

April 11th, 2024

Notice Of Meeting

You are requested to attend the Economy, Regeneration & Tourism Committee Meeting to be held on **Monday, 15th April 2024** at **6:00 pm** in **Boardroom Council Offices Monaghan Row Newry.**

Committee Membership 2023 - 2024

Councillor M Ruane **Chairperson**

Councillor G Kearns **Deputy Chairperson**

Councillor T Andrews

Councillor C Bowsie

Councillor P Campbell

Councillor W Clarke

Councillor K Feehan

Councillor C Galbraith

Councillor G Hanna

Councillor C King

Councillor A McMurray

Councillor S Murphy

Councillor A Quinn

Councillor J Tinnelly

Councillor J Truesdale

Agenda

1.0 Apologies and Chairperson's Remarks

2.0 Declarations of Interest

3.0 Action Sheet: Economy, Regeneration and Tourism - Committee Meeting 11 March 2024

📄 *ERT Action Sheet - 11 March 2024.pdf*

Page 1

Notices of Motion

4.0 Notice of Motion - Democratic Improvements in Councils Financial Assistance Programme

📄 *ERT Report - Financial Assistance Programme Notice of Motion.pdf*

Page 7

Regeneration

5.0 Small Settlements Scheme

For Decision

📄 *ERT Report - Small Settlement Scheme.pdf*

Page 12

Economy Growth & Tourism

6.0 Tourism Accommodation Grant Fund

For Decision

📄 *ERT Report - Tourist Accommodation.pdf*

Page 16

📄 *Appx - Tourism Accommodation Fund Report to ERT Committee Feb 2020 .pdf*

Page 19

7.0 Financial Assistance Call 1

For Information

📄 *ERT Report - Financial Assistance Call 1.pdf*

Page 21

📄 *Appx 1 - Financial Assistance Call 1 24-25 Arts & Culture Projects.pdf*




Page 24

📄 *Appx 2 - Financial Assistance Call 1 24-25 Community Engagement Fund.pdf*

Page 27

📄 *Appx 3 - Financial Assistance Call 1 24-25 Community Events & Festivals Fund.pdf*




Page 31

 Appx 4 - Financial Assistance Call 1 24-25 Community Summer Scheme Fund.pdf	Page 34
 Appx 5 Financial Assisatance Call 1 24-25 Good Relations Fund.pdf	Page 36
 Appx 6 Financial Assistance Call 1 24-25 Irish Language Fund.pdf	Page 39
 Appx 7 Financial Assistance Call 1 24-25 Minority Communities Fund.pdf	Page 41
 Appx 8 Financial Assistance Call 1 24- 25 PCSP Fund.pdf	Page 43
 Appx 9 Financial Assistance Call 1 24 - 25 Sports Programmes Fund.pdf	Page 46
 Appx 10 Financial Assistance Call 1 24 - 25 Tourism Events Fund.pdf	Page 49

8.0 Tourism Strategy 2024-2029

For Decision

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

 ERT Report - Tourism Strategy 2024 - 2029.pdf	Page 51
 Appx 1 Tourism Strategy Consultation Analysis.pdf	Page 54
 Appx 2 Tourism Strategy 2024-2029 Executive Summary.pdf	Page 64

Items deemed to be exempt under paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (NI) 2014

9.0 Signage Tender 2024

For Decision

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

 ERT Report - Signage Tender 2024.pdf	Not included
 Business Case - Signage - Street Name Plates 2024.pdf	Not included

10.0 Tourism Events Procurement

For Information

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

 **ERT Report - Tourism Events.pdf**


Not included

For Noting

11.0 Building Control 6 x Monthly Update

For Information

Report to follow

 **Building Control 6 x Monthly Report.pdf**

Page 85

12.0 Carlingford Lough Greenway

For Information

Report to follow

 **ERT Report - Carlingford Lough Greenway Update.pdf**

Page 90


 **Appx - Carlingford Lough Greenway Grant Letter.pdf**

Page 93

13.0 Licensing 6 x Monthly Update

For Information

Report to follow

 **Licensing Report 6 x Monthly Report .pdf**

Page 97

Invitees

Cllr Terry Andrews

Cllr Callum Bowsie

Ms Michelle Boyle

Fionnuala Branagh

Cllr Jim Brennan

Ms Sonya Burns

Cllr Pete Byrne

Mr Gerard Byrne

Cllr Philip Campbell

Mr Andrew Cassells

Cllr William Clarke

Cllr Laura Devlin

Ms Louise Dillon

Cllr Cadogan Enright

Cllr Killian Feehan

Cllr Doire Finn

Cllr Aoife Finnegan

Cllr Conor Galbraith

Cllr Mark Gibbons

Cllr Oonagh Hanlon

Cllr Glyn Hanna

Cllr Valerie Harte

Cllr Roisin Howell

Cllr Jonathan Jackson

Cllr Geraldine Kearns

Mrs Josephine Kelly

Cllr Tierna Kelly

Cllr Cathal King

Cllr Mickey Larkin

Cllr David Lee-Surginor

Cllr Alan Lewis

Cllr Oonagh Magennis

Mr Conor Mallon

Cllr Aidan Mathers

Cllr Declan McAteer

Cllr Leeanne McEvoy

Jonathan McGilly

Ms Tracie McLoughlin

Cllr Andrew McMurray

Cllr Declan Murphy

Cllr Kate Murphy

Cllr Selina Murphy

Cllr Siobhan O'Hare
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Mr Andy Patterson
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Cllr Áine Quinn
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Cllr Henry Reilly
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Cllr Michael Rice
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Cllr Michael Ruane
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Cllr Gareth Sharvin
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Donna Starkey
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Nicola Stranney
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Sarah Taggart
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Cllr David Taylor
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Cllr Jarlath Tinnelly
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Cllr Jill Truesdale
.....
Mrs Marie Ward
.....

