



November 6th, 2015

**Notice Of Meeting**

You are invited to attend the Enterprise, Regeneration and Tourism Committee meeting to be held on **Monday, 9th November 2015** at **3:00 pm** in the \*\*\*\* **The Mourne Room Downshire Civic Centre Downpatrick \*\*\*\***.

**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) **Declaration of Interests.**
- 3) **Action Sheet - Minutes of Enterprise Regeneration & Tourism Committee Meeting - Monday 12 October 2015. (Copy to follow))**

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

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*Enterprise, Employment and Regeneration Items*

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- 4) **Update re: Regional Start Initiative.**

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- 5) **Update re: Outcome of Newry Business Improvement District.**

- 6) **Newry Linkages Public Realm Scheme - Release of Bond.  
(Copy circulated)**

[Newry Linkages Public Realm Scheme -Release of Bond.pdf](#)

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*Tourism, Culture and Events Items*

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- 7) **Arts Council NI - funding partnership proposal. (Copy circulated)**

[Arts Council Fund.pdf](#)

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- 8) **Tender re: Newry Town Hall - Phase 2. (Copy circulated)**

- 9) **Appointment of Programme Advisor - St Patrick's Festival. (Copy circulated)**

St Patricks Festival.pdf

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- 10) **Mourne/Strangford Coastal Walking Path Technical & Feasibility Study. (Copy circulated)**

Mourne and Strangford Path.pdf

Page 19

- 11) **Forward Planning - Slieve Gullion Forest Park. (Copy circulated)**

Slieve Gullion DEA Briefing Mtg re Forward Planning 27.10.15.pdf

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- 12) **Slieve Gullion Park & Ride Tour Guide. (Copy circulated)**

Land Park and Ride facilities Slieve Gullion facilities.pdf

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- 13) **Ring of Gullion AONB and Mourne AONB re: NPA Programme ASCENT ,. (Copy circulated)**

RoG and Mourne AONB re NPA Prog ASCENT.pdf

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- 13a) **Tourism Task and Finish. (Copy circulated)**

Tourism Task and Finish.pdf

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FINAL ORNI presentation Tourism Task Mtg 04.11.15.pdf

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Conferences/Events

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- 14) **Agriculture & Food Conference - 3 December 2015 (Copy circulated)**

Agri and Food Conference.pdf

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**End**

# Invitees

Cllr. Terry Andrews	<a href="mailto:terry.andrews@downdc.gov.uk">terry.andrews@downdc.gov.uk</a>
Cllr. Naomi Bailie	<a href="mailto:naomi.bailie@nmandd.org">naomi.bailie@nmandd.org</a>
Cllr. Patrick Brown	<a href="mailto:patrick.brown@nmandd.org">patrick.brown@nmandd.org</a>
Cllr. Robert Burgess	<a href="mailto:robert.burgess@downdc.gov.uk">robert.burgess@downdc.gov.uk</a>
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**ACTION SHEET- ENTERPRISE REGENERATION & TOURISM COMMITTEE – MONDAY 12 OCTOBER 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/106/2015</b>	Visit by Youth Council	ERT Committee send a letter to the Newry & Mourne Youth Council and Down Youth Council apologising for the oversight regarding the venue details and to advise the groups that the Committee would be happy to facilitate them attending a future meeting of the ERT Committee.	Actioned by L Dillon Democratic Services Officer.
<b>ERT/109/2015</b>	Forkhill Regeneration Project	To approve the recommendations regarding a regeneration project for the former military site at Forkhill, as contained in Report dated 12 October 2015 from Mr J McGilly Assistant Director ERT.	Ongoing Licence Drafted
<b>ERT/110/2015</b>	Terms of Reference Economic Forum	To approve the Terms of Reference of the Economic Forum as recommended in Report dated 12 October 2015 from Ms M Ward Director ERT.	Ongoing
<b>ERT/111/2015</b>	Mourne Gullion & Lecale Rural Dev Partnership	To approve the recommendations contained in Report dated 12 October 2015 from Mr J McGilly Assistant Director ERT regarding Mourne Gullion & Lecale Development Partnership.	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/112/2015</b>	Business Improvement District Vote	To approve recommendations contained in Report dated 12 October 2015 from Ms M Ward Director ERT, ie, that Newry Mourne & Down District Council vote `Yes` to the Newry Business Improvement District Project.	On Agenda
<b>ERT/113/2015</b>	Warrenpoint Park Heritage Lottery Regeneration Project	To note the recommendations contained in Report dated 28 September 2015 from Mr J McGilly Assistant Director ERT, ie, the Council to submit Round Two Application to Heritage Lottery Fund as per letter of offer from Heritage Lottery Fund, ie, prior to 16 December 2015.	Ongoing
<b>ERT/114/2015</b>	Dept for Employment & Learning (DEL) Re Further Education Strategy	To note the consultation response to Department for Employment & Learning regarding the new Further Education Strategy for Northern Ireland document, subject to amending the tick box response in Question 1 of the Consultation Questions, to indicate `Agree`.	Actioned
<b>ERT/116/2015</b>	Newry Linkages Revitalisation Steering Committee Mtg – 10 Sept 15	To note the recommendations arising from the Newry Linkages Revitalisation Steering Committee Meeting – 10 September 2015.	Noted



<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/117/2015</b>	Transfer of Forest Assets	To approve recommendations contained in Report dated 12 October 2015 from G McGivern regarding the transfer of forest assets to Council.  Council Officials to investigate establishing Community Development Trusts.	Ongoing
<b>ERT/118/2015</b>	Annalong Harbour Stormgate	Council Officers proceed to prepare a joint funding bid for funding projects at both Annalong Harbour and Newcastle Harbour.	Ongoing
<b>ERT/119/2015</b>	Terms of Reference Re: Strategic Tourism Industry Advisory Group	To approve the Terms of Reference for the Newry Mourne & Down District Strategic Tourism Industry Advisory Group, as per Report dated 12 October 2015 from Ms M Ward Director ERT.	Ongoing
<b>ERT/103/2015</b>	Consumer Promotion Events	To approve that the following 2 No. shows be included on the agenda for consideration at the ERT Committee Meeting to be held on Monday 9 November 2015, and relevant Council Officials to prepare a report to be circulated with the agenda, containing information on each event including costs and proposals for having the Council represented should the Council agree to be in attendance at these events: - Belfast Holiday World (15-17 January 2016) - Dublin Holiday World (22-24 January 2016)	Defer to ERT Dec 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/121/2015</b>	Forward Planning Re: Slieve Gullion Forest Park	To approve the way forward in terms of forward planning for Slieve Gullion Forest Park as per Report of Slieve Gullion DEA Meeting held on Monday 25 September 2015.	On Agenda
<b>ERT/122/2015</b>	Tourism Strategy Task & Finish Project Board Meeting- 7 Oct 15	To note recommendations arising out of the Tourism Strategy Task & Finish Project Board Meeting held on Wednesday 7 October 2015.	Actioned
<b>ERT/123/2015</b>	Inland Waterways Draft Heritage Plan for Waterways Ireland	To approve Council's response to Inland Waterways' draft Heritage Plan for Waterways Ireland.	Actioned
<b>END</b>			

<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>	Newry Linkages Public Realm Scheme (Bond Release)
<b>Date:</b>	Monday 9th November 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

### 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>The Newry City Linkages Public Realm Scheme was on-site from Oct 2013 through to August 2014. The contractor, Earney Contracts was required to take out a 10% Bond in delivering the scheme with this then to be released 15 months after scheme completion (Nov 2015) subject to there being no outstanding defects with the scheme.</p>
<b>2.0</b>	<p><b>Key Issue</b></p> <ul style="list-style-type: none"> <li>- The 15 months following scheme completion have now expired, all outstanding defects have been corrected and all elements have been adopted by the relevant authorities, which now enables the Bond to be released.</li> </ul>
<b>3.0</b>	<p><b>Recommendation</b></p> <p><b>i.) With all Defects addressed and elements adopted, now proceed to release the Bond in regards to Earney Contracts Ltd for works completed in delivering the Newry City Linkages Public Realm Scheme.</b></p>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>There are no resource implications.</p>
<b>5.0</b>	<p><b>Appendices</b></p> <ul style="list-style-type: none"> <li>- N/A</li> </ul>

<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Arts Council of NI Partnership Funding Proposal
<b>Date:</b>	Monday 9 <sup>th</sup> November 2015
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Marie Ward

### Decisions Required

To note the contents of the report and approve the recommendation at 3.0

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>The Arts Council has agreed to establish a Local Government Challenge Fund for each of the 11 Councils area with the provision that it is matched and is additional to current levels of funding provided by each Council.</p> <p>The proposal is to delegate a part of Arts Council Lottery funds to each Council, which would in the first instance be £150k. Newry, Mourne and Down District Council would then be responsible for the distribution to local arts organisations/activities.</p>
	<p><b>Key Issue</b></p> <p>The Council will be required to provide a similar level of match funding as allocated by the Arts council and this will require consideration through the 2016/17 rates process.</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p>To note the contents of the report and to reply to the Chief Executive, Roisin McDonagh advising Council welcome this opportunity and will consider this proposal through the rates process.</p>
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>A level of match funding similar to the Arts Council provision would be required to be allocated through the 2016/17 rates.</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>Letter Arts Council NI.</p>

8 October 2015

Liam Hannaway  
Chief Executive  
Newry Mourn and Down District Council

Dear Liam

### **Arts Council of Northern Ireland Partnership Funding Proposal**

I am pleased that representatives of the Arts Council have been able to participate in some of the workshops and meetings as preparations are made to develop community plans for your local council area. Whilst we are a small organisation, we have endeavoured to play as full a part as possible in helping shape those plans, based on the firm conviction that everyone has the right to access arts and culture and that arts and culture contribute to our cultural tourism offering; the well-being of local communities and individuals; and regeneration.

You will, of course at this stage have been invited to the symposium we are holding on Wednesday 21<sup>st</sup> October in the Burnavon Arts Centre, Cookstown and I hope very much to see you and / or a representative of your Council there as we focus our attention on the theme of the role of arts and culture in place-making and community planning.

As you will know, the Arts Council has had a longstanding partnership with local councils over the decades, supporting the development of capital provision, in addition to the funding of individual artists and arts organisations that reside in your catchment area and including touring theatre companies and music organisations. Furthermore, funding programmes such as Arts and Older People, Re-Imaging Communities, Intercultural Programme, to name but a few, have all been aimed at delivering real benefits to local communities.

Given the re-configuration of local council boundaries, the new powers conferred as a consequence under RPA and the constrained resource climate within which we must all operate, strengthening our partnership is even more important.

*/over*

To that end, the Board of the Arts Council has agreed to establish a Local Government Challenge Fund for each Council area with the proviso that it is matched and is additional to the current levels of funding provided by each Council. We are entirely flexible about how that fund is best deployed as we recognise need and local circumstance will vary from council area. Indeed we have already operated a joint fund with both Belfast and Derry City Council in the past which enjoyed much success. However, I am not proposing to emulate that particular model as I recognise that 'one size does not necessarily fit all'. Rather I am proposing to delegate a part of our Lottery funds to each Council, in the first instance £150k, to distribute to local arts organisations/activities.

Through liaison with our symposium delivery partners in Arts & Business NI and Audiences NI, I am aware that your budgetary planning processes are due to commence in October and that you will need to be informed about the amount of funding on offer so you, too, can plan accordingly and take the estimates through your own Council structures.

Clearly the symposium presents a more general opportunity to hear about the local arts and cultural needs with which Councils are engaging, but I would be more than happy to arrange to meet in advance of that to discuss the proposal.

Please feel free to make contact with me through my P.A. Wilma Haines, Email [whaines@artscouncil-ni.org](mailto:whaines@artscouncil-ni.org) Tel. 028 90 385217.

Yours sincerely

**ROISÍN McDONOUGH**  
Chief Executive

<b>Agenda Item:</b>	To proceed with tendering for contractors to carry out Phase 2 works to Newry Town Hall
<b>Report to:</b>	Enterprise Regeneration and Tourism Sub-Committee
<b>Subject:</b>	Phase 2 Works to Newry Town Hall
<b>Date:</b>	02.11.15
<b>Reporting Officer:</b>	Marie Ward, Director Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Gavin McVeigh

### Decisions Required:

Seek permission to transfer £170,000.00 from 2015/16 to 2016/17 Capital Budget. This along with proposed budget of £500,000.00 in 2016/17 will allow completion of both stages of Phase 2 works to Newry Town Hall.

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>Legacy NMDC agreed to undertake refurbishment works to Newry Town Hall to address waterproofing, Health and Safety, fire risk and DDA access issues.</p> <p>New Council agreed £500,000.00 for 2015/16 year and £500,000.00 for 2016/17.</p> <p>Phase 1 works to address the water penetration problems and to make the external fabric water-tight are almost complete with an expected total cost of approx. £300,000.00.</p> <p>Phase 2 will address the Health and safety, fire risk and DDA access issues. This phase will be split into 2 stages:</p> <ul style="list-style-type: none"> <li>• Phase 2A - Internal works - est. cost £280,000.00</li> <li>• Phase 2B - Proposed extension – est. cost £260,000.00 - £370,000.00.</li> </ul>
<b>2.0</b>	<p><b>Key Issues:</b></p> <p>These works are required to address:</p> <ol style="list-style-type: none"> <li>1. Health and Safety issues - working at heights and stage management.</li> <li>2. DDA access issues.</li> <li>3. Fire risk safety issues – safe evacuation from the premises.</li> </ol>
<b>3.0</b>	<p><b>Proposed Way Forward:</b></p> <p>Proceed with PQQ process and to prepare the advertisement and tender documents for internal works (Phase 2A) but these works are not likely to commence to May 2016.</p>
<b>4.0</b>	<p><b>Resource Implications:</b></p> <ol style="list-style-type: none"> <li>1. Planned Capital Budget of £500,000.00 will be underspent by £170,000.00, request to transfer and add to 2016/17 Capital Budget.</li> <li>2. Completion of Phase 2 works require an estimated budget of approx. £685,000.00.</li> </ol>





<b>Agenda Item:</b>	St Patrick's Festival – Downpatrick 2016-18
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	St Patrick's Festival – Downpatrick 2016-18
<b>Date:</b>	9 November 2015
<b>Reporting Officer:</b>	Marie Ward, Director of Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Mark Mohan, Senior Tourism Initiatives Manager

### Decisions Required

For Noting.

