in-year cuts. However, in light of the present circumstances, NIMC would have to add a condition to those set out in the offer letter, namely; that the offer of support is subject to DCAL not requiring NIMC to make in-year budget cuts. I understand that your council will be considering NIMC's offer soon and I would ask that you alert those concerned of this additional condition.</i></p>

<b>Agenda Item:</b>	Trading pitches at Slieve Gullion Forest Park
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	Tender for service providers at 2 no. Pitches, Upper carpark (beside play area) at Slieve Gullion Forest Park, Newry
<b>Date:</b>	4 September 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Michelle Boyle

<b>Decisions Required</b>	
<b>1.0</b>	<p><b>Purpose and Background</b> Slieve Gullion Forest Park , upper carpark at Slieve Gullion is operated by the Council via licence from Forest Service. The carpark services visitors to the Playpark, The Giants Lair and the Courtyard</p> <p>From Easter 2015 the Park has been extremely busy and increasingly over the summer illegal trading has been an issue, with up to 4 providers trading on a given day.</p> <p>Given the interest demonstrated from the private sector in trading at this location, it is recommended trading needs to be regulated</p> <p>In previous discussions with Slieve Gullion, 2 trading pitches were proposed with 1 hot food / 1 ice cream</p>
<b>2.0</b>	<p><b>Key Issues</b> Up to 4 traders operating illegally at anyone time at this location</p> <p>Potential income to the Council currently not been achieved</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p><b>To proceed with the tendering of service providers for 2 no. trading pitches at the Upper carpark (beside play area) at Slieve Gullion Forest Park, Newry</b></p>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>The Council will need to formalise the location which will have a cost to be determined. In the short-term the cost is minimal in terms of line marking designation and advertising</p>
<b>5.0</b>	<p><b>Appendices</b> N/A</p>

## DRAFT PROGRAMME NATURE AND SPORTS EURO'MEET 2015

### Wednesday 30<sup>th</sup> September

09:00	Registration	
09:30	Welcome and introductions, <i>Chair of Newry, Mourne and Down Council</i> <i>SNI Chair/CEO</i> <i>Minister for Sport</i>	
10:00	The work and role of ENOS, <i>Chair of ENOS - Francois Beauchard</i>	
10.10	My outdoors <i>Jonny Young - Para-canoeist - European Championships medallist</i> <i>Kelly Gallagher - Paralympics gold medallist</i>	
10.45	Key note speaker 1 - "The place of outdoor sport in EU sport policy" European Commission - DG Education and Culture	
11.15	Coffee break	
11:45	key note speaker 2 - "The contribution of outdoor sport to regional and economic development at a European and national level" <i>Professor Simon Shibli</i>	
12.15	Place and people - valuing the places we use - <i>Carol Ritchie, Director Europarc Federation</i>	
12.40	Plenary session - Questions	
13:00	Lunch	
14:00	<b>Workshops session 1</b>	
	<b>Participation and social benefits</b>	<b>Economic developments</b>
	<b>Speaker 1</b> - Scene setting Trends in Northern Ireland and the UK <i>Dr Caro-lynn Ferris</i> <i>Kelly Gordon</i>	<b>Speaker 1</b> Scene setting Activity tourism growth in Ireland. <i>Tourism Ireland/ TNI</i>
	<b>Speaker 2</b> The increase in outdoor activities in Greece due to the financial crisis <i>Athanasios Zakkas</i>	<b>Speaker 2</b> The development of climbing destinations across Europe - key findings <i>Barbara Eigenschenk</i>
	<b>Speaker 3</b> Adapted Outdoor Sports Challenge in France - UCPA <i>Mattieu Villaret</i>	<b>Speaker 3</b> An integrated approach to quality accreditation in the South of France <i>Angelika Sauermost</i>
	<b>Speaker 4</b> Be alive and move with Groupama in the Loire and Brittany <i>Loïc Meynier</i>	<b>Speaker 4</b> Showcasing the outdoor activity tourism offer of North Wales <i>Chris Wright</i>
	Discussion / questions	Discussion / questions
15.30	Coffee / tea break	

	Technical conferences 1 and poster presentations
16.00	Developing a toolkit for Community Path Networks Suricat – a tool for monitoring facilities Geotrek, digital management and development application for hiking National Parc des Ecrins, France
17.00	Plenary session – day 1, Summary by experts
17.30	Free time and meals
20.00	Presentations / Films
	Film presentation - Leon McCarron – “The long walk home”