ACTION SHEETECONOMY, REGENERATION & TOURISM COMMITTEE MEETINGMONDAY 11 MARCH 2024

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
ERT/022/2024	Action Sheet Economy, Regeneration & Tourism Committee Meeting held 12.02.2024	It was agreed to note the action sheet	C Mallon	Noted	Y
ERT/023/2024	Notice of Motion C/042/2024 – Peatlands	<p>it was agreed that:</p> <ul style="list-style-type: none"> - this Council believes peatlands are a critical part of our ecosystems, regulating the water cycle, purifying water and supporting biodiversity; further recognises that peatlands store more carbon for long periods than any other ecosystem worldwide; and therefore, resolves to protect peatlands and to end its purchase and use of peat-based compost by the end of 2024. - Council continues to advance projects and partnership working through AONB and Geopark team in respect of the protection of peatlands through both Peace+ and Shared Island Unit. 	A McVeigh	In progress	Y

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
		<ul style="list-style-type: none"> - Council continues to consider the use of alternatives to peat-based produce and works to reduce the use of peat-based compost. - Council writes to the DAERA Minister asking that his department conduct a review and publish a key issues paper on peat extraction and the use of peat and peat products in line with the Executive Peatlands strategy. 			
ERT/024/2024	Artisan Markets	<p>The following was agreed:</p> <ul style="list-style-type: none"> - To note attendance figures at the artisan markets - That Officers liaise with the Tourism, Culture and Events Department for Newry Artisan Markets, e.g. Halloween, Christmas, etc. - To offer Artisan Market traders a pitch at Newry Variety market (trading Thursday and Saturday) as an alternative to the Sunday market. - To extend the trading hours of the markets in July and August to 4pm. - Council would look at expanding the Artisan Markets to other areas of the district. 	A McVeigh	<p>Artisan market was delivered as part of Newry Arts Festival.</p> <p>Met with G Kane and C Og Mussen regarding artisan traders trading at the variety market.</p> <p>Reviewed opportunities for expanding artisan</p>	

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
				markets to other areas of the district. Challenges include, logistics, location equipment, budget etc. The current markets have their own equipment based at or near the location for delivery.	
ERT/025/2024	PEACE PLUS Theme 1.1	<p>It was agreed that the Committee accept the recommendations of the Peace Partnership to proceed with the following:</p> <ul style="list-style-type: none"> - Theme 1 – to include 11 projects and 6 reserve projects in the Local Authority Co-designed PEACEPLUS resubmission. - Theme 2 – to include the 14 projects and 3 reserve projects in the Local Authority Co-designed PEACEPLUS resubmission. - Resubmission of the Co-design Local Authority Action Plan to SEUPB. 	S Burns		

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
ERT/026/2024	Tourism Strategy 2024-2029 Draft	It was agreed to defer this item to April Committee	C Mallon	Actioned	Y
ERT/027/2024	Artist in Residence and Arts Bursary Schemes 2024-2025	It was agreed to approve the following: <ul style="list-style-type: none"> - To appoint an Artist in Residence and establish an SLA as detailed in the Officer's Report for the delivery of an Artist in Residence. - To continue to award the Artist Bursaries and Individual Artist Grants through a selection process for 2024/2025 	M Boyle	Work in progress	N
		It was also agreed that Officers would review the hours of opening within Down Arts Centre to potentially include Saturday opening hours.	M Boyle	Work in progress	N
ERT/028/2024	Labour Market Partnership (LMP) Action Plan 2024/2025	The following was agreed: <ul style="list-style-type: none"> - To note that Council have prepared and submitted a Strategic Assessment and Action Plan to DfC for implementation of a programme of Employability and Skills initiatives across the District for 2024/2025 - When received, to approve acceptance of DfC letter of offer for NMD LMP, Skills and Employability activities to include administration and operational costs as set out in section 2.2 of the Officer's Report. 	A McVeigh	A McVeigh and P McPolin presented LMP Action Plan to the Regional LMP on 25 March 2024. Council has responded to feedback and awaits the LoO.	

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
		<ul style="list-style-type: none"> - To approve the attached Business Case for the implementation of the LMP Action Plan for 2024/2025 - On acceptance of the LoO, Council will undertake procurement including SLAs to appoint delivery agents to implement the range of initiatives outlined in the attached Business Case. 			
ERT/029/2024	Service Level Agreements / Letters of Offer 2024/2025	It was agreed to consider and approve the list of Service Level Agreements / Letters of Offer for 2024/2025 as detailed in section 2.1 of the Officer's Report.	M Boyle	Actioned	Y
ERT/030/2024	Tourism Events Programme	<p>The following was agreed:</p> <ul style="list-style-type: none"> - To approve the Annual Tourism Events Program as detailed in Appendix 1 - To approve the undertaking of the necessary procurements and appointment of suppliers for the delivery of major festivals in the Annual Tourism Events Programme. - To approve to issue 4 Letters of Offer to names groups as detailed in the Officer's Report. - To undertake a review of Event Programme options for 2025/2026 Financial Year. 	M Boyle	Work in progress	N
ERT/031/2024	Tourism Events Procurement	It was agreed to note the 2 STAs as outlined in section 2.1 of the Officer's Report.	M Boyle	Actioned	Y