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>Further to the report presented to the July committee, regarding St Patrick's Festival this report is an update on the progress of the project in Downpatrick.</p> <p>St Patrick has been identified as a key signature project by TourismNI that will give stand out for Northern Ireland in out of state tourism markets. Downpatrick and Armagh have been identified as the core hubs for this product. To that end the two councils of Newry Mourne and Down and Armagh City Banbridge and Craigavon have made an application to TourismNI to draw financial support for the development of St Patrick's festivals in Downpatrick and Armagh for the next 3 years 2016-2018. This application has been successful and both councils are now in receipt of a Letter of Offer to the collective value of £293,446.</p> <ul style="list-style-type: none"> <li>• 2015/16 - £79,120</li> <li>• 2016/17 - £115,186 (To Be Confirmed)</li> <li>• 2017/18 - £99,140 (To Be Confirmed)</li> </ul> <p>Tourism NI has specified 3 Key Performance Indicators which must be met by this project on an annual basis for the funding to continue year on year. These are;</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 10%;">KPI 1</td> <td>Event Development Group to be established between Tourism NI and Event Organiser [ACBCBC &amp; NMDDC] and work in partnership with all members.  Development Group must ensure the Saint Patrick's Festival should take cognisance of the future direction of the wider Saint Patrick's experience that is currently under review by Tourism NI in partnership with local Councils.</td> </tr> <tr> <td>KPI 2</td> <td>Provide a detailed post event evaluation including breakdown by visitor, geographic area etc and media monitoring report.</td> </tr> <tr> <td>KPI 3</td> <td>Increase out of state visitors by developing the event programme to reflect our of state focus and develop and implement all available marketing opportunities in ROI &amp; GB markets and increasing PR profile</td> </tr> </table>	KPI 1	Event Development Group to be established between Tourism NI and Event Organiser [ACBCBC & NMDDC] and work in partnership with all members.  Development Group must ensure the Saint Patrick's Festival should take cognisance of the future direction of the wider Saint Patrick's experience that is currently under review by Tourism NI in partnership with local Councils.	KPI 2	Provide a detailed post event evaluation including breakdown by visitor, geographic area etc and media monitoring report.	KPI 3	Increase out of state visitors by developing the event programme to reflect our of state focus and develop and implement all available marketing opportunities in ROI & GB markets and increasing PR profile
KPI 1	Event Development Group to be established between Tourism NI and Event Organiser [ACBCBC & NMDDC] and work in partnership with all members.  Development Group must ensure the Saint Patrick's Festival should take cognisance of the future direction of the wider Saint Patrick's experience that is currently under review by Tourism NI in partnership with local Councils.						
KPI 2	Provide a detailed post event evaluation including breakdown by visitor, geographic area etc and media monitoring report.						
KPI 3	Increase out of state visitors by developing the event programme to reflect our of state focus and develop and implement all available marketing opportunities in ROI & GB markets and increasing PR profile						

<b>2.0</b>	<p><b>Key Issues</b></p> <p>The St Patrick's International Festival (working title) will run from Friday 11<sup>th</sup> to Sunday 20<sup>th</sup> March 2016</p> <p>In line with KPI 1 a festival development team comprising of tourism/events staff from both councils, TourismNI, Tourism Ireland and key private sector industry has been established to deliver on this project.</p> <p>A Memorandum of Understanding has been agreed between the two Councils (see attached)</p> <p>A Programme Advisor Sean Doran/Liam Browne has being contracted on a freelance basis to develop the Festival programmes across the two hubs of Downpatrick &amp; Armagh. In addition a Choral Director John Anderson has been contracted to develop a Tourism Ireland driven Choral initiative as part of the wider festival. This will be the catalyst for developing an interest in out of state markets, particular USA &amp; Canada. The procurement processes for both these appointments has been led by Armagh City Banbridge and Craigavon Borough Council.</p> <p>The programming of the Festival is well underway and focuses on the following key elements agreed at the outset:</p> <ul style="list-style-type: none"> <li>• Arts and Entertainment</li> <li>• Spiritual and Classical</li> <li>• Pilgrimage</li> <li>• Processions/Parade</li> <li>• Northern Irish Culture</li> </ul> <p>The Graphic Design &amp; Print aspect of the project will be delivered under Newry Mourne &amp; Down's procured Graphic Design &amp; Print service by McCadden Design, in line with Corporate guidelines.</p>
<b>3.0</b>	<p><b>Resource Implications</b></p> <p>Matching funds have been allocated in current budgets to deliver an enhanced St Patrick's Festival in Downpatrick in 2016, in line with the project Letter of Offer.</p>
<b>4.0</b>	<p><b>Appendices</b></p> <p>Memorandum of Understanding between Newry Mourne and Down District Council and Armagh City Banbridge and Craigavon Borough Council with regard to St Patrick's International Festival 2016-18</p>

**MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**ARMAGH CITY, BANBRIDGE AND CRAIGAVON BOROUGH COUNCIL**

**AND**

**NEWRY, MOURNE AND DOWN DISTRICT COUNCIL**

**THIS MEMORANDUM OF UNDERSTANDING** (hereinafter referred to as '**MOU**') is made on the            day of            2015.

**BETWEEN**

**ARMAGH CITY, BANBRIDGE AND CRAIGAVON BOROUGH COUNCIL, Palace Demesne, Friary Road, Armagh, BT60 4EL** (hereinafter referred to as '**ACBCBC**')

**AND**

**NEWRY, MOURNE AND DOWN DISTRICT COUNCIL, O'Hagan House, Monaghan Row, Newry, BT35 8DJ** (hereinafter referred to as '**NMDDC**')

**WHEREAS**

- A ACBCBC and NMDDC wish to develop, deliver and jointly promote a St Patrick's Festival in March of each year, initially for 2016, 2017 and 2018 (the '**Festival**').
- B ACBCBC and NMDDC wish to co-operate to promote, facilitate and implement the programmes and activities detailed in this MOU.
- C Tourism Northern Ireland ('**TNI**') has agreed to award 3 years financial assistance of £293,446 in connection with the Festival to ACBCBC in partnership with NMDDC. This award was formalised in a letter from TNI dated 16 June 2015 (the '**Letter of Offer**'). A copy of the Letter of Offer is included in Appendix 1 to this MOU.

**1. AREAS OF COOPERATION**

- 1.1 ACBCBC and NMDDC each agree to the following actions in order to deliver the St Patrick's Festival:
  - a) To deliver a programme of Festival activities and events in the two hubs of Armagh City and Downpatrick during the designated St Patrick's Festival dates each year consistent with the Letter of Offer. These events are to address and be an expression of the agreed themes of:
    - i. Arts and Entertainment
    - ii. Spiritual and Classical
    - iii. Pilgrimage
    - iv. Processions
    - v. Northern Irish Culture
  - b) ACBCBC will be responsible for the programme of activity in Armagh City and NMDDC will be responsible for the programme of activity in Downpatrick.
  - c) Each Council will adhere to its own administrative and financial policies and procedures.
  - d) In general it is envisaged that each Council will procure goods and services for its own Festival. However in the event that the Councils agree that it makes sense for goods or services to be jointly procured for use by both Councils then it is envisaged that one Council will act as lead Council with shared responsibility between the Councils, save for any negligent act or omission of the lead Council, and will procure the goods or services using its own procurement procedures on behalf of both Councils, however an

officer from the other Council will be involved in the procurement process and will sit on the procurement panel.

- e) Each Council will ensure adherence to the terms, conditions and criteria laid out in the Letter of Offer. More particularly:
- i. ACBCBC will ensure that all terms, conditions and criteria set out in the Letter of Offer, so far as they relate or are relevant to the Festival in Armagh City, are met;
  - ii. NMDDC will ensure that all terms, conditions and criteria set out in the Letter of Offer, so far as they relate or are relevant to the Festival in Downpatrick, are met; and
  - iii. Both ACBCBC and NMDDC will be responsible for ensuring that the other terms, conditions and criteria are met and that they do nothing to breach the terms of the Letter of Offer.

If either Council breaches the terms, conditions and criteria set out in the Letter of Offer and in consequence causes a reduction of, or loss of funding from TNI then that Council may be held responsible for 50% of any such loss of funding and be liable, upon demand, to pay such sums to the other Council. (The 50% referred to in this paragraph may change in accordance with any consequential change in the proportion of funding each Council is entitled to as set out in paragraph 2.4 below).

For example, if ACBCBC breached the TNI conditions and TNI reduced its grant to the Festival by £10,000.00, NMDDC may, assuming there has been no alterations in the relative proportions of TNI funding to which each Council is entitled pursuant to paragraph 2.4 below, seek £5,000.00 from ACBCBC.

- f) Ensure that the programmes address the themes set out in the Letter of Offer.
- g) Deliver the agreed programmes on time and within designated budget (See Appendix 2 for 2016 Festival Budget). Budgets for 2017 and 2018 will be agreed upon approved funding from TNI.
- h) Develop and manage an agreed programme of joint marketing and PR activity.
- i) Monitor progress of the Festival events against TNI's specified KPI's, i.e.

KPI 1	Event Development Group to be established between Tourism NI and Event Organiser and work in partnership with all members Development Group must ensure the Saint Patrick's Festival should take cognisance of the future direction of the wider Saint Patrick's experience that is currently under review by Tourism Northern Ireland in partnership with local Councils.
KPI 2	Provide a detailed post event evaluation including breakdown by visitor, geographic area etc and media monitoring report.
KPI 3	Increase out of state visitors by developing the event programme to reflect out of state focus and develop and implement all available marketing opportunities in ROI and GB markets and increasing PR profile

- j) Each Council to assign a designated cost code solely for the costs and income associated to the St Patrick's Festival.
- k) Develop and implement a joint monitoring and evaluation programme.
- l) Each Council to provide post project reports relating to the activities within its own council area, in the format required by TNI, in order to draw down funding.
- m) ACBCBC and NMDDC will appoint representatives to manage and oversee the delivery of the Festival in accordance with this MOU.
- n) Relevant Officers to attend monthly meetings and progress actions agreed at the meeting in furtherance of the delivery of the Festival.
- o) To attend Development Group meetings with TNI and other partners.
- p) Council representatives to adhere to principles of collaboration to:
  - collaborate & co-operate;
  - be accountable;
  - act in a timely manner;
  - manage stakeholders effectively;
  - deploy appropriate resources; and
  - act in good faith.

## 2. ARRANGEMENTS AND FUNDING

- 2.1 To implement the activities envisaged under the MOU, representatives of ACBCBC and NMDDC will meet monthly to negotiate and conclude project agreements and programmes of cooperation, which meetings may include negotiations regarding the financing of such project agreements and programmes and intellectual property matters.
- 2.2 Subject to paragraphs 1.1(e) and 2.4, the funding received from TNI shall be split equally between ACBCBC and NMDDC.
- 2.3 Both ACBCBC and NMDDC must obtain the agreement in writing of their respective finance departments to the required match funding as set out in Table 1 below. Written agreement shall be issued upon completion of the estimates process within each Council.

Table 1

<b>Financial Year</b>	<b>Armagh</b>	<b>Downpatrick</b>
2015-16 <sup>1</sup>	£100,759	£100,759
2016-17 <sup>2</sup>	£105,759	£105,759
2017-18	£105,759	£105,759

- 2.4 ACBCBC and NMDDC will work in partnership to ensure that all other earned income targets within TNI's budget are met. If either Council is unable to meet the commitment made (to either provide the amount of match funding set out in Table 1 above or to

<sup>1</sup> Figures taken from Tourism NI Final budget

<sup>2</sup> Figures from TNI final budget and divided equally between the two parties

meet their respective shares of earned income targets) then the amount of TNI funding that that Council could receive may be reduced pro rata.

For example: If ACBCBC committed £80,000 in the financial year 2016-2017 and NMDDC committed £100,000, ACBCBC's portion of any TNI funding could reduce from 50% to 44.44% and NMDDC's portion of any TNI funding could increase from 50% to 55.56%. In addition, ACBCBC would have to ensure that programme expenditure reduced at the same rate.

- 2.5 NMDDC will act as budget holders for the funded project and will make funding claims from TNI as appropriate. Once received from TNI NMDDC will pay over funding due to ACBCBC on receipt of an invoice.
- 2.6 ACBCBC agrees to provide any and all information by the dates required by NMDDC in order to make funding claims from TNI.
- 2.7 In the event of a dispute in connection with the Festival or the terms of this MOU that cannot be resolved by the respective Council officers then:
  - a) either party may give to the other written notice of the dispute, setting out its nature and full particulars ('**Dispute Notice**'), together with relevant supporting documents. On service of the Dispute Notice, the Strategic Director of Place of ACBCBC and the Director of Enterprise, Regeneration and Tourism of NMDDC shall attempt in good faith to resolve the dispute;
  - b) if the Strategic Director of Place of ACBCBC and the Director of Enterprise, Regeneration and Tourism of NMDDC are for any reason unable to resolve the dispute within 45 days of service of the Dispute Notice, the Dispute shall be referred to the Chief Executive of ACBCBC and the Chief Executive of NMDDC who shall attempt in good faith to resolve it; and
  - c) if the Chief Executive of ACBCBC and the Chief Executive of NMDDC are for any reason unable to resolve the dispute within 45 days of it being referred to them, the parties will attempt to settle it by mediation in accordance with the CEDR Model Mediation Procedure. Unless otherwise agreed between the parties, the mediator shall be nominated by CEDR Solve. To initiate the mediation, a party must serve notice in writing ('**ADR notice**') to the other party to the dispute, requesting a mediation. A copy of the ADR notice should be sent to CEDR Solve. The mediation will start not later than 45 days after the date of the ADR notice.
- 2.8 Any matter arising relating to intellectual property rights (including copyright) in connection with the delivery of the Festival will be addressed individually between the parties as required. Where one party has the right to use certain intellectual property rights that it would be helpful for the other party to use in connection with the Festival, the intention is for the parties to collaborate and co-operate to seek to achieve this, so far as it is practicable and cost effective to do so, and so far as any agreement with the intellectual property rights holder permits shared use.

### 3. AMENDMENTS

- 3.1 This MOU may only be amended by mutual agreement evidenced in writing by a duly authorised representative from each of ACBCBC and NMDDC.

#### 4. TERM OF AGREEMENT

- 4.1 This MOU shall commence on the date of its execution by the last to sign of ACBCBC and NMDDC and shall, subject to paragraph 4.2, remain in force until the completion of the project and all matters under the Letter of Offer are addressed.
- 4.2 Both ACBCBC and NMDDC may cancel the MOU by giving six months' notice in writing to the other. The termination of this MOU shall not affect the implementation of the Festival, projects or programmes established under it prior to such termination.

#### 5. LEGAL STATUS

- 5.1 For the avoidance of doubt, this MOU is not legally binding on either party. This MOU is a statement of intent to foster genuine and mutually beneficial co-operation.

**ARMAGH CITY, BANBRIDGE AND  
CRAIGAVON BOROUGH COUNCIL**

**NEWRY, MOURNE AND DOWN  
DISTRICT COUNCIL**

**Authorised Signatory Name:**

**Authorised Signatory Name:**

**Position:**

**Position:**

**Signature:**

**Signature:**

**Date:**

**Date:**



<b>Agenda Item:</b>	Mourne/Strangford Coastal walking Path Technical & Feasibility Study
<b>Report to:</b>	Enterprise, Regeneration & Tourism Committee
<b>Subject:</b>	Mourne/Strangford Coastal walking Path Technical & Feasibility Study
<b>Date:</b>	9 November 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 Mourne/Strangford Coastal walking Path Technical & Feasibility Study.

The Committee agrees to move to the next stage of the project which is the economic assessment and project pre-development stage, subject to available funding from either the Rural Development programme or South East area European Fisheries Fund.