Thursday 1st October											
09.00	Registration										
09.30	<b>Workshops session 2</b>										
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13.00	Lunch										

14.00	<b>PRACTICAL SITE VISITS 1</b>
	1a. Coastal rowing Initiative – Strangford (SLLP) 2a. Sustainable trail construction – Castlewellan (ORNI) 3a. Forest Parks and Natural play – Castlewellan and Tollymore (ORNI) 4a. Upland path initiatives – Carrick Little and Glen River (MHT) 5a. Farm diversification for activity tourism – Meelmore Lodge (MHT) 6a. Beaches – natural sports arenas – Murlough beach (NT) 7a. Bouldering and Coasteering – high impact activities (TNOG) 8a. “Game of Thrones” – outdoor recreation and film tourism (PD & NT) 9a. Geotourism – Ring of Gullion Geopark (ROG) 10a. Trails with tales – the Narnia experience in Rostrevor (MHT)
17.00	Return to Newcastle
19.30	ENOS AGM Report – Work to date Treasurer’s report Election of committee
21.00	Presentation “Getting High” – the 7 summits on the 7 continents – James Ogilvie

Friday 2nd October		
09.00	Registration	
09.30	<b>PRACTICAL SITE VISITS 2</b>	
	1b. Coastal rowing Initiative – Strangford (SLLP) 2b. Sustainable trail construction – Castlewellan (ORNI) 3b. Forest Parks and Natural play – Castlewellan and Tollymore (ORNI) 4b. Upland path initiatives – Carrick Little and Glen River (MHT) 5b. Farm diversification for activity tourism – Meelmore Lodge (MHT) 6b. Beaches – natural sports arenas – Murlough beach (NT) 7b. Bouldering and Coasteering – high impact activities (TNOG) 8b. “Game of Thrones” – outdoor recreation and film tourism (PD & NT) 9b. Geotourism – Ring of Gullion Geopark (ROG) 10b. Trails with tales – the Narnia experience in Rostrevor (MHT)	
12.30	Return to Newcastle for lunch	
13.30	<b>Participation and social benefits</b>	<b>Economic developments</b>
13.30	Speaker 9 - Scene setting Thoughts and summaries	Speaker 9 - Scene setting Thoughts and summaries
14.00	Discussions to develop the recommendations and to highlight the key learning outcomes to be disseminated	Discussions to develop the recommendations and to highlight the key learning outcomes to be disseminated
15.30	Coffee break	
16.00	Final Plenary	



	Feedback from Site visits Summary from workshops and information on the recommendations and learning outcomes.
17.30	Conference close - Down DC MEP ENOS
18.00	Free time
19.30	Gala meal - Slieve Donard  Ceoltas (Music and song!)



<b>Agenda Item:</b>	Nature and Sports Euro'meet Conference 30 September -2 October 2015
<b>Report to:</b>	Marie Ward
<b>Subject:</b>	Attendance at Nature and Sports Euro'meet Conference
<b>Date:</b>	7 September 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Mark Mohan

### Decisions Required

It is recommended that this Committee proposes a number of elected members to attend.

<b>1.0</b>	<p><b>Purpose and Background</b> In September 2013, Down District Council agreed to support the Nature and Sports Euro'meet conference which will meet from 30 September – 2 October 2015 in the Slieve Donard Hotel, Newcastle.</p> <p>The Nature and Outdoor Sport Euro'meet is a major conference held every 2 years by the European Network of Outdoor Sports which explores the current issues relevant to those who promote, develop and practise outdoor sports throughout Europe.</p> <p>The conference and its programme is of relevance to those involved in a variety of sectors including tourism, sport, outdoor pursuits, economic development, regeneration. There is the potential to develop relationships and network with industry professionals from across the EU with a view to working on collaborative projects, as well as learning from industry best practice. Such relationships could have positive impacts for the District.</p>
<b>2.0</b>	<p><b>Key Issues</b> It is recommended that this Committee proposes elected members to attend this conference.</p>
<b>3.0</b>	<p><b>Resource Implications</b> The delegate rate for attendance at this three day conference is £240</p>
<b>4.0</b>	<p><b>Appendices</b> Please refer to attached programme</p>

## Appendix 1



## PROGRAMME

### NATURE AND SPORTS EURO'MEET 2015

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	<i>Philip Broadbent-Yale</i>	<i>TBC</i>
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