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
ERT/032/2024	Down GAA Support for Peace Plus Application	<p>The following was agreed:</p> <ul style="list-style-type: none">- Officers continue to consider options for the future of the hut structure in advance of March 2025 and report back to Members.- That the contents of the Ballykinlar hut will be retained by the Council for use in future exhibitions at suitable locations.- Council notes the application for the Down County Board Multi-Sports Hub at the Ballykinlar site through Financial Assistance.- Unfortunately, Council are not in a position to support Down County Board’s Centre of Participation, Wellbeing and Shared Learning Hub as their application to Peace Plus is in direct competition with Council’s Wellbeing Hub in Warrenpoint.	C Mallon	Following Council meeting 8 th April, Officers to develop EOI and report back to ERT.	N
END					

Report to:	Economy, Regeneration and Tourism Committee
Date of Meeting:	Monday 15 April 2024
Subject:	Financial Assistance Programme Notice of Motion
Reporting Officer (Including Job Title):	Conor Mallon Director – Economy, Regeneration and Tourism
Contact Officer (Including Job Title):	Sonya Burns – Head of Grants & Funding

	For decision	x	For noting only
1.0	Purpose and Background		
1.1	<p>Consider the recommendations as set out in section 3.1 of the report</p> <p>Council Meeting 4th March 2024</p> <p>C/059/2024 Notice of Motion – Democratic Improvements in Council’s Financial Assistance Programme "This Council notes with concern: 1) the scale of dissatisfaction from community groups who were disallowed vital community funding from NMDDC in 2023; 2) a drop in SLA funding to community associations by 42% from the previous year, the largest decrease in this council’s history; 3) the absence of any member of the appeals panel being independent of Council; 4) the lack of a right of appeal for applicants who are rejected at Stage 1 even when the rejection is caused by a Council error; 5) the reluctance of Council to acknowledge ambiguous and flawed application questions which elicit inadequate answers; 6) The onus on councillors to approve all community funding recommendations presented to them without any detail whatsoever on the application and the reason for its approval or rejection. And therefore, this Council calls on senior officials to acknowledge and resolve these democratic shortcomings in its Financial Assistance programme."</p> <p>The Motion was referred to the Economy, Regeneration and Tourism Committee in accordance with Standing Order 16.1.</p>		
2.0	Key issues		
2.1	<p>C/059/2024 NOTICE OF MOTION – DEMOCRATIC IMPROVEMENTS IN COUNCIL’S FINANCIAL ASSISTANCE PROGRAMME</p> <p>The motion from Councillor Bowsie contained 6 points and responses to each are provided below:</p>		
2.2			

<p>2.3</p> <p>2.4</p>	<p>The scale of dissatisfaction from community groups who were disallowed vital community funding from NMDDC in 2023.</p> <p>A survey was undertaken to inform the Councils Assessment of Performance in 2022/2023 where 99% of respondents indicated they were satisfied with the Programmes Unit in relation to Financial Assistance.</p> <p>A drop in SLA funding to community associations by 42% from the previous year, the largest decrease in this council's history</p> <p>In administering Councils Financial Assistance scheme Council Officers have no control over the applications which are received in terms of their volume, quality and content. Financial Assistance in line with policy requirements must ensure fairness, transparency and value for money for all applicants through open call process. Council agreed to open a call in 2019 for Service Level Agreements to Community Facilities as per the guidance notes. The outcome of the process was 18 applications were awarded £51,406 for a 4 year cycle. In 2023 the process was replicated using the same criteria and application through an open call with 10 applications awarded £30,000.</p> <p>The absence of any member of the appeals panel being independent of Council</p> <p>Council adopted the Financial Assistance Policy at AHC on 21 March 2019 and Full Council on 1 April 2019. As per Council procedures appeals are overheard by a panel of three officers at PO level who are independent from the original panel. Below is an extract from the Council procedures which are adhered to:</p> <p><i>Where an application is unsuccessful having gone through the eligibility criteria and assessment process, an appeals process will be available. There will be no right of appeal in relation to the level of funding awarded, however, appeals can be made on the following basis:</i></p> <p><i>The outcome was a decision that no reasonable person would have made on the basis of the information provided to the Financial Assistance Assessment Panel.</i></p> <p><i>That Council's stated policy or procedures had not been followed and led to a materially different decision.</i></p> <p><i>The appeal process will work as follows:</i></p> <p><i>A debrief must be lodged in writing within 15 working days of the date of the rejection letter.</i></p> <p><i>An appeal must be lodged in writing within 10 working days of the date of the debrief meeting.</i></p> <p><i>The appeal should be submitted to the Grants & Funding Unit.</i></p> <p><i>The appeal letter must state:</i></p> <ul style="list-style-type: none"> <i>o The application details including programme applied for, title of project and contact details for the Applicant.</i>
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	<ul style="list-style-type: none"> ○ <i>The grounds on which an appeal is being made.</i> ○ <i>Any evidence the Applicant believes the review process should consider which supports the view that one of the two bases for an appeal is justified.</i> <p><i>The appeal will be reviewed by a panel of three officers at PO level and independent from the original panel, who will make a determination. This could result in the rescoring of the application.</i></p> <p><i>If the appeal is upheld an appropriate Letter of Offer will be issued as for a successful application.</i></p> <p><i>If the appeal is not successful, the Applicant will be informed and the reasons for the rejection explained.</i></p>
2.5	<p>The lack of a right of appeal for applicants who are rejected at Stage 1 even when the rejection is caused by a Council error.</p> <p>The right of appeal as agreed by Council is set out in the procedures. Stage 1 is based on documents provided and information submitted within the application as per the guidance notes. Below is the extract from the Council procedures:</p> <p><i>Applications rejected for reasons of incomplete information, application forms not signed or an incomplete declaration by office bearers, or failure to submit within the required timescale will not be open to further appeals. They can, however, request further clarification and a suitable letter will be provided.</i></p> <p>If an applicant is still not satisfied at the end of this process then additionally as an added safe guard applicants can utilise the Council's complaints policy and then if required onto the Ombudsman.</p>
2.6	<p>The reluctance of Council to acknowledge ambiguous and flawed application questions which elicit inadequate answers.</p> <p>Council have implemented a consistent Financial Assistance process since Council adopted the Policy at AHC on 21 March 2019 and Full Council on 1 April 2019. The application which was completed manually was moved online in 2020 however the application questions, format and process implemented alongside it as per Council procedures continued to be the same. The online system was implemented as a result of internal audit recommendations. In addition support was provided to all groups through a series of online workshops for Financial Assistance, one to one through the Project Support Officer and groups can also avail of support from their DEA Co-ordinator and CDRCN.</p>
2.7	<p>The onus on councillors to approve all community funding recommendations presented to them without any detail whatsoever on the application and the reason for its approval or rejection.</p> <p>The format of the reports follows that of all Council committee reports and reflects the process which Council adopted in the Financial Assistance</p>