<b>1.0</b>	<p><b>Purpose &amp; Background</b></p> <p>Outdoor Recreation NI in partnership with Doran Consulting was commissioned by Newry, Mourne and Down District Council in partnership with Ards and North Down Borough Council, Mourne Heritage Trust and Annalong Community Development Association to undertake a feasibility and technical study to assess the potential of developing a Mourne and Strangford Lough Coastal Walking Path to complement the Mourne Coastal Driving Route. The project was funded by the South East area European fisheries fund.</p> <p>The aim of the study was to:  ‘Assess the feasibility of developing a coastal walking path between Greencastle and Portavogie identifying tourism and business development opportunities that will enhance the visitor experience along the way by creating unique attractions and experiences’.</p> <p>The proposed 131km/81 mile path stretches from Greencastle, near Kilkeel to Portavogie. It follows the coastline from Greencastle to Strangford, crosses Strangford Lough to Portaferry and continues along the coastline to Portavogie passing through the three fishing villages of Kilkeel, Ardglass and Portavogie.</p>
<b>2.0</b>	<p><b>Recommendations</b></p> <p>It is recommended that a phased approach is taken with walking ‘hubs’</p>

	<p>developed as priority followed by the development of linear coastal path stretches in areas of high beauty or interest and then stitched together to create one continuous, coastal path.</p> <p>Three phases are proposed:</p> <p>1. Phase 1 – Develop walking hubs as priority, including</p> <ul style="list-style-type: none"> <li>- Key linear, coastal path sections linked to hubs</li> <li>- Looped walks feeding off the coastal path around hubs</li> <li>- Connections between coastal path and Mourne Coastal Driving Route</li> <li>- Maintain/reinstate/enhance existing walks</li> <li>- Develop experiences/attractions/viewpoints</li> <li>- Encourage business development</li> </ul> <p>2. Phase 2 – Develop linear stretches in areas of beauty, high interest and/or secondary ‘hubs’</p> <ul style="list-style-type: none"> <li>- Annalong</li> <li>- Ardglass - Killough</li> <li>- Greencastle – Cranfield</li> </ul> <p>3. Phase 3 – Stitch all of above together to create one long-distance coastal path</p>
<b>3.0</b>	<p><b>Resource Implications</b></p> <p>The advancement of this project is subject to available funding from either the Rural Development Programme or South East area European Fisheries Fund. The latter will be the first source looked at for funding the next stage of this project. If successful it could fund the project up to 100%, which would mean there would be no resource implication for council. The project would also be eligible through the Rural Development programme with support up to 75%. Estimated costs for the next stage of the project - economic assessment and pre-development studies (Coastal Erosion study &amp; Trail Designs) are circa £100,000. A match allocation has been put in the capital estimates programme for 2016-18 for the implementation of this project.</p>
<b>4.0</b>	<p><b>Appendices</b></p> <p>Executive summary of Mourne/Strangford Coastal walking Path Technical &amp; Feasibility Study including phase development maps</p>

# MOURNE AND STRANGFORD LOUGH COASTAL WALKING PATH

Technical and Feasibility Study

August 2015

Completed by Outdoor Recreation NI  
on behalf of Newry, Mourne and Down District Council in partnership with Ards and  
North Down Borough Council and Mourne Heritage Trust



**South East Area**  
European Fisheries Fund



EUROPEAN UNION  
European Fisheries Fund  
Investing in sustainable fisheries



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**Agriculture and  
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A' B'OS'N  
Talmhaíochta agus  
Forbartha Tuaithe

MINISTRE O  
Fairms an  
Kintra Fódéirín

This project is funded by the European Union and the Department of Agriculture and Rural Development through Axis 4 of the European Fisheries Fund, administered by the South East Area European Fisheries Fund.

## Acknowledgements

Outdoor Recreation NI acknowledges all those who have contributed to the preparation of this study. In particular to the Officers of Newry, Mourne and Down and Ards and North Down Councils and the local community groups across the area, whose extensive knowledge formed the initial base of research.

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## Executive summary

### 1. INTRODUCTION

Outdoor Recreation NI in partnership with Doran Consulting was commissioned by Newry, Mourne and Down District Council in partnership with Ards and North Down Borough Council, Mourne Heritage Trust and Annalong Community Development Association to undertake a feasibility and technical study to assess the potential of developing a Mourne and Strangford Lough Coastal Walking Path to complement the Mourne Coastal Driving Route.

The aim of the study was to:

‘Assess the feasibility of developing a coastal walking path between Greencastle and Portavogie identifying tourism and business development opportunities that will enhance the visitor experience along the way by creating unique attractions and experiences’.

#### *Scope*

The proposed 131km/81 mile path stretches from Greencastle, near Kilkeel to Portavogie. It follows the coastline from Greencastle to Strangford, crosses Strangford Lough to Portaferry and continues along the coastline to Portavogie passing through the three fishing villages of Kilkeel, Ardglass and Portavogie.

#### *Methodology*

The study was completed between March and August 2015 and involved the following research methods:

- ◆ Desk research and GIS mapping
- ◆ Consultation
  - One-to-one with 45 key stakeholders
  - 4 public consultation events
- ◆ Technical audits
  - Path was divided into 20 sections and audited between May and June
  - Path was assessed for condition, access, infrastructure and cycling feasibility
  - 5 sites were identified that required significant engineering works such as bridges and coastal defence measures
- ◆ Path costing exercise
  - Path costs were based on the sum of three factors – construction (length of new build and upgrade required), new infrastructure and securing formal access to private land

## 2. KEY FINDINGS FROM TECHNICAL FEASIBILITY AUDIT

### *Overview of access, ownership and designations*

Access can be categorised as: rights of way, permissive, 'de facto' and non-tolerated access. Along the proposed path:

- ◆ 29 rights of way link into it
- ◆ 15 on-road cycle trails link into it
- ◆ 85% is on 'privately owned' land; 15% is on 'publicly owned land'.
- ◆ 22% is on beach, most of which is controlled by the Crown Estate
- ◆ 70% is within a designated landscape

### *Path construction cost*

The total cost of path construction is approximately £1.7 million.

Section No.	Section Name	Path build	Infrastructure	Access	TOTAL
1	Greencastle – Cranfield	£36,000	£2,940	£5,925	£44,865
2	Cranfield – Kilkeel	£29,000	£5,725	£15,856	£50,581
3	Kilkeel – Ballymartin	£17,500	£2,125	£15,381	£35,006
4	Ballymartin - Annalong	£20,000	£125	£9,590	£29,715
5	Annalong – Bloody Bridge	£13,500	£20,325	£15,750	£49,575
6	Bloody Bridge – Newcastle	£42,000	£9,045	£0	£51,045
7	Newcastle – Dundrum	£0	£275	£3,575	£3,850
8	Dundrum – Ballykinler	£78,500	£95,201	£100,823	£274,524
9	Ballykinler – Tyrella Beach	£7,000	£1,605	£4,350	£12,955
10	Tyrella Beach – Ringavaddy	£62,000	£630	£18,684	£81,314
11	Ringavaddy – Killough	£155,000	£1,135	£16,956	£173,091
12	Killough – Ardglass	£17,500	£136,166	£2,895	£156,561
13	Ardglass – Ballyhornan	£26,500	£4,390	£23,076	£53,966
14	Ballyhornan – Kilclief	£28,000	£2,400	£32,730	£63,130
15	Kilclief – Strangford	£83,000	£20,020	£28,085	£131,105
16	Portaferry – Ballyquintin	£8,000	£5,070	£35,955	£49,025
17	Ballyquintin – Kearney	£80,500	£29,530	£59,670	£169,700
18	Kearney – Cloughey	£64,500	£47,586	£21,164	£133,250
19	Cloughey – Portavogie	£34,000	£605	£14,271	£48,876
20	Portavogie – Burr Point	£60,000	£3,655	£29,554	£93,209
<b>TOTAL</b>		<b>£862,500</b>	<b>£388,553</b>	<b>£454,290</b>	<b>£1,705,343</b>

### *Potential issues*

A number of issues were identified that have the ability to influence the path's future development. Three of these will be critical to whether this project proceeds or not:

- ◆ Access over private land
- ◆ Council(s) access policy
- ◆ Total cost and timeframe

### 3. KEY FINDINGS FROM ASSESSMENT OF THE PATH AS A TOURISM, HERITAGE AND ENVIRONMENTAL ASSET

#### Hub Development

Based on knowledge of the current walking product, market trends and user behaviour, it is anticipated that few walkers will walk long stretches or the entire coastal path but rather, will access the path at various points along it to walk short sections in both directions and looped walks where developed (see Figs. 52 and 53). Consequently, the emphasis is on developing walking 'hubs' where the visitor experience is enhanced.

Hub	Visitor Walking Hub Opportunity	Business Development Opportunities and Themes	Phase
Strangford & Portaferry	The development and promotion of this joint visitor walking hub has the potential to become a <b>key tourism demand generator</b>	<ul style="list-style-type: none"> <li>◆ Lead theme - Food</li> <li>◆ Secondary theme - Nature</li> <li>◆ Development of a Castle Trail</li> <li>◆ Arts and craft</li> </ul>	1
Ardglass & Killough	With the development of experiences and promotion of the area, Ardglass could represent a <b>reasonable opportunity</b> to develop as a walking hub.	<ul style="list-style-type: none"> <li>◆ Maritime heritage with links to food theme</li> <li>◆ Limited business development opportunities including guided harbour tours and boat trips</li> </ul>	2
Dundrum	If developed and promoted as a walking hub, there are <b>significant tourism benefits</b> for Dundrum	<ul style="list-style-type: none"> <li>◆ Lead theme - Food</li> <li>◆ Secondary theme – Nature</li> </ul>	1
Annalong	Presents a <b>reasonable opportunity</b> as a visitor walking hub but has a number of challenges including limited evening and entertainment opportunities	<ul style="list-style-type: none"> <li>◆ Industrial and maritime heritage</li> <li>◆ Access to walking in the mountains</li> </ul>	2
Kilkeel	If its wider tourism vision is realised, then Kilkeel represents a real opportunity to be developed as a visitor walking hub	<ul style="list-style-type: none"> <li>◆ Maritime heritage</li> <li>◆ Some opportunity to bring to life other heritage such as WWII</li> <li>◆ Seafood</li> </ul>	TBC

#### Experiences

Market research identified that the key experiences that should be developed in association with the path are:

- ◆ Food
- ◆ Maritime and access to the water
- ◆ Nature
- ◆ Built Heritage
- ◆ Arts and crafts

Developing these experiences and other attractions along the path would allow the coastal path to fulfil its full potential as a tourism driver for the area.

#### 4. RECOMMENDATIONS FOR DEVELOPMENT

##### *Approach to path development*

It is recommended that a three phase approach is taken:

- ◆ Phase 1 – Develop walking hubs as priority
- ◆ Phase 2 – Develop linear stretches in areas of outstanding natural beauty, high interest and/or secondary ‘hubs’
- ◆ Phase 3 – Stitch all of the above together to create one long-distance coastal path

##### *Approach to securing access*

The ultimate aim of development should be to secure a permanent right of access along the entire route. The following approaches are recommended:

- ◆ Land purchase
- ◆ Permissive path with compensation
- ◆ Lease with compensation
- ◆ Compulsory purchase (*as a last resort and considered only where the path section is of strategic importance to the overall route*)

It is Outdoor Recreation NI’s view that the preferred method for developing access across private land is land purchase however this may not align with Council policy.

##### *Dedicated management, marketing and maintenance resources*

To successfully create and bring a long-distance walking path to market, it is critical that there is effective management, maintenance and marketing of the path. This requires dedicated staff capacity in order to create the trail and ensure the long-term tourism success of the path. Staff resource will be phased in as required depending on a number of factors including the ability to secure funding and negotiating access on the ground.

In addition, it is recommended that the management and marketing elements of the coastal path sit within one organisation. In the report area, there are a number of stakeholders involved so clarity of roles is particularly important.

##### *Total project cost*

The total cost of trail build is estimated at £1.7m, although other costs associated with trail build such as professional fees (e.g. legal fees) could significantly increase the total project costs.

The tourism success of this project will depend on the effective management, marketing and maintenance of the path. This will require significant, ongoing human resource and these additional cost should be considered when evaluating the project.



## 5. CONCLUSION

From a technical point of view developing a coastal walking path from Greencastle to Portavogie is considered feasible.

Regardless of the path's technical feasibility three factors are likely to determine whether or not the coastal path will proceed namely **cost**, **timescale** and **ability to secure access**.

### *Cost*

The total cost of trail build is estimated at £1.7m, although additional costs associated with trail build such as professional fees (e.g. legal fees) could significantly increase the total project costs.

However, caution on the costs are advised in a tourism context, as the construction of the trail will not, in itself, attract significant visitor numbers. As highlighted elsewhere, the tourism success of coastal walk paths is in the successful management, marketing and maintenance of the path. It is recommended that these costs are understood before committing to the project.

### *Timescale*

Although a 10-year timescale has been put on the project, in reality the timeframe for completing the project is unknown.

### *Ability to secure access*

Northern Ireland's inadequate access and occupier's liability legislation has unfortunately created a culture across the landowning community in NI of an unwillingness to allow access for walking. Consequently, securing access for the path will need to be done on a case-by-case basis through sensitive negotiation. This issue is considered the greatest potential barrier as to whether the coastal path will become a reality in the future.