	<p>Policy. The role of Council is to ensure that the policy has been implemented and the process therein adhered to as the policy states:</p> <p><i>The policy provides a framework within which Council Officers can manage Council's designated Financial Assistance Programmes.</i></p> <p><i>The policy refers to Internal Guidance Manual which provides substantially more detail on how the Financial Assistance Programme should be run by Council Officers. This includes standards for the application process, the assessment and selection process, appeals process, construction of a letter of offer and the information required to verify the suitability of applicants.</i></p> <p>Capacity building within certain areas of the District is evident and Officers are implementing actions to address this issue which will be subject to engagement of groups and individuals across the community. As agreed at the March ERT meeting 'a targeted approach to Rowallane could be taken going forward with regard to capacity building which would hopefully help with other funding applications.'</p>
3.0	Recommendations
3.1	Members note the content of the report in response to the Notice of Motion
3.2	Members agree that Council have implemented a consistent Financial Assistance process since Council adopted the Policy at AHC on 21 March 2019 and Full Council on 1 April 2019
3.3	Members agree that further capacity building is undertaken to work with groups in areas where applications are low in number.
4.0	Resource implications
4.1	<p>Revenue/Payroll:</p> <p>Capital:</p>
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>

5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>
5.3	<p><i>Proposal initiating consultation</i></p> <p>Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves <input type="checkbox"/></p> <p>Consultation period will be 12 weeks <input type="checkbox"/></p> <p>Consultation period will be less than 12 weeks (rationale to be provided) <input type="checkbox"/></p> <p><i>Rationale:</i></p>
6.0	Due regard to Rural Needs (please tick all that apply)
6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed <input type="checkbox"/></p>
7.0	Appendices
	N/A
8.0	Background Documents
	N/A

Report to:	Economy, Regeneration and Tourism Committee
Date of Meeting:	Monday 15 th April 2024
Subject:	Small Settlements Scheme
Reporting Officer (Including Job Title):	Jonathan McGilly Assistant Director, Regeneration
Contact Officer (Including Job Title):	Aveen McVeigh / Seamus Crossey Head of Regeneration and Business Development / Project Manager

Confirm how this Report should be treated by placing an x in either -

For decision	x	For noting only	
1.0	Purpose and Background		
1.1	<p><u>Purpose</u> To note the below update report and approve recommendations in section 3.</p> <p><u>Background</u> Council is in receipt of funding £4,002,000 from DfC, DAERA and DfI in respect of 'COVID-19 Recovery Small Settlements Regeneration Programme' (NMDDC contribution of £390,550).</p> <p>Implementation is ongoing in the following areas:</p> <ul style="list-style-type: none"> - 7 Revitalisation Schemes in Annalong, Dundrum, Hilltown, Killyleagh and Killough/Strangford, Meigh and Newtownhamilton. - 4 EI Schemes in Bessbrook, Castlewellan, Rostrevor and Saintfield - Make it Local Marketing Campaign (complete) 		
2.0	Key issues		
2.1	<p><u>Revitalisation – Action Plans</u> 7 Revitalisation Schemes are currently being implemented in Annalong, Dundrum, Hilltown, Killyleagh and Killough/Strangford, Meigh and Newtownhamilton. An action plan was developed for each settlement by a Task and Finish Steering Group.</p> <p>Action plans are delivering interventions through the following themes: Shop Front Enhancement Scheme, Dereliction Enhancement Scheme, Streetscape improvements and active travel measures.</p> <p>All projects are proceeding within the agreed budget available however there have been some delays due to unforeseen circumstances e.g. personnel, planning consultations and procurement etc. Council has sought an extension to 30 September 2024 to ensure delivery of projects.</p>		

2.2	<p><u>Environmental Improvement Schemes</u></p> <p>Following planning permission being received for Bessbrook, Castlewellan, Rostrevor and Saintfield EI schemes in late 2023, Council commenced a procurement process to appoint a contractor for Castlewellan and Saintfield EI scheme and Bessbrook and Rostrevor EI scheme (two contractors). Council has sought an extension to 30 June 2024 to ensure delivery of the EI schemes.</p> <p>Contracts have been issued and pre start onsite meetings have taken place with works due to complete in June 2024.</p> <p>All 4 projects are proceeding within the agreed budget available and suitable contingency risk has been allowed for in the overall costs.</p>
2.3	<p><u>Make it Local</u></p> <p>Council implemented three Make it Local campaigns in 23/24. Council engaged with 32 businesses. The campaigns focused on rural and urban businesses showcasing a range of sectors from independent retailers to artists, accommodation providers and farm shops.</p> <p>Businesses featured in local and national newspapers, digital and print outdoor billboards in the district and beyond. There were radio adverts, a targeted social media campaign featuring Facebook and Instagram and a library of videos were created. The businesses were provided with their marketing material and a digital Make it Local logo was created and is available to download from Council's website.</p>
2.4	<p><u>Reallocation of funding</u></p> <ul style="list-style-type: none"> • Council has been managing expenditure through monitoring of budgets and identifying contingencies. As contracts near completion any unallocated funding identified must be reprofiled. • Phase 1 of the Rostrevor EI Scheme is currently being taken forward within the existing budget. • However, the remaining elements of Rostrevor Phase 2 have received Planning, are part of the original Small Settlements Scheme funding application and the funders are now keen to complete as much of the outstanding elements as the underspend will allow. • It is proposed that Council working with its Consultants, now undertake as much of Rostrevor Phase 2 from within the projected underspend, while ensuring that the overall costs don't exceed the project Business Case as specified by the funder.

	<ul style="list-style-type: none"> Any Additional Procurement requirements will proceed in line with Funder/Council guidelines and existing Project Contract Management.
3.0	Recommendations
3.1	It is recommended to accept the DFC/DFI/DAERA Letter Of Offer Extension until the 30 th June 2024 (4 EI Schemes) and 30 th September 2024 (7 Revitalisation Schemes)
3.2	Subject to confirmation of funding availability proceed with elements of Rostrevor EI Scheme Phase 2
4.0	Resource Implications
	<p>Council is in receipt of funding £4,002,000 from DfC, DAERA and DfI in respect of 'COVID-19 Recovery Small Settlements Regeneration Programme' (NMDDC contribution of £390,550) end date 31 March 2024.</p> <p>Extensions granted to 30 June and 30 September have no financial implication on 24/25 budget.</p>
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>

5.3	<p><i>Proposal initiating consultation</i></p> <p>Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves <input type="checkbox"/></p> <p>Consultation period will be 12 weeks <input type="checkbox"/></p> <p>Consultation period will be less than 12 weeks (rationale to be provided) <input type="checkbox"/></p> <p><i>Rationale:</i></p>
6.0	Due regard to Rural Needs (please tick all that apply)
6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed <input type="checkbox"/></p>
7.0	Appendices
	N/A
8.0	Background Documents
	N/A

Report to:	Economy, Regeneration and Tourism Committee
Date of Meeting:	Monday 15 th April 2024
Subject:	Tourist Accommodation Funding Programme
Reporting Officer (Including Job Title):	Michelle Boyle, Head of Tourism, Product Development & Visitor Experience
Contact Officer (Including Job Title):	Michelle Boyle, Head of Tourism, Product Development & Visitor Experience

For decision	X	For noting only	
1.0	Purpose and Background		
1.1	<p><u>Purpose</u> To approve the contents of this report on the Tourist Accommodation Funding call.</p> <p><u>Background</u> In February 2020 the ERT Committee granted approval to open a capital grant fund to support the construction of new hotel developments of scale in the district, in line with agreed funding criteria. The funding call did not proceed at that time due to various factors, including Council’s response to the Covid pandemic from March 2020.</p> <p>In February 2024 the ERT Committee granted approval to review the capital grant fund to support the construction of new tourism accommodation in the district</p>		
2.0	Key issues		
2.1	<p>The Tourist Accommodation Programme will provide subsidy support towards the creation of new hotel accommodation and increased room stock in existing tourism accommodation in the district. The total budget for the programme is £1million which has been profiled and confirmed in Council’s Capital Programme.</p> <p>A Financial Assistance capital grant programme to support the development of tourist accommodation has been developed and a closed call for expressions of interest will be sought for hotel developments that meet all of the following criteria:</p>		

	<ul style="list-style-type: none"> • Hotel projects with a minimum of 15 bedrooms. • Expansion to existing certified tourism accommodation to provide a minimum of 15 additional bedrooms. • Projects that have received planning permission are a planning application has been submitted. • Projects applications for match-funding that do not breach current EU State-Aid rules. • Projects that are seeking maximum grant support of £300,000. <p>Officers are currently updating the application documents for the scheme and will commence a media and engagement campaign which will be targeted at relevant audiences. It is anticipated that the scheme will go live in May 2024.</p> <p>Following the opening of the scheme officers will be engaging with the private sector to address any queries of prospective applicants.</p>
3.0	Recommendations
3.1	To proceed with the Financial Assistance capital grant programme as outlined in section 2.1.
4.0	Resource implications
4.1	Resource included in Council's Capital Programme.
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p>