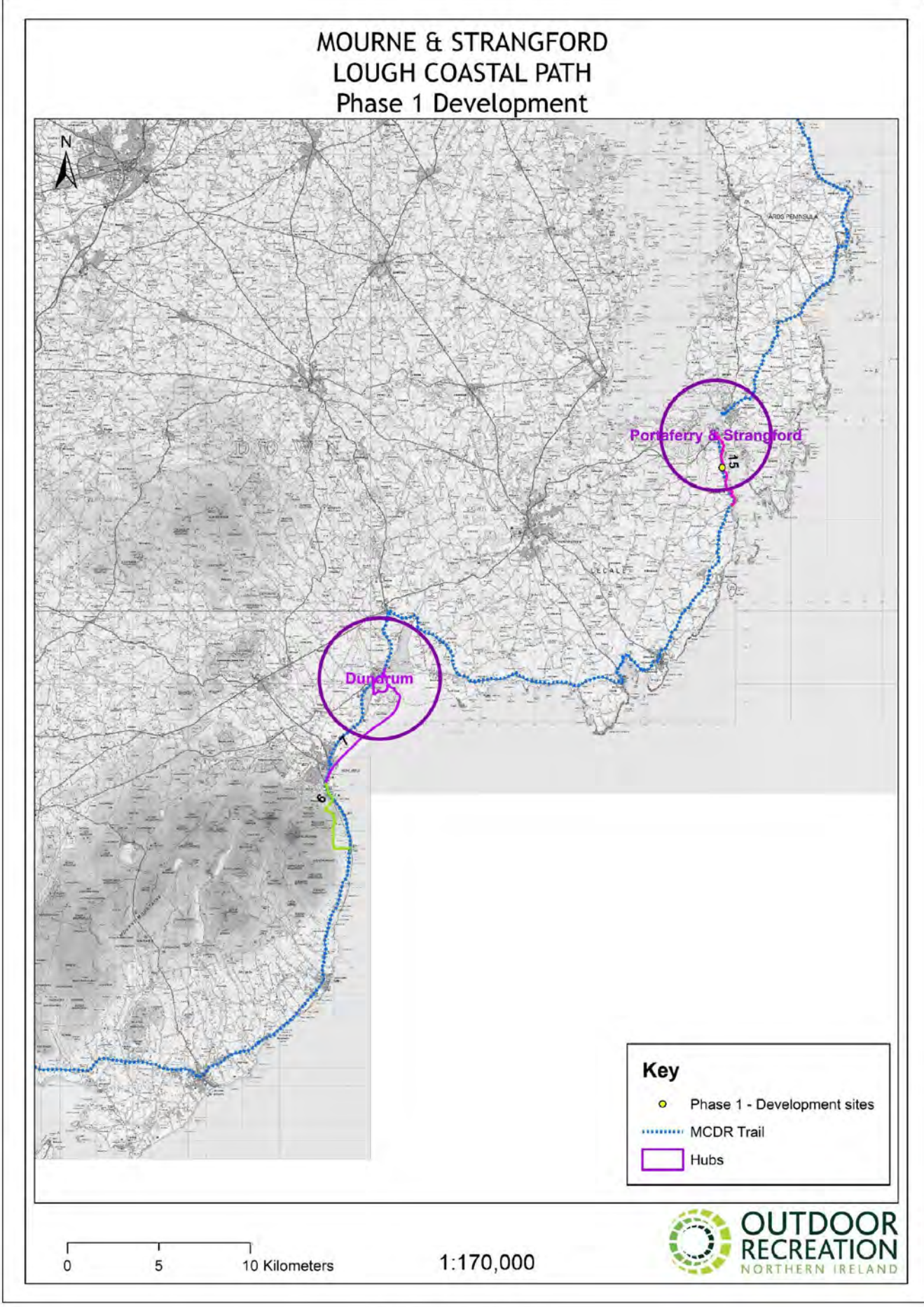


Fig. 1: Map of phase 1 development

### MOURNE & STRANGFORD LOUGH COASTAL PATH Phase 2 Development

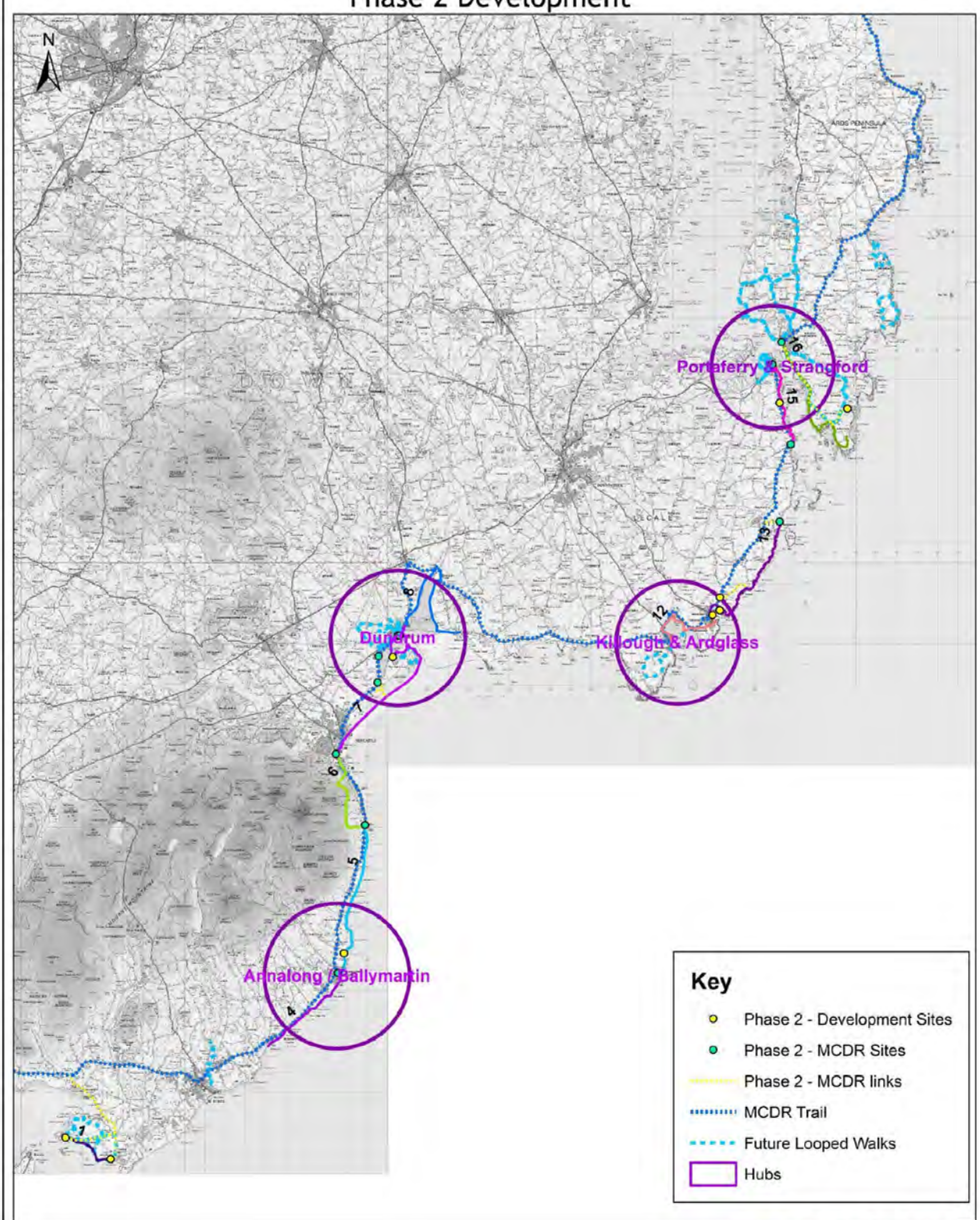


Fig. 2: Map of phase 2 development

### MOURNE & STRANGFORD LOUGH COASTAL PATH Phase 3 Development

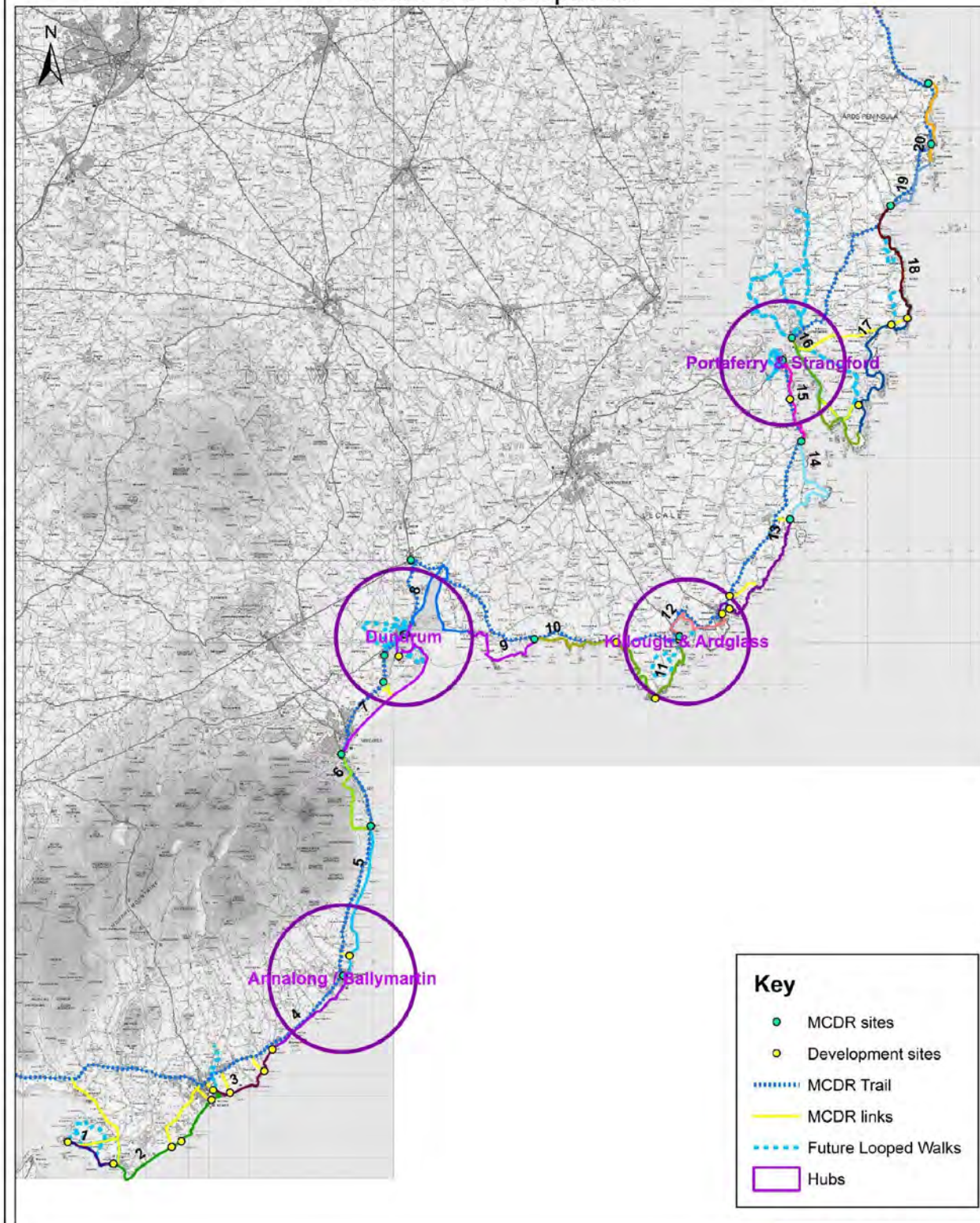


Fig. 3: Map of phase 3 development

<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 Tuesday 27 October 2015 at 2pm 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>	2 November 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Michelle Boyle

<b>Decisions Required</b>	
<ol style="list-style-type: none"> <li><b>1. Mrs McCann to forward to Mrs Ward the Tree Inspection Report</b></li> <li><b>2. Mrs Boyle to liaise with Estates Dept in arranging for a survey and evaluation of the land offered by Forestry Dept.</b></li> </ol>	
<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 Tuesday 27 October 2015 in the Hawthorne Suite, Slieve Gullion.

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Report of meeting of Slieve Gullion DEA Councillors re Forward Planning for Slieve Gullion held on 27 October 2015 at 2.00pm in the Hawthorne Suite, Slieve Gullion.

Present: Councillor Larkin (Chair)  
Councillor Mulgrew  
Councillor Loughran  
Ms J Poucher                      Clanrye Group  
Mr M Parker                      Forestry Dept  
Mr D Jones                      Forestry Dept  
Ms Claire McLaughlin        Tourism NI  
Mrs M Ward                      NMDDC  
Mrs M Boyle                      NMDDC  
Mrs J McCann                   NMDDC  
Mrs P McKeever                NMDDC

1. Apologies

Mr G Finegan - Grounded Espresso Bars, Councillor G Donnelly

2. Report of last meeting held on 25 September 2015

On the proposal of Councillor Mulgrew seconded by Councillor Loughran it was agreed to approve the above report as a true and accurate record.

3. Matters Arising

There were no matters arising

4. Update from Tourism NI on Visitor Experience

Ms McLaughlin from Tourism NI was welcomed to the meeting and introductions were made. Ms McLaughlin advised that she had visited the Slieve Gullion site last week and said that it was a fabulous resource and had the potential to provide an excellent visitor experience however there were certain issues that were of concern. She said that visitor numbers to the

facility should increase during the next season and that the busiest day throughout 2015 should be used as a benchmark for moving forward.

Ms McLaughlin raised the following points:

- The site needs to be regularly maintained
- A site manager should be on site every day from a health and safety/ legal perspective
- Very important to have the correct staff / visitor ratio.
- Vital that staff are adequately trained and interact positively with all visitors
- Restaurant menu options need to meet visitor requirements i.e. families with small children
- Merchandising is a very lucrative opportunity that should be explored
- Recommend that staff visit other successful visitor attractions to look at their framework and assess how they deal with similar issues
- Signs indicating 'Work in Progress' and asking for 'patience while work is being carried out to further enhance visitor experience' should be erected.

General discussion took place and the following points were discussed:

- The 'Park & Ride' facility will continue for the 2016 season and the site for this facility should be located close to Slieve Gullion
- The provision of a site for the 'Park & Ride' facility will be advertised in local press in due course as 'An expression of Interest'
- Important to look at visitor capacity in terms of providing an excellent visitor experience.
- If charging is introduced, it is important to publicise this in advance
- Mr Parker advised that under Forestry Byelaws, it is not permitted to charge pedestrians into the forest.
- Direction from Tourism NI is needed in moving forward successfully, a visitor attraction report and scoring exercise is to be conducted incognito by Tourism NI



- Forestry conduct regular tree inspections, however they will not be inspecting trees in the Giant's Lair / play park area.
- A tree inspection of the site including the Giant's Lair/ play park area was carried, Mrs McCann is to forward the resultant report to Mrs Ward.

#### 5. Update on Diary Management

Mrs Boyle stated that herself and Julie McCann had met with Ms Poucher and that a system for diary management has been implemented with NMDDC & Clanrye Group. They are to continue to meet on a monthly basis to address any issues. It was agreed that evening events should be agreed in advance so that there is no impact to Forestry. Ms Poucher advised that there is an on going police investigation following a break in at Clanrye resulting in the theft of IT equipment and their CCTV system being cut.

#### 6. Update on land for parking

Mrs Ward advised that an offer of land had been made by a local land owner; Forestry Dept had also offered land for potential car parking. With regard to the land offered by Forestry Dept, Mrs Boyle is to liaise with Estates Dept and arrange to have a survey and evaluation carried out.

#### 7. Dates of future meetings Mrs Boyle advised that the dates of future meetings are as follows:

- 23 November 2015
- 25 January 2016
- 22 February 2016
- 21 March 2016

All meetings are at 10.00am and are to be held in the Hawthorne Suite, Slieve Gullion; all these dates are in the master diary.

#### 8. AOBs

Councillor Larkin raised the following AOBs on behalf of Clanrye as Ms Poucher had to leave the meeting early.

- Mr Devine Clanrye Group has a meeting on 2 November with regard to an extra water tank being installed. The ongoing problems with the existing septic tank raises concerns regarding potential for legionella
- The lease with Grounded Espresso Bars is currently under review and is due to expire at end of November 2015

Councillor Mulgrew asked if the Ring of Gullion conservation volunteers could help with the maintenance of the Giants Lair, Mrs Boyle stated that regular maintenance is needed.

### **RECOMMENDATIONS:**

1. Mrs McCann to forward to Mrs Ward the Tree Inspection Report
2. Mrs Boyle to liaise with Estates Dept in arranging for a survey and evaluation of the land offered by Forestry Dept.