	The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation	<input type="checkbox"/>
5.3	<p><i>Proposal initiating consultation – N/a</i></p> <p>Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves</p> <p>Consultation period will be 12 weeks</p> <p>Consultation period will be less than 12 weeks (rationale to be provided)</p> <p><i>Rationale:</i></p>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
6.0	Due regard to Rural Needs (please tick all that apply)	
6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed</p>	<input type="checkbox"/>
7.0	Appendices	
	Report to ERT Committee Feb 2020 – Tourist Accommodation Fund	
8.0	Background Documents	
	n/a	

Report to:	Economic Regeneration and Tourism Committee
Date of Meeting:	10 th February 2020
Subject:	Tourist Accommodation Grant Fund
Reporting Officer (Including Job Title):	Andrew Patterson Assistant Director Tourism Culture and Events
Contact Officer (Including Job Title):	Andrew Patterson Assistant Director Tourism Culture and Events

For decision	x	For noting only	
1.0		Purpose and Background	
1.1		<p><u>Purpose:</u> To seek Committee approval for recommendations to open a capital grant fund, closed call for expressions of interest, to support the construction of new hotel developments of scale in the district, in line with agreed funding criteria.</p> <p><u>Background:</u> Council previously approved a recommendation for Officers to develop a Financial Assistance Programme to support eligible capital costs for tourist accommodation/hotel developments of scale that have received planning permission. With confirmation of the Council's budgets for the 2020/21 financial year, Officers are now seeking approval to open a £1 million grant fund in Q1 2020/21.</p>	
2.0		Key issues	
2.1		<p>In order to support the overall growth of the tourism industry in Newry, Mourne and Down in line with the Council's Corporate Plan and Tourism Strategy it is essential that more overnight stays are generated within the district. The delivery of this objective is dependent on the provision of more quality tourist accommodation developments of scale across the district.</p> <p>In line with Council's approval for the development of a Financial Assistance capital grant programme to support the development of tourist accommodation of scale, a funding scheme has been developed and a closed call for expressions of interest will be sought for hotel developments that meet all of the following criteria:</p> <ul style="list-style-type: none"> • Hotel projects with a minimum of 30 bedrooms; • Projects that have received planning permission; • Projects applications for match-funding that do not breach current EU State-Aid rules. 	

	<ul style="list-style-type: none"> Projects that are seeking maximum grant support of £300,000. <p>Each application will be evaluated against the above criteria and will be subject to comprehensive assessment of a detailed business case.</p>
3.0	Recommendations
3.1	To approve recommendations to open a capital grant fund, closed call for expressions of interest, to support the construction of new hotel developments of scale in the district, in line with agreed funding criteria.
4.0	Resource implications
4.1	A Capital budget of £1m is included in the ERT Departmental Budget within the 2020/21 and 2021/22 Financial Years.
5.0	Equality and good relations implications
5.1	It is not anticipated the recommendation will have an adverse impact upon equality of opportunity and good relations.
6.0	Rural Proofing implications
6.1	The recommendation has been considered within the scope of the Rural Needs Act and the proposal will not be subject to rural needs impact assessment.
7.0	Appendices
	N/A
8.0	Background Documents
	N/A

Report to:	Economy, Regeneration and Tourism Committee
Date of Meeting:	Monday 15 April 2024
Subject:	Financial Assistance Call 1
Reporting Officer (Including Job Title):	Conor Mallon Director – Economy, Regeneration and Tourism
Contact Officer (Including Job Title):	Sonya Burns – Head of Grants & Funding

	For decision	X	For noting only
1.0	Purpose and Background		
1.1	<p><u>Purpose</u> To note update on the Financial Assistance Call 1 2024 – 2025 Schemes</p> <p><u>Background</u> Call 1 for financial assistance 2024-2025 included the following themes:</p> <ol style="list-style-type: none"> 1. Arts & Culture Projects 2. Community Events & Festivals (April 2024 to September 2024) 3. Good Relations 4. PCSP Community Safety & Support 5. Sports Programmes 6. Irish Language 7. Community Summer Schemes 8. Tourism Events 9. Minority Communities Fund 10. Community Engagement <p>Attached are reports on each theme for approval which provide a breakdown of the number of applications, pass and fail at each stage of the process, geographical spread of the applications received and a breakdown of the final budget allocations to successful applicants. These reports are for approval of revenue spend on successful projects within each theme.</p> <p>Several key issues were highlighted throughout the assessment process, and these are outlined in Section 2.</p>		
2.0	Key issues		
2.1	<p>Pre-Letter of offer conditions/Clarifications Some projects will be required to submit documentation and pre letter of offer requirements, if the panel are content with the conditions, then a Letter of offer will be issued. If a project cannot fulfil the pre-LoO condition or provide satisfactory clarification then a letter of offer will not be issued and the next group on the scored and ranked list will be contacted (if applicable) or re-allocated.</p>		