Michelle Boyle

Tourism Development Officer

MB/pmck

<b>Agenda Item:</b>	Request to seek expression of interest to providing land for parking to service visitors to Slieve Gullion from March – September 2016  Request to appointment a company to provide Bus and Ride Service to Slieve Gullion from March – September 2016  Request to appoint a suitable service provider to provide guided tours at Slieve Gullion – Giants Lair for 2016 season with option for renewal
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	Parking, Park and Ride Facilities and tour guide provision for Slieve Gullion for 2016
<b>Date:</b>	3 November 2015
<b>Reporting Officer:</b>	Marie Ward
<b>Contact Officer:</b>	Michelle Boyle

### Decisions Required

1. **To advertise for land suitable for a park and ride facility close to Slieve Gullion for 2016**
2. **To advertise for a Bus Company to service a park and ride facility to Slieve Gullion for 2016**
3. **To seek quotation for a tour company to provide Guided tours for Slieve Gullion for 2016 season with option for renewal**

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p>During the 2015 season, the parking facilities at Slieve Gullion operated at full capacity. To meet the demand of the unprecedented number of visitors a temporary parking area was secured and a bus provision secured to provide a park and ride facility</p> <p>It is envisaged this service will be required for 2016 as more permanent parking will not be available by this time.</p> <p>During 2015 informal tours has been provided to the school and playgroup sector- this has to cease due to management issues. It is expected a demand for this service will exist in 2016</p>
<b>2.0</b>	<p><b>Key Issues</b></p> <p>Additional suitable land close to Slieve Gullion required which would be serviced</p>

	<p>by a park and ride facility</p> <p>The land secured needs to be suitable for parking vehicles and should not require significant remedial work</p> <p>The area needs to service a minimum of 300 cars</p> <p>The bus company secured needs to have a minimum of 3 28 seater buses which must be meet mobility and health and safety requirements and flexible to the visitor requirements on a particular day</p> <p>It is expected tour of the Giants Lair will be requested during 2016, it is important Council have appropriate service provision in place</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <p><b>As per decisions required</b></p>
<b>4.0</b>	<p>Resource Implications</p> <p>A cost for both land, bus hire, VFM, portaloos and tour providers is expected. It is anticipated that the income will be generated to help off set the cost. A small budget exists within 14/15 budget which will be used to develop the tour guide concept.</p>
<b>5.0</b>	<p>Appendices</p> <p>N/A</p>

<b>Agenda Item:</b>	
<b>Report to:</b>	Economic Regeneration and Tourism Committee
<b>Subject:</b>	Ring of Gullion AONB and Mourne AONB: NPA Programme ASCENT
<b>Date:</b>	14.08.2015
<b>Reporting Officer:</b>	Marie Ward, Director of Enterprise, Regeneration and Tourism
<b>Contact Officer:</b>	Darren Rice – Ring of Gullion Landscape Partnership Scheme Manager

**Decisions Required**

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

<b>1.0</b>	<p><b>Purpose and Background</b></p> <p><b>Proposed project under the Northern Periphery &amp; Arctic: Apply Skills and Conserve our Environment with New Tools (Upland Recreation)</b></p> <p>There are a number of areas in need of management due to recreational pressures and natural erosion in the Newry, Mourne and Down District Council (NMDDC) area. Some of the districts uplands are experiencing loss of unique bio-diversity and a loss of bio-resources. This in turn impacts negatively on the visitor experience and presents a risk that continued recreation and tourism use may be unsustainable.</p> <p>The high Mourne Mountains and Slieve Gullion are ‘honeypot’ sites experiencing increased use and disturbance. The current capacity to manage the existing and predicted increased impact is compromised due to lack of strategically aligned and sustained resources.</p> <p>Mourne Heritage Trust has, among other relevant projects, led innovative erosion control and path works programmes, erosion monitoring, path training, convened the Mourne Outdoor Recreation Forum, undertaken a strategic path review and is undertaking a heathland restoration programme. The Ring of Gullion AONB has recently led a significant path upgrade project and erosion monitoring and there is now a need to manage and sustain that beneficial impact.</p> <p>Advice from Donegal CC is that NMDDC is best placed to provide the administrative leadership required for the East Mournes and Slieve Gullion area, including the coordination of match funding.</p> <p>This grant provides 65% match funding. NMDDC and MHT will have to come up with 35% match. Staff time can be used as match. The Ring of Gullion LPS has £125,000 available for match also.</p>
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	<p>Likely maximum budget, but to be confirmed depending on partners:</p> <table border="1"> <thead> <tr> <th>Contributor</th> <th>2016/2017 - € maximum</th> <th>2017/2018 - € maximum</th> <th>2018/2019 - € maximum</th> </tr> </thead> <tbody> <tr> <td>EU - NPA</td> <td>120,000</td> <td>£120,000</td> <td>£120,000</td> </tr> <tr> <td>NMDDC (Cash)</td> <td>30,000</td> <td>30,000</td> <td>30,000</td> </tr> <tr> <td>NMDDC (In-kind)</td> <td>30,000</td> <td>30,000</td> <td>30,000</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td><b>TOTAL</b></td> <td>180,000</td> <td>180,000</td> <td>180,000</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>The Ring of Gullion and Mourne LPS are considering if match funding can be found from existing budgets 2015/2017 and 2017/2018. It is likely the Ring of Gullion and Mourne LPS will cover 2016/2017 cash and in-kind match funding.</p> <p>Mourne Heritage Trust are also in negotiations with NI water as a potential match funder for the duration of the project.</p>	Contributor	2016/2017 - € maximum	2017/2018 - € maximum	2018/2019 - € maximum	EU - NPA	120,000	£120,000	£120,000	NMDDC (Cash)	30,000	30,000	30,000	NMDDC (In-kind)	30,000	30,000	30,000					<b>TOTAL</b>	180,000	180,000	180,000				
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<b>TOTAL</b>	180,000	180,000	180,000																										
<b>2.0</b>	<p><b>Key Issues</b></p> <p>As with all EU funding it is paid in euro currency. NMDDC will have to accept the opportunity/risk of a falling/rising euro rate. NMDDC could gain at some claims or loose at others.</p> <p>NMDDC will have to commit to supporting the programme for its lifespan: April 2016 to March 2019</p>																												
<b>3.0</b>	<p><b>Recommendation</b></p> <ol style="list-style-type: none"> <li>1. Submit application to NPA, Donegal CC as Lead Partner, NMDDC as partner, and Mourne Heritage Trust as sub-partner.</li> </ol> <p>Other partners are: Norway, Iceland, Republic of Ireland, and Finland. Scotland have not confirmed if they are going to proceed – this will impact the budgets. Budgets above are without Scotland.</p> <ol style="list-style-type: none"> <li>2. If successful, sign Letter of Offer and carry out project as per application.</li> <li>3. Consider cash match funding at 2015/16/17 rates meetings.</li> </ol>																												
<b>4.0</b>	<p><b>Resource Implications</b></p> <p>There will be a small increase in work for the procurement department to issue the tender through e-hub. The works will be managed by the existing project officer in the landscape partnership as part of her day to day job description.</p>																												
<b>5.0</b>	<p><b>Appendices</b></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 Wednesday 04 November 2015
<b>Date:</b>	6 November 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. NMDDC Access officers to review Mourne &amp; Strangford Lough Coastal Walking Path report and advise on which section could be progressed as a potential pilot development.</li> <li>2. An updated report re Kilbroney Masterplan will be tabled at December ERT.</li> <li>3. Council will continue to be updated on Forest Park developments.</li> <li>4. Elected members from the Tourism Task and Finish Group to be provided with a copy of the 'Away Day' itinerary by 5 November.</li> <li>5. Council officials to progress in agreement with Roads Service for 'Welcome to Newry Mourne &amp; Down Year of Food &amp; Drink 2016' signage</li> </ol>
<b>4.0</b>	<b>Resource Implications</b> Resource implications of Masterplan to be confirmed. Significant costs associated with walking path report which cannot be clearly defined at this stage – potential of developing a section will also have costs implications which need to be agreed. Away Day cost previously agreed. Cost of welcome signage to be confirmed
<b>5.0</b>	<b>Appendices</b> Report of Tourism Strategy Task and Finish Project Board and powerpoint presentation held on Wednesday 4 November 2015

Enc

**Report of meeting re Tourism Strategy Task and Finish Project Board held on Wednesday 4 November 2015 at 11.00am in the Conference Room, Council Offices, Monaghan Row, Newry.**

Present:	Councillor T Hearty (Chair)	Mrs M Ward	NMDDC
	Councillor D Curran	Mr J McGilly	NMDDC
	Councillor B Quinn	Mr M Mohan	NMDDC
	Councillor G Hanna	Mrs M Boyle	NMDDC
	Councillor W Clarke	Mrs P McKeever	NMDDC
	Ms F Barbour	ORNI	
	Ms C Ferris	ORNI	
	Ms A Exley	ORNI	

Councillor Hearty welcomed all and invited representatives from ORNI to give their presentation. (copy enclosed)

1. Presentation Mourne & Strangford Lough Coastal Walking Path

Discussion followed the presentation and the following points were raised:

- Walking is the number one outdoor activity in Ireland
- The proposed cost of putting the walking path in place is in the region of £1.7m, this does not take into account other expenditure such as actual land valuation, legal fees and staff costs.
- 85% of the land needed for the walking path is on private land and although landowners have not yet been formally approached, initial public consultations have indicated opposition from landowners in their land being used for access.
- Although the entire path is not feasible as a cycle path, in more urban areas, there may be scope to develop parts of it to suit cycling.
- This project would be a huge resource commitment and NMDDC would need to look at all on-going projects and prioritise.
- A phased approach could be considered with a link to sea angling and linking Dundrum to Newcastle.
- With regard to ASSIs, a total Habitat Regulation Assessment would have to be conducted.
- Investment on infrastructure would need to be made where roads and the walking path meet.
- NMDDC access officers to look at the report and sections which could be progressed.
- SEA FLAG / RDP funding may be available.



2. Mountain Bike NI – Consortium Marketing  
Mrs Ward asked that this Item be deferred to the December Tourism Task and Finish Meeting
3. Action Sheet – 7 October 2015

#### Kilbroney Park Masterplan

An updated report re Kilbroney Park Masterplan to be brought to December 2015 ERT

#### Forest Parks

A more detailed report on Forest Parks is due in December 2015 / January 2016. In response to a query from Councillor Clarke regarding the inclusion of log cabins, Mrs Ward replied that there is a meeting scheduled with Forestry and the issue of specification is to be discussed.

#### Events

This topic is still under review and a budget provision will be considered by Council as part of the rates process.

#### Away Day

Mr Mohan advised that the 'Away Day' to Tourism Ireland is to be held on 19 November. This will involve meeting senior staff from Tourism Ireland in Dublin, a presentation by Boyne Valley Tourism and a site visit to the newly opened Battle of the Boyle site and also a visit to a private facility not yet opened – a local drinks company. Mr Mohan is to issue the itinerary is to be issued tomorrow (05.11.15).

#### AOBs

##### Camlough Lake

Councillor Hearty asked what the current situation is with works at Camlough Lake. Mrs Boyle replied that a new pipe is to be installed that will negate the need for pumping. Planning permission should be granted in early 2016 with the main contract work projected to start at the end of January 2016, it is anticipated that the works will be on-going until June 2017.

##### TIC Opening Hours

Councillor Quinn asked why the TICs are closed at peak times such as St Patrick's Day, Mrs Boyle replied that Newry and Kilkeel TICs are open on all bank holidays including St Patrick's Day, however Warrenpoint TIC is closed on St Patrick's Day.

##### NI Year of Food and Drink 2016

Mrs Boyle stated that with 2016 being the NI Year of Food and Drink, consideration be given to having 'Welcome Signage' erected at borders and ports etc. Roads Service have indicated that such a decision is at the discretion of the council. It is proposed to have 'Welcome to Newry, Mourne and Down Year of Food 2016' signs erected at the entry point to NDMMC on the main Dublin / Belfast Road.

Mrs Ward stated that NMDDC are working closely with businesses with regard to promoting the food and drink industry.

Mrs M Boyle

Tourism Development Officer

# Mourne & Strangford Lough Coastal Walking Path Feasibility Study

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*Aideen Exley & Fiona Barbour, Outdoor Recreation Northern Ireland*

# Mourne & Strangford Lough Coastal Walking Path

1. Background
2. Technical feasibility
3. Development approach
4. Tourism benefits
5. Next steps



# 1. Background

A wide-angle landscape photograph of a coastal scene. In the foreground, a dirt path with tire tracks curves through tall grass and yellow wildflowers. A fence line runs across the middle ground. To the left, a sandy beach meets the blue sea with white waves. The sky is filled with large, fluffy white clouds. In the distance, a stone wall and rolling hills are visible on the right side.

# The Project



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- ▶ Newry, Mourne & Down District Council, Ards & North Down Borough Council and Mourne Heritage Trust
- ▶ Funding - SEA European Fisheries Fund



# The Team

**Outdoor Recreation NI:** Strategic management, development and promotion of outdoor recreation in Northern Ireland

- ▶ **Development:** Walking and other trails all over Northern Ireland
  - ▶ Castle Ward - off-road cycling, off-road horse riding and all ability trails
  - ▶ Castlewellan Forest Park - walking and mountain biking trails
  - ▶ Rostrevor - mountain biking trails
  - ▶ Bunkers Hill and Tobar Mhuire - multi use trails - community focused
- ▶ **Management:**
  - ▶ Day to day recreational management of Castlewellan and Bunkers Hill, Tollymore (excludes MTB)- finishes March 2016
- ▶ **Marketing:**
  - ▶ MountainbikeNI marketing consortium (Rostrevor and Castlewellan National Trail Centres)
  - ▶ WalkNI (e.g. Mourne Way, Lecale Way, Ring of Gullion Way)
  - ▶ CanoeNI (e.g. South and South East Canoe Trails)

**Doran Consulting:** Consultant engineers



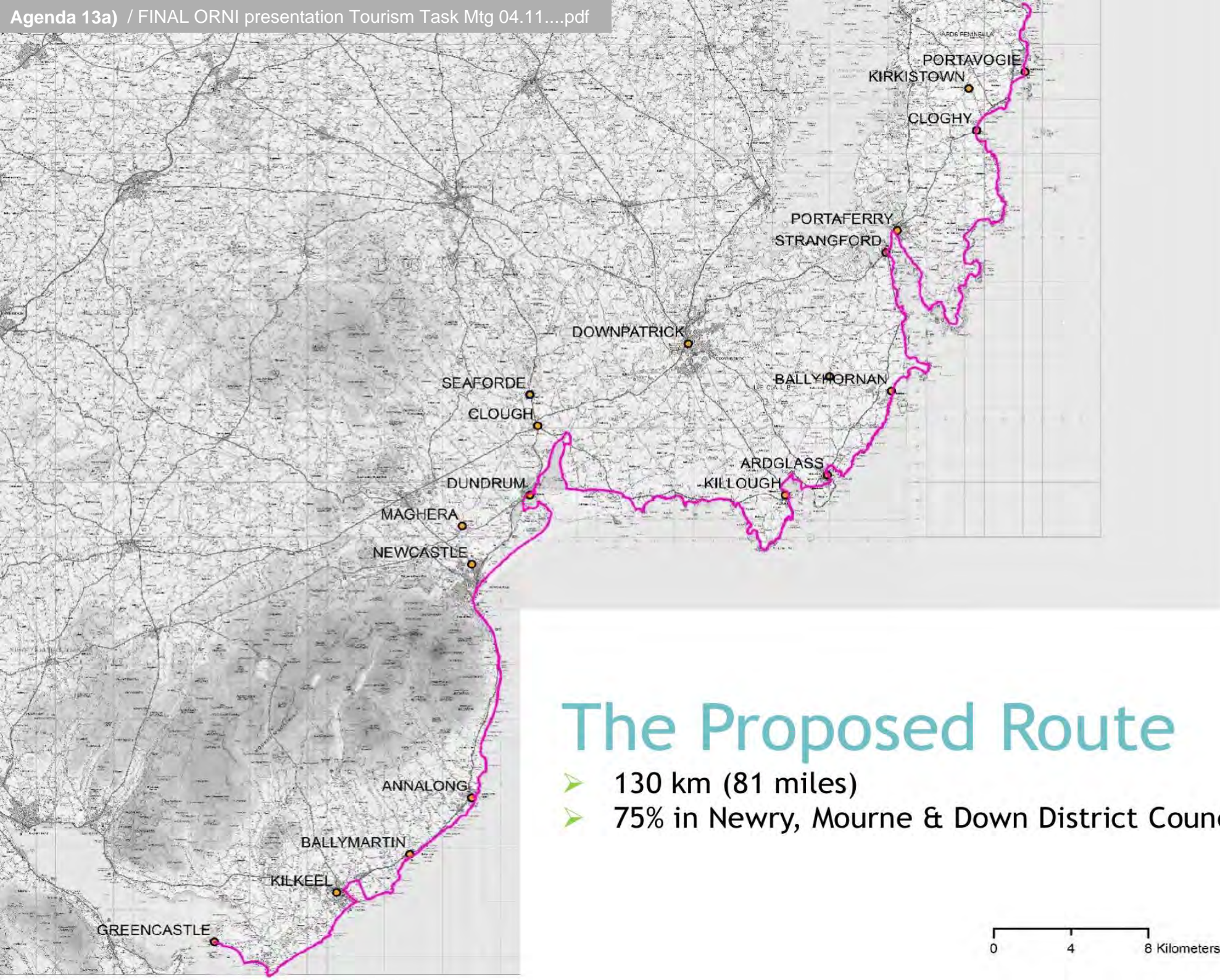
# The Brief

- ▶ To assess the **feasibility of developing** a coastal walking route from Greencastle to Portavogie

AND

- ▶ To identify **tourism and business development opportunities** that will enhance the visitor experience along the route through unique attractions and ‘experiences’





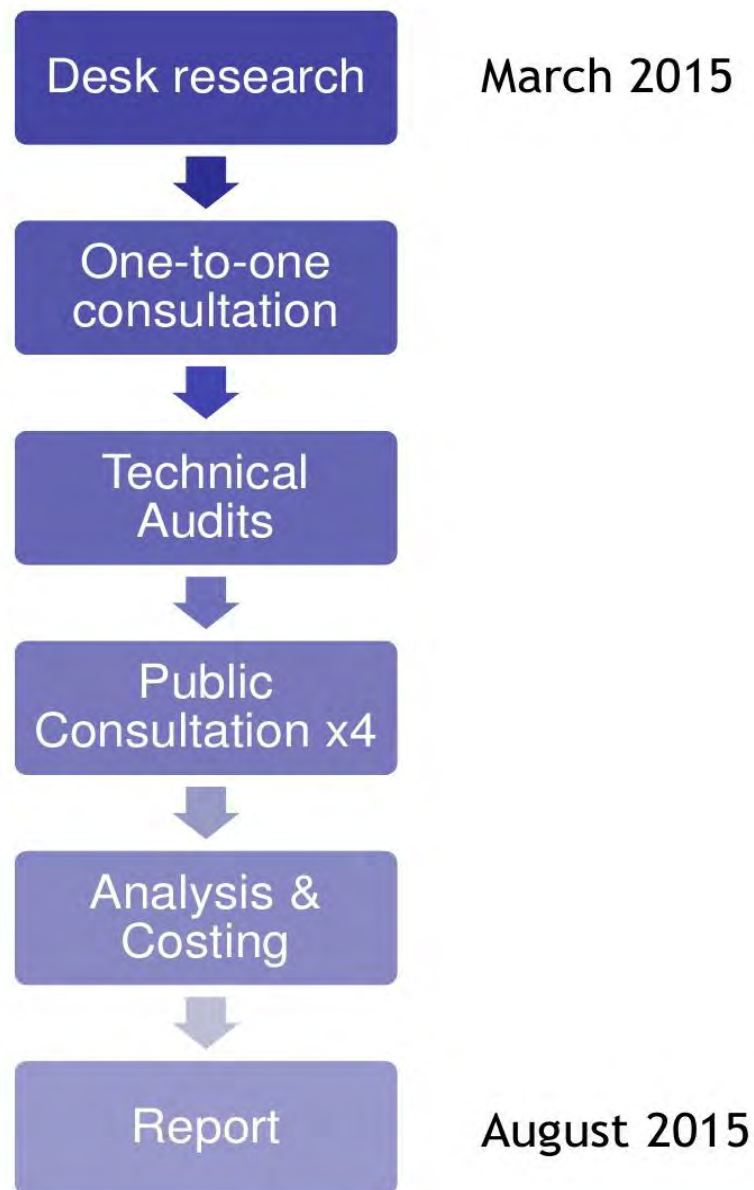
# The Proposed Route

- 130 km (81 miles)
- 75% in Newry, Mourne & Down District Council area



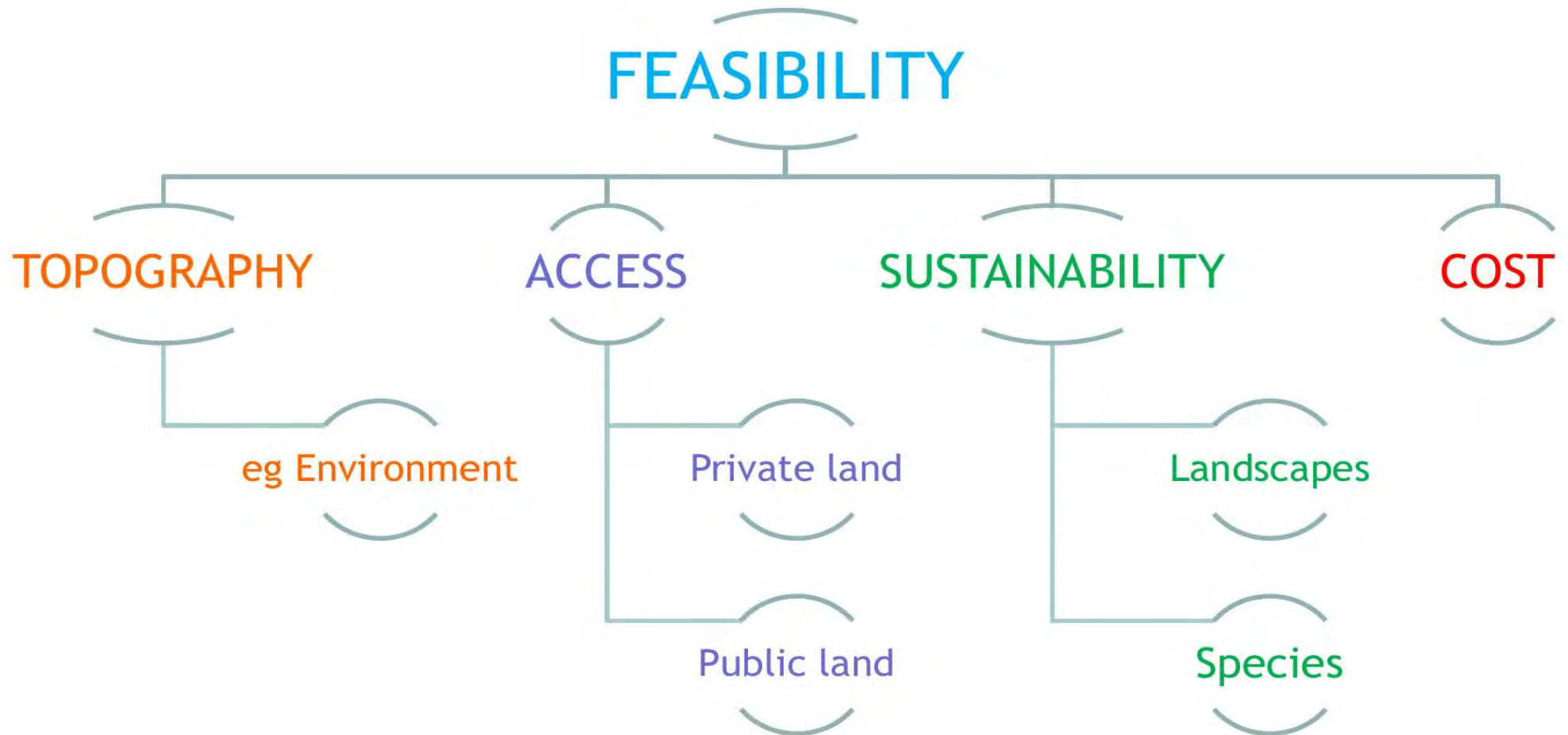


# Methodology



## 2. Technical Feasibility





# The path is technically feasible

54

- £1.7 million to build
- 85% 'off road'
- Variety of path types
- Uses existing path
- Not feasible as a cycling path



# Other Factors

- ▶ **Cost & Timeframe**
  - ▶ £1.7m to construct the path
  - ▶ Other costs: Actual land valuation, legal fees, staff time
- ▶ **Access on private land**
  - ▶ 85% of route is on private land
  - ▶ Potential opposition from landowners
  - ▶ Approach and policy on access will hugely affect the outcome



# 3. Development Approach



# General tourist behaviour on coastal Paths

- Tourists will be the primary market for the coastal path
- ‘Walkers’ will also come to walk
  - Other coastal paths - less than 1% walk entire route
- Tourists will not come to walk where little tourism currently exists
- Tourists will start their walk from hubs of tourism
- Tourists will walk short sections, preferably loops
  - Other coastal paths - majority walk less than 5 miles



# Recommendations

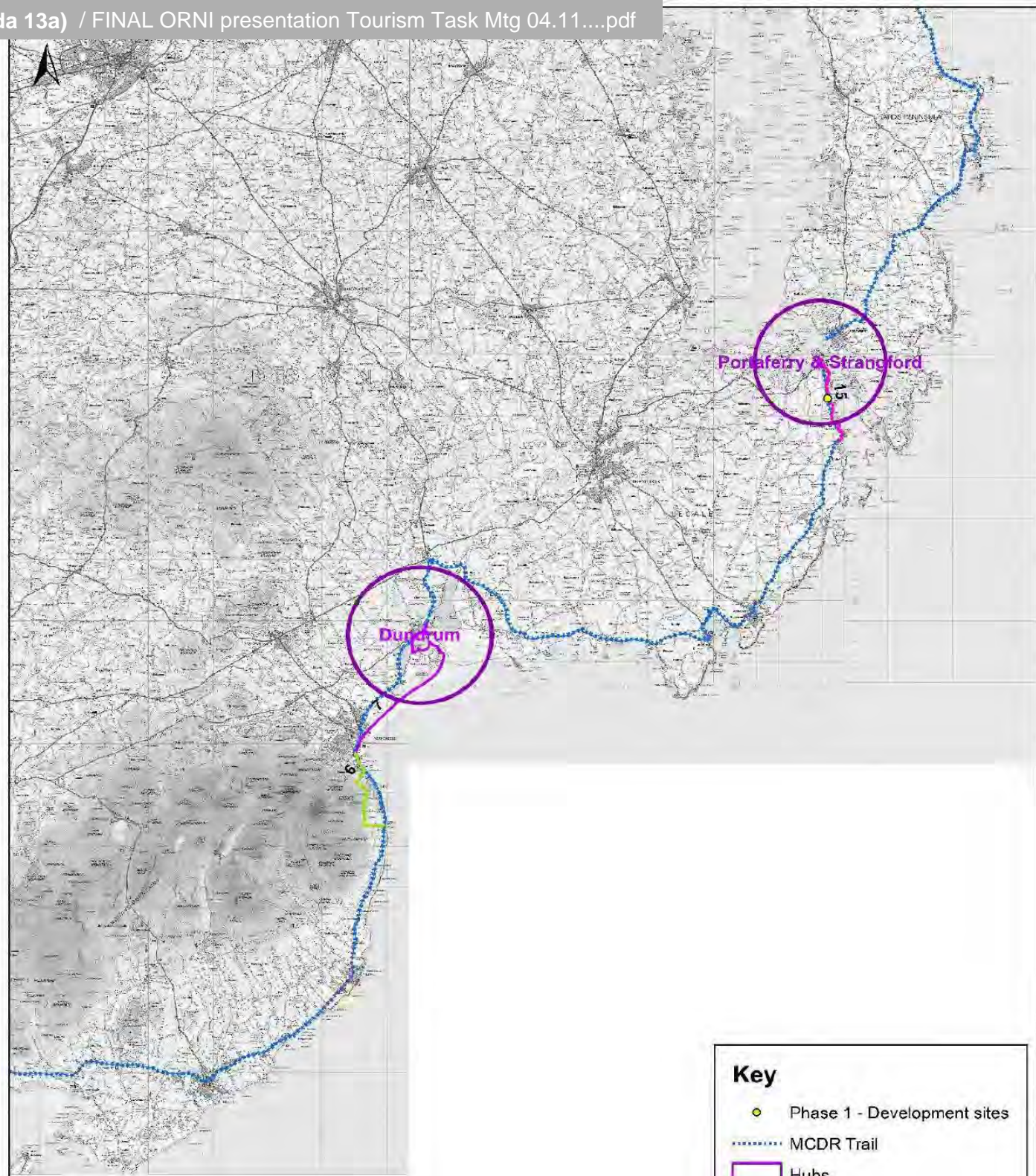




# Hub & Stitch Approach

- Phased approach
  - Phase 1: Develop key walking hubs as priority
  - Phase 2: Develop other hubs and strategically important stretches
  - Phase 3: Stitch route together
  
- Hubs

Hub	Opportunity	Phase
Strangford and Portaferry	Potential to become a key tourism demand generator	1
Dundrum	Potential significant tourism benefits for Dundrum	1
Ardglass / Killough	Could represent a reasonable opportunity to develop as a walking hub.	2
Annalong / Ballymartin	Reasonable opportunity as a hub but has a number of challenges including limited evening entertainment	2
Kilkeel	If its wider tourism vision is realised, then Kilkeel represents a real opportunity to be developed as a visitor walking hub	TBC

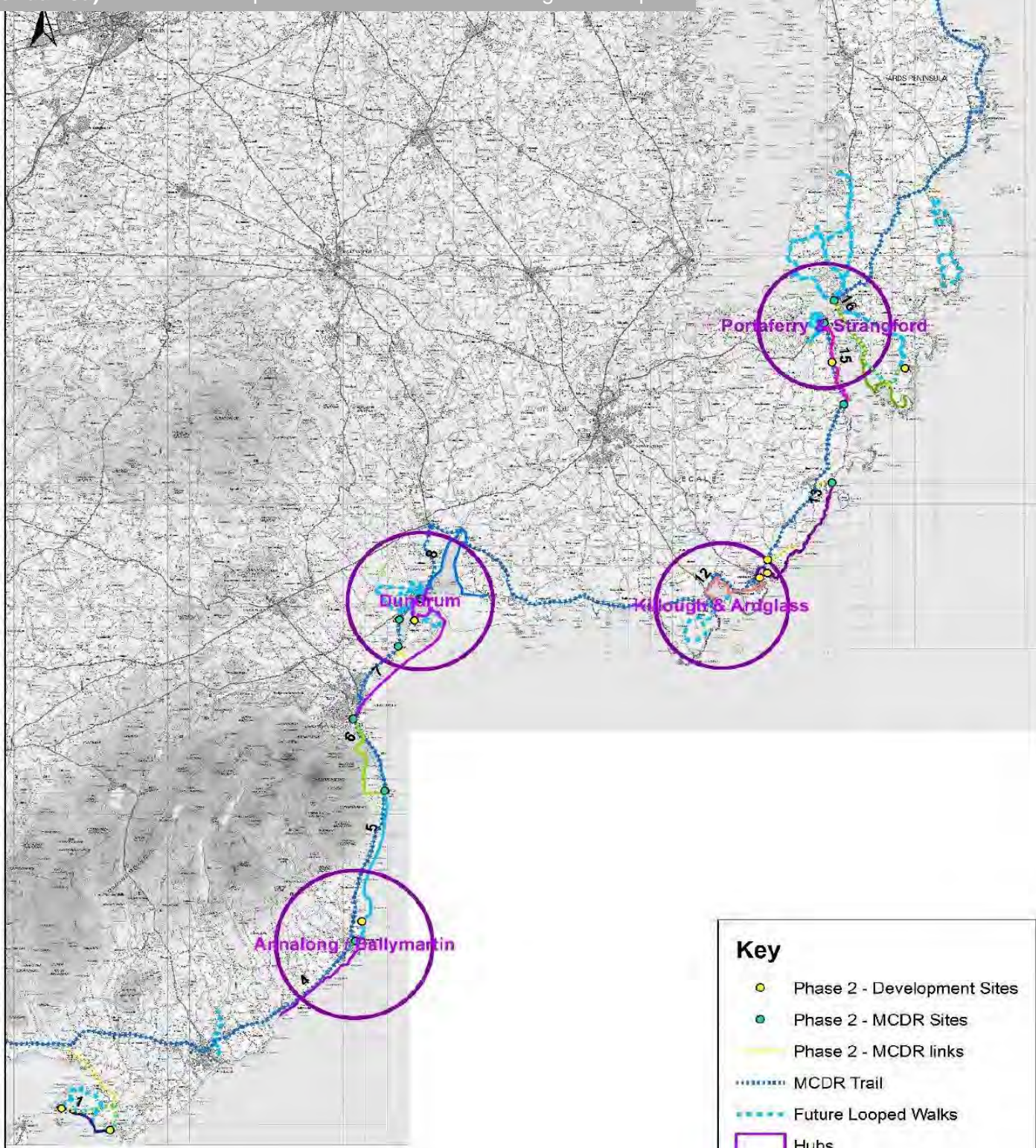


# Phase 1

- £186,000
- 3 sections of MCP built
- 21.1 Kms of trail
- 1 new MCDR site developed