	Score and rank Score and rank will be applied to all themes where there is no budget availability for applications who were over the threshold and groups will be notified of same.
3.0	Recommendations
3.1	Please see recommendations below: <ul style="list-style-type: none"> • Approve the attached appendices for revenue projects and issue letter of offers post Council ratification and Call in. • Pre-letter of offer conditions met prior to issue of full letter of offer issued and where this is not satisfied budget to be re-allocated.
4.0	Resource implications
4.1	Revenue/Payroll: Funding will be allocated from internal Council Budget and external funders where applicable. Capital:
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i> It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/>
5.2	<i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, please complete the following: The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/> The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/>
5.3	<i>Proposal initiating consultation</i> Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves <input type="checkbox"/> Consultation period will be 12 weeks <input type="checkbox"/> Consultation period will be less than 12 weeks (rationale to be provided) <input type="checkbox"/> <i>Rationale:</i>

6.0	Due regard to Rural Needs (please tick all that apply)
6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed <input type="checkbox"/></p>
7.0	Appendices
	<p>Appendix 1: Arts & Culture Projects Appendix 2: Community Engagement Fund Appendix 3: Community Events & Festivals Fund Appendix 4: Community Summer Scheme Fund Appendix 5: Good Relations Fund Appendix 6: Irish Language Fund Appendix 7: Minority Communities Fund Appendix 8: PCSP Fund Appendix 9: Sports Programmes Fund Appendix 10: Tourism Events Fund</p>
8.0	Background Documents
	N/A

Arts & Culture Projects Financial Assistance 2024/25 Call 1
Newry, Mourne and Down District Council

37 Applications received

10 Applications recommended for funding

27% of applications awarded

Amount requested from successful applicants **£164,440.64**

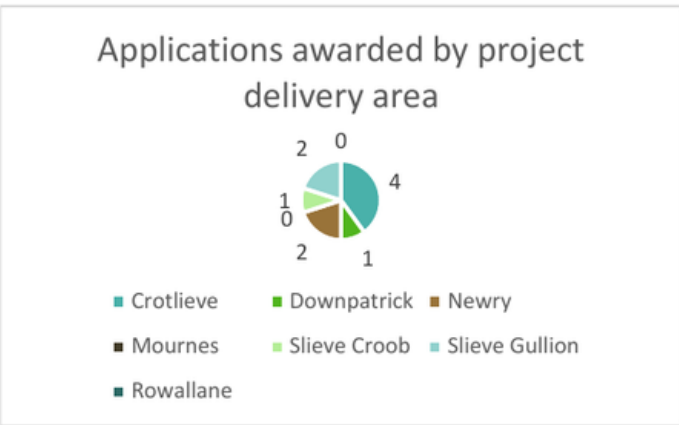
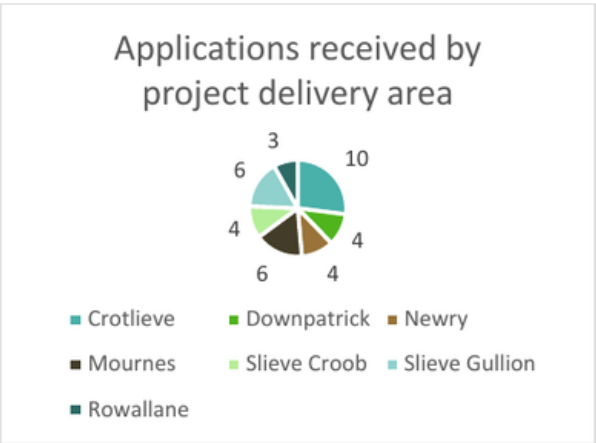
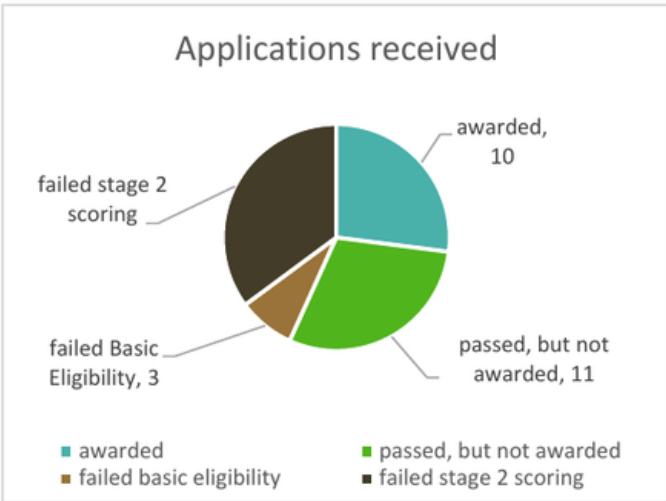
Total amount awarded **£69,904.00**

Of the 37 applications:

3 failed basic eligibility = 8%

13 Failed stage 2 scoring = 35%

21 Passed stage 2 and 10 awarded = 57%



Appendix

Breakdown of Applications per stage and final amount recommended for award.