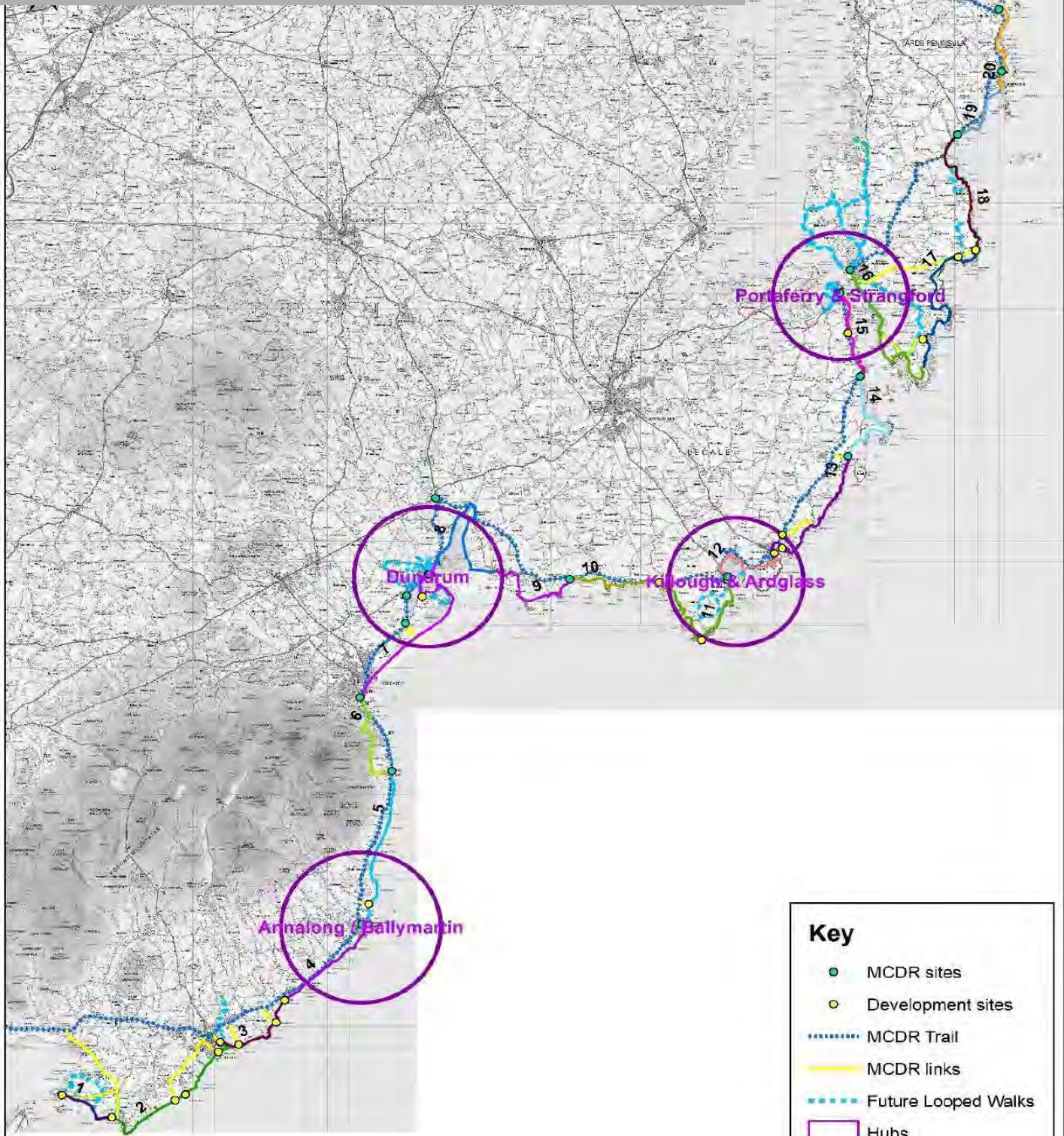
**Key**

- Phase 1 - Development sites
- ..... MCDR Trail
- Hubs



## Phase 2

- £658,231
- 7 sections of MCP built
- 46.6 Kms of trail
- 9 new MCDR sites developed



# Phase 3

- £861,112
- 10 sections of MCP built
- 62.9 Kms of trail
- 13 new MCDR sites developed

## Commitment to Delivery

- Years to complete and significant financial support
- Support for the path at ALL levels
- Dedicated team to fulfil functions
  - Development
  - Management
  - Marketing
  - Maintenance

# 4. Tourism Benefits



# Walking is key throughout Ireland



## Northern Ireland

**64,957 out of state visitors  
went hiking/cross-country walking**

**Bigger than golf, cycling, fishing  
mountain biking together**

## Republic of Ireland

**20% of all overseas visitors  
went hiking/cross-country walking**

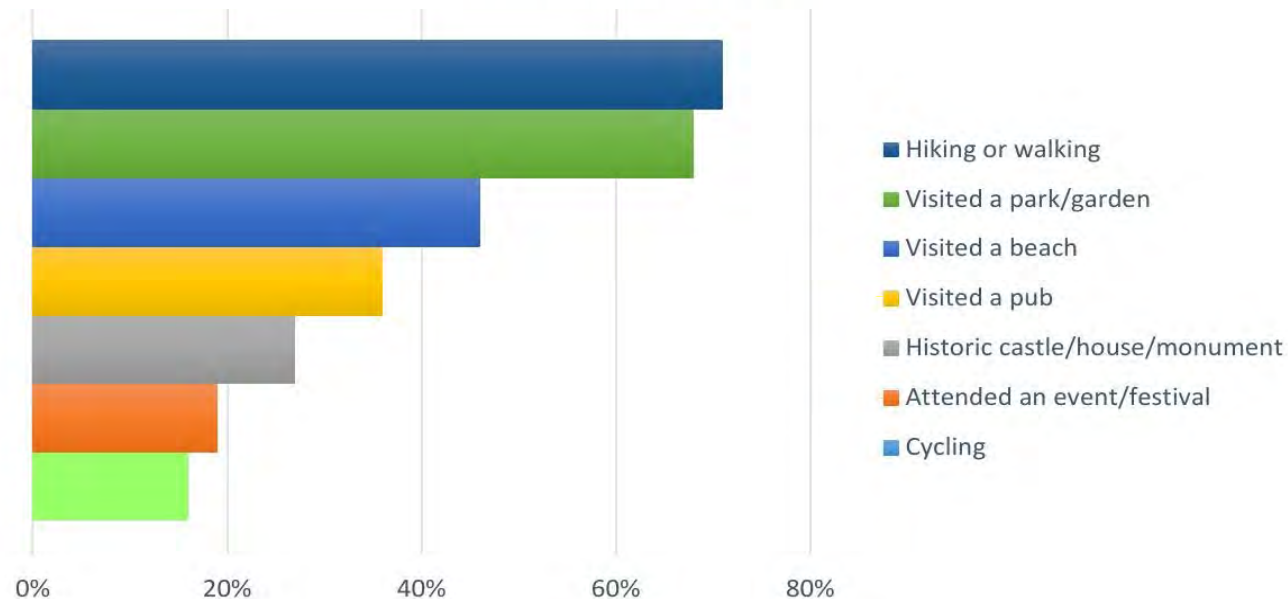
**1/3 – walking was important factor in  
choosing Ireland as destination**

**Expenditure of €649m**

**90% of NI and ROI adults consider  
themselves walkers of some degree**

# Walking is key in Newry, Mourne & Down

## Activities/attractions visited during visit to Mournes 2014



- 32% of those visiting Strangford enjoyed hiking or walking also



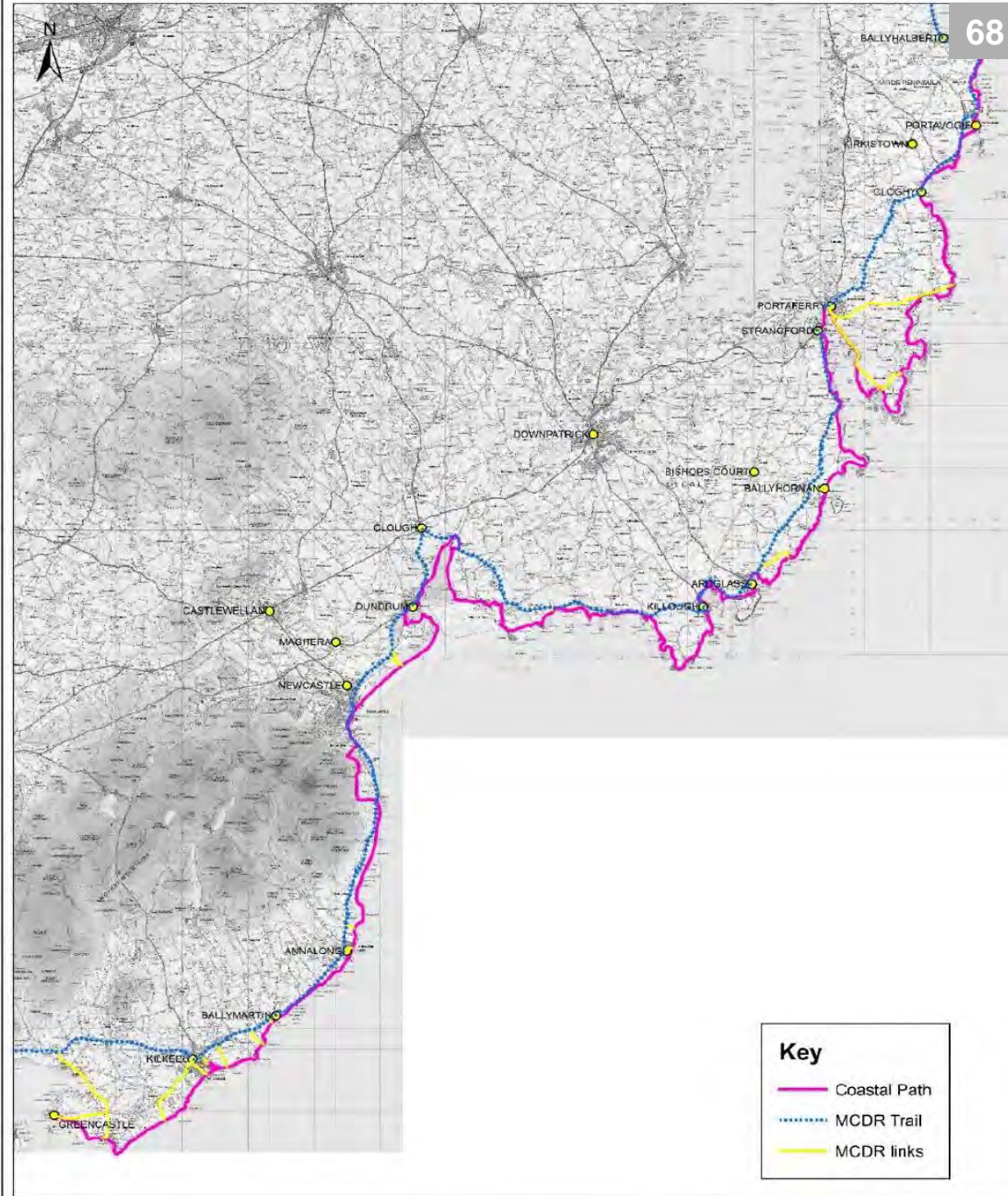
# Coastal paths bring economic benefit

- ▶ Important factor when choosing the destination
  - ▶ 40% of visitors stated that the Fife Coastal Path was their sole or main reason for visiting
- ▶ Drives expenditure in the area
  - ▶ Wales Coastal Path generated a direct economic benefit of £16m
  - ▶ Fife Coastal path net expenditure £24m
- ▶ Local business recognise the benefits
  - ▶ 89% of businesses along the Fife Coastal Path claimed it had a positive effect on their business



# Complements the Mourne Coastal Driving Route

- ▶ Aligns with strategically important asset: MCDR
- ▶ Coordinated marketing planning and implementation
- ▶ Site Development Opportunities
  - ▶ 35 sites - link path with driving route
  - ▶ 13 driving route sites
  - ▶ 22 non driving route sites
- ▶ Bigger picture - extend to Belfast and Newry



# Platform for experiential tourism

- ▶ **Food**
  - ▶ Restaurant Offering
  - ▶ Sea-to-Plate Experiences
  - ▶ Festivals
  - ▶ Food Trail
- ▶ **Maritime & access to the water**
  - ▶ Harbour tours & working fishing boats
  - ▶ Boat Trips
- ▶ **Nature**
  - ▶ Tours and interpretation
- ▶ **Castle Trail**
  - ▶ Link the castles and tower houses



## Fit with tourism strategy

- ▶ Mourne Mountains & Ring of Gullion: ‘Ireland’s premier outdoor destination’
- ▶ Strangford Lough: Experiences within the ‘envelope of sea and land’
- ▶ TNI: Coast & Lakes and Unique Outdoors
  - ▶ ‘mechanism’ to give better access to tourists to experience the spectacular coastline
- ▶ natural fit with identified visitor segments



# Tourism Summary

- ▶ Walking is large market driving significant economic benefit
- ▶ Coastal paths can be tourism demand generators
- ▶ Complements driving route
- ▶ Platform to develop experiential tourism
- ▶ Fit with tourism strategy
- ▶ In addition, community benefits



# To realise tourism potential..

- ▶ Physical path will not be a driver of tourism
- ▶ Commit to the project for medium-to-long term, including
  - ▶ Resource and time:
    - ▶ Marketing
    - ▶ Management
    - ▶ Maintenance

# 5. Next Steps



# Next steps

- ▶ Endorsement from council
  
- ▶ Dedicated resource to drive project
  
- ▶ Development plan
  - ▶ Access negotiations
  - ▶ Seek funding





*The Coastal Walking Trail has the potential to be an iconic product for the Mourne Mountains and Strangford Lough destinations, complementing the Mourne Coastal Driving Route, given the appropriate dedicated resource and long term commitment to the project*

<b>Agenda Item:</b>	
<b>Report to:</b>	Enterprise Regeneration and Tourism Committee
<b>Subject:</b>	Agriculture and Food Conference: 3 <sup>rd</sup> December 2015, Dunadry Hotel, Co Antrim
<b>Date:</b>	Monday 09 November 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/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>Conference taking place: Agriculture and Food Conference  On date &amp; location: 3<sup>rd</sup> December 2015, in Dunadry Hotel, Co Antrim  At Cost per delegate: £175 net</p> <p>Conference will attract stakeholders from across the agriculture and food, and wider economic sectors within NI</p> <p>The conference will focus on how the current crisis facing the agri-food industry can be tackled, and the key issues will be examined in dept through an expert panel of local and visiting speakers. Agenda and discussion areas include:</p> <ol style="list-style-type: none"> <li>1. NI agriculture and food industries: The policy Context</li> <li>2. Examining the drivers of supply and demand in global agri-food markets and their impact on NI</li> <li>3. Looking to the future of farming</li> <li>4. Challenges and opportunities facing the Irish dairy industry</li> <li>5. Supporting the NI agri-food industry: A view from Brussels</li> <li>6. Investing in the future of the produce sector</li> <li>7. Improving Competitiveness and innovation in the local agri-food industry</li> <li>8. The new RDP: A key driver of the rural economy</li> </ol>
<b>2.0</b>	<p><b>Key Issue</b></p> <p>Agriculture is one of the largest sectors within the Newry, Mourne and Down District Council region, with NMDDC region being home to the 3<sup>rd</sup> largest farming community within NI. Learning can be taken from this conference on how we as a Council may be able to adopt our business support and development service to better support and advise this sector to address and manage the difficulties they face</p>
<b>3.0</b>	<p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>• Chair of Enterprise Regeneration and Development to attend with 1 official</li> </ul>
<b>.0</b>	<p><b>Resource Implications</b></p> <p>Cost per delegate: £175 net</p>
<b>5.0</b>	<p><b>Appendices</b></p> <p>N/A</p>

# Agriculture & food conference

## Meeting the challenges ahead



Thursday 3rd December 2015, Dunadry Hotel, Co. Antrim

[www.agendaNi.com/events](http://www.agendaNi.com/events)

Supported by





agendaNI's annual Agri-Food Conference is now in its fifth year and is well established as a forum for leaders from across Northern Ireland's agriculture and food sectors to come together to discuss the key issues facing the sectors, both locally and in the national and European contexts.

Agri-food continues to be one of Northern Ireland's most successful industries with a proven track record for growth. With sales of over £4 billion per annum it is our largest manufacturing sector and accounts for around 10 per cent of private sector employment. Ambitious plans under 'Going for Growth' are to grow sales by 60 per cent to over £7 billion, create 15,000 new jobs, grow sales outside Northern Ireland by 75 per cent to £4.5 billion and to increase value added to £1 billion by 2020. In October 2014 the Executive published its response to 'Going for Growth' setting out a detailed action plan for implementation on over 80 recommendations.

However, this level of optimism and ambition for the sector has been somewhat overtaken in recent months by the almost daily news stories about the crisis facing the farming industry with farmers taking to the streets across Europe – and locally at Stormont and elsewhere. While a number of measures have been announced at a European level, there is a level of scepticism about how far these will go towards alleviating the current cash flow crisis facing farmers across all parts of the industry. Beyond dairy, the beef, sheep, pigs and cereal sectors are all facing a difficult future as a result of farm gate prices below the cost of production incurred by farmers.

In the midst of all this, a new Rural Development Programme for 2014-2020 has been approved by the European Commission, enabling up to £623 million of funding to become available to rural communities and farmers. It will be important that this is rolled out in a way which will enable the benefits to be felt directly on the ground by farm businesses, particularly in light of the difficulties facing the industry at present.

All these factors, not to mention the current political uncertainty combine to create a highly uncertain future for one of our main economic industries – this annual conference will examine these issues in detail by way of an expert panel of local and visiting speakers. Themes under discussion will include:

- ✓ Agriculture and rural development policy update
- ✓ The view from Brussels
- ✓ Global drivers of supply and demand
- ✓ Improving competitiveness and innovation
- ✓ Challenges facing the dairy industry
- ✓ The future outlook for farming
- ✓ The new rural development programme



## Sponsorship and exhibition opportunities

There are a number of available sponsorship and exhibition opportunities at this conference. Sponsorship of this event is an excellent way for organisations to raise their profile with a key audience of senior decision-makers from across the agri-food sector in Northern Ireland. The event offers a limited number of high quality exhibition opportunities which will be of interest to companies and organisations with products or services they wish to promote. For further information on how your organisation can benefit, contact Sandra Bolan on +44 (0) 28 9261 9933

## Speakers



**Teresa Canavan** is Chief Executive with the Rural Development Council (RDC), a role she took up in 2013 having been employed with the RDC since 1997. A graduate in Business Studies, Teresa also holds a Masters in Rural Development. She is involved in rural community development at a local level as a representative on her local community group. Teresa has also completed an Advanced Diploma in Business Management with the University of Ulster, Jordanstown, in partnership with Boston College.



**Ivor Ferguson** is Deputy President of the Ulster Farmers' Union. He is a pig, sheep and cereal farmer from Markethill in Co. Armagh and is married with 4 children. While at school he was secretary of the Agrarian Society and an active member of Mountnorris YFC. He is a graduate from Herper Adams University with a HND in Agriculture and is a founder member and committee member of Armagh Quality Lamb Group. Ivor has always been a strong supporter of the Union and prior to becoming Deputy President he was Chair of the Ulster Pork and Bacon policy committee and represented the Union at the Pork and Bacon Forum. He is also a member of the CAFRE Advisory Group, representing the intensive livestock sector.



**Richard Halleron** is an Agricultural Chemist by background. He is a past chairman of the Northern Ireland Institute of Agricultural Science and has also served as Chairman of the Guild of Agricultural Journalists in Northern Ireland. Richard currently writes on agri-food issues for a wide range of business publications, including agendaNI magazine and Farming Life.



**Cormac McKervey** is head of agriculture at Ulster Bank. Having graduated from Queen's University Belfast with a degree in general agriculture he completed a postgrad in agricultural communications. He worked as Farm Manager at Loughry College until 1996 and then as a farm adviser with the Department of Agriculture and Rural Development covering Tyrone and Fermanagh. He joined Ulster Bank in 2002. Cormac lives on a small farm on the Tyrone/Fermanagh border.



**Myles Patton** is a Senior Agricultural Economist within the Agri-Food and Biosciences Institute (AFBI). His primary research focus is on economic analysis of agricultural input and output markets. As part of the FAPPI-LUK project he has undertaken a wide range of policy impact analyses using large-scale quantitative economic models of UK and EU agricultural markets.



**Roberta Simmons** is the President of the Young Farmers' Clubs of Ulster having been elected in April 2015. Roberta originated as a member in Rathfriland YFC, Co. Down and has been a member of YFCU for 14 years. She is extremely active within YFCU and endeavours to be at the heart of all events from the prestigious arts festival to Impromptu public speaking. At the 2011 AGM, Roberta was elected as Vice President and was chair of the Development Committee from 2010-2011. She served as Deputy President from 2013-2015 and supported Maryn Blair during his presidential term.



**Louise Ward** Hunter is Deputy Secretary, Central Policy Group at the Department of Agriculture and Rural Development, having previously worked as Head of Policing Policy and Strategy Division at the Department of Justice. Louise joined the Northern Ireland Civil Service in 2004 as Director of Research, Policy and Youth at the Department of Education. In 2009 she left to work as Strategic Director of Children's Services covering Scotland and Northern Ireland for a major UK children's charity before returning to NICS in autumn 2012.



**Angus Wilson** is Chief Executive Officer of Wilson's Country having set up the business in 1987 and grown it to be one of Ireland's leading potato packers and processors. Outside of Wilson's Country, Angus is a director of Fields of Life, a charity involved in development work in East Africa mainly focusing on building schools and digging wells for the local communities.

## Conference programme

0900 Chairman's welcome and introduction:  
Richard Halleron, Agricultural Journalist

### The Northern Ireland agriculture and food industries:

**The policy context**  
Louise Warde Hunter, Deputy Secretary  
Department of Agriculture & Rural Development

### Examining the drivers of supply and demand in global agri-food markets and their impact on Northern Ireland

Myles Patton, Agricultural and Food Economics  
Agri-Food and Biosciences Institute

### Looking to the future of farming

Ivor Ferguson, Deputy President, Ulster Farmers Union

### Challenges and opportunities facing the Irish dairy industry

Michael Hanley, Chief Executive, Lakeland Dairies

Questions & answers / Panel discussion

1045 Morning coffee / networking break

1115 **Supporting the Northern Ireland agri-food industry:**

### A view from Brussels

Jean-Bernard Benhaim, Deputy Head of Unit  
DG Agriculture & Rural Development  
European Commission

**Investing in the future of the produce sector**  
Angus Wilson, Chief Executive, Wilson's Country

### Improving competitiveness and innovation in the local agri-food industry

Stephane Durand, Agri-Food Competence Centre  
Queen's University

### The new rural development programme: A key driver of the rural economy

Teresa Canavan, Chief Executive, Rural Development  
Council

### PANEL DISCUSSION: LOOKING TO THE FUTURE OF THE FARMING AND FOOD INDUSTRIES

Robertta Simmons, President

Young Farmers Clubs of Ulster

Cormac McKervey, Senior Agri Manager, Ulster Bank

Charles Weir, Fair Price Farming NI

William Irwin, MLA, Chair, Agriculture & Rural

Development Committee, Northern Ireland

Assembly *(invited)*

Questions & answers / Panel discussion

1315 Networking conference lunch

"Our hard working farmers and the £100 billion food and farming industry are vital for our economy and our countryside. I want to see this situation taken seriously by the EU who have the means to help farmers manage this volatility and build resilience. The Northern Ireland dairy farming industry is probably in the worst condition it has ever been."

Michelle O'Neill, Minister of Agriculture and Rural Development



## Who should attend?

This conference should be attended by key stakeholder from across the agriculture and food, and wider economic sectors in Northern Ireland. This will include:

- Government departments and agencies
- Representative groups in agriculture and food
- Food processing companies
- Agricultural producers
- Local government officers & councillors
- Economic policy-makers
- Legal and financial advisors
- Rural interest groups
- NGOs and community organisations

## Benefits of attending

Delegates attending the conference will:

- ✓ Hear directly from key players in the sector locally
- ✓ Receive a briefing on the global food outlook & impact locally
- ✓ Discuss the crisis facing local farmers & food producers
- ✓ Hear about the new rural development programme
- ✓ Discuss improving competitiveness & innovation

## How to register

 **Online**  
[www.agendaNi.com](http://www.agendaNi.com)

 **By telephone**  
 +44 (0)28 9261 9933

 **By email**  
[registration@agendaNi.com](mailto:registration@agendaNi.com)

 **By fax**  
 +44 (0)28 9261 9951

### Acknowledgement of registration

Confirmation of registration will be sent to all delegates. Joining instructions will be sent out following receipt of registration details. If you have not received your acknowledgement seven days prior to the start of the conference, please contact Michelle at [registration@agendaNi.com](mailto:registration@agendaNi.com) to confirm your booking.

I wish to:

- Reserve \_\_\_\_\_ places at the **Agriculture & Food Conference**
- Delegate fee £175 + VAT @ 20% = £210
- Receive details of sponsorship opportunities at the conference
- Receive details of exhibition opportunities at the conference

### Delegate details

Name (Mr/Mrs/Miss/Ms/Dp): \_\_\_\_\_

Job title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment options

- I enclose a cheque for £ \_\_\_\_\_  
Payable to 'bmf Business Services'
- Please invoice me
- Please debit my Visa / Mastercard

Card number

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Name of card holder \_\_\_\_\_

Signature \_\_\_\_\_

Expiry date \_\_\_\_\_

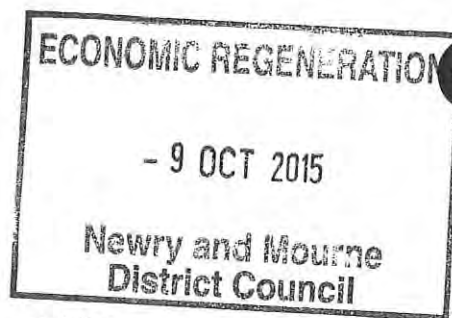
Security code \_\_\_\_\_

(Please provide card billing address if different from company address)

### Cancellations / substitutions

For those unable to attend, a substitute delegate may be sent at any time for no additional charge. Alternatively a refund will be given for cancellations received in writing, by fax or email, up to 14 days prior to the conference, less an administration charge of 25%. Regrettably no refunds can be made after that date.

# Conference registration form



..Informing Northern Ireland's Decision-Makers

Ms Amanda Smyth  
Enterprise Development Officer  
Newry, Mourne and Down District Council  
O'Hagan House  
Monaghan Row  
Newry, BT35 8DJ

5<sup>th</sup> October 2015

Dear Ms Smyth,

**Re: Agriculture & Food Conference 2015: Meeting the challenges ahead**  
*Special NILGA discounted rate for local government*

Please find enclosed details of the Agriculture and Food Conference 2015 to be held at the Dunadry Hotel, Co. Antrim on **Thursday 3<sup>rd</sup> December**. This annual event, organised with the support of the European Commission, will be attended by key stakeholders from across the agriculture and food, and wider economic sectors in Northern Ireland.

**How can we tackle the current crisis facing the agri-food industry?** Beyond dairy, the beef, sheep, pigs and cereal sectors are all facing a difficult future as a result of farm gate prices below the cost production incurred by farmers. A highly uncertain future, plus political instability, is facing one of our main economic industries – these issues will be examined in depth by way of an expert panel of local and visiting speakers. Discussion topics include:

- ✓ Agriculture and rural development **policy update**
- ✓ The view from **Brussels**
- ✓ Tackling the **dairy crisis**
- ✓ Global drivers of **supply and demand**
- ✓ **Future outlook** for agri-food
- ✓ Improving **competiveness and innovation**
- ✓ New **rural development** programme

To secure your place at the **discounted rate** of £125 + VAT (normally £175 + VAT), please send your details to [registration@agendani.com](mailto:registration@agendani.com) or call us on 028 9261 9933 and reference NILGA. I very much hope that you can attend what promises to be a valuable day's discussion.

Yours sincerely,

Sandra Bolan  
Conference Manager

# Registration form Conference

# Agriculture and food

Thursday 3rd December 2015, Dunadry Hotel, Co. Antrim

**Email: [registration@agendani.com](mailto:registration@agendani.com)**

**I wish to:**

- Reserve \_\_\_ places at the Agriculture and food conference**  
**Delegate fee £175 + VAT @ 20% = £210**  
Fee includes documentation, lunch & other refreshments served during the conference and is payable in advance. Fee does not include accommodation or travel.
- Discounted NILGA Local Government rate £125 + VAT @ 20% = £150**
- Receive details of sponsorship opportunities at the conference**
- Receive details of exhibition opportunities at the conference**

**Personal Details**

Name (Mr/Mrs/Miss/Ms/Dr): \_\_\_\_\_

Job title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Contact telephone: \_\_\_\_\_

Email: \_\_\_\_\_

**Payment Options**

- I enclose a cheque for £ \_\_\_\_\_  
Payable to 'bmf Business Services'.
- Please invoice me PO Number \_\_\_\_\_
- Please debit my Visa / Mastercard


**Cancellations / Substitutions**


For those unable to attend, a substitute delegate may be sent at any time for no additional charge. Alternatively a refund will be given for cancellations received in writing, by fax or letter, up to 14 days prior to the conference, less an administration charge of 25% plus VAT.

Card number

Name of card holder \_\_\_\_\_ Signature \_\_\_\_\_

Expiry date \_\_\_\_\_ Security code \_\_\_\_\_

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