Stage 1 = 3 Fail

Group	Passed basic eligibility
2024-1179	No
2024-1214	No
2024-1499	No

Stage 2 = 13 Fail

Group	Passed basic eligibility	Stage 2
2024-1130	Yes	No
2024-1170	Yes	No
2024-1201	Yes	No
2024-1205	Yes	No
2024-1378	Yes	No
2024-1380	Yes	No
2024-1428	Yes	No
2024-1495	Yes	No
2024-1514	Yes	No
2024-1518	Yes	No
2024-1529	Yes	No
2024-1570	Yes	No
2024-1573	Yes	No

Appendix

Stage 1 & 2 = 21 Passed & 10 Recommended for Awarded

Group	Passed basic eligibility	Stage 2	Amount Recommended
2024-1270	Yes	Yes	£1,500.00
2024-1309	Yes	Yes	£8,200.00
2024-1316	Yes	Yes	£10,000.00
2024-1343	Yes	Yes	£8,200.00
2024-1386	Yes	Yes	£9,879.00
2024-1408	Yes	Yes	£5,500.00
2024-1492	Yes	Yes	£10,000.00
2024-1511	Yes	Yes	£9,950.00
2024-1579	Yes	Yes	£2,759.00
2024-1596	Yes	Yes	£3,416.00
2024-1094	Yes	Yes	£0
2024-1160	Yes	Yes	£0
2024-1200	Yes	Yes	£0
2024-1275	Yes	Yes	£0
2024-1404	Yes	Yes	£0
2024-1422	Yes	Yes	£0
2024-1464	Yes	Yes	£0
2024-1552	Yes	Yes	£0
2024-1562	Yes	Yes	£0
2024-1577	Yes	Yes	£0
2024-1584	Yes	Yes	£0
			£69,404.00

END

Community Engagement Fund Financial Assistance 2024/25 Call 1
Newry, Mourne and Down District Council

84 Applications received

58 Applications recommended for funding

69% of applications awarded

Amount requested from successful applicants £84,121

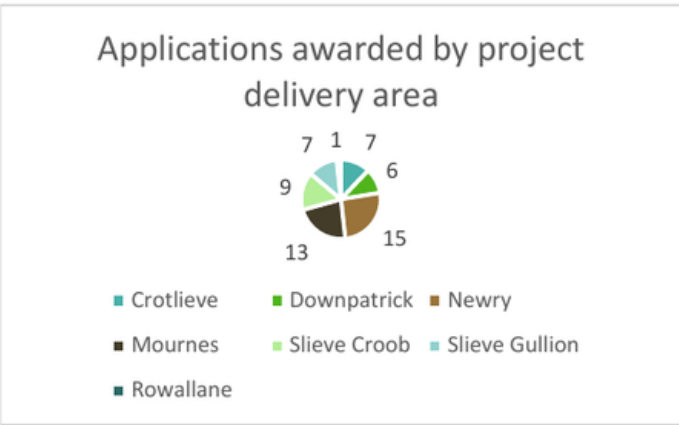
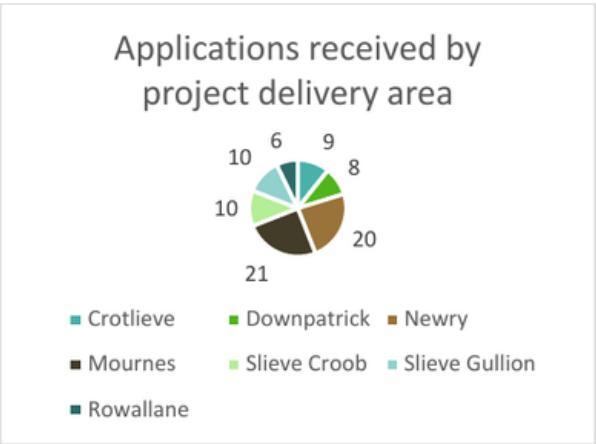
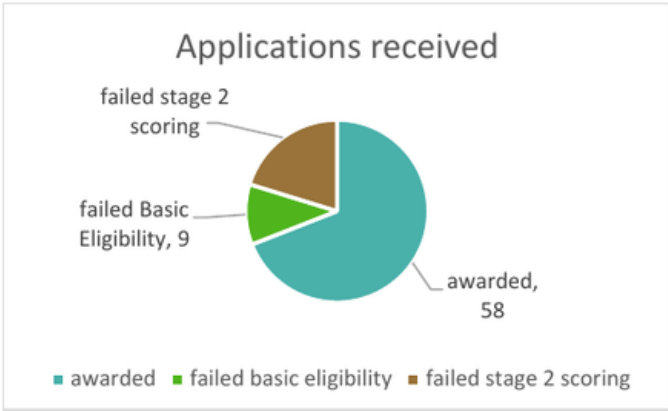
Total amount awarded £80,306

Of the 84 applications:

9 failed basic eligibility = 11%

17 Failed stage 2 scoring = 20%

58 Passed stage 2 and awarded = 69%



Breakdown of Applications per stage and final amount recommended for award.

Stage 1 = 9 Fail

Group	Passed basic eligibility
2024-1112	No
2024-1175	No
2024-1244	No
2024-1266	No
2024-1272	No
2024-1374	No
2024-1503	No
2024-1521	No
2024-1576	No

Stage 2 = 17 Fail

Group	Passed basic eligibility	Stage 2
2024-1093	Yes	No
2024-1115	Yes	No
2024-1145	Yes	No
2024-1148	Yes	No
2024-1208	Yes	No
2024-1265	Yes	No
2024-1282	Yes	No
2024-1295	Yes	No
2024-1296	Yes	No
2024-1363	Yes	No
2024-1364	Yes	No
2024-1376	Yes	No
2024-1381	Yes	No
2024-1383	Yes	No
2024-1406	Yes	No
2024-1481	Yes	No
2024-1527	Yes	No

Appendix

Stage 1 & 2 = 58 Passed & Recommended for Awarded

Group	Passed basic eligibility	Stage 2	Amount Recommended
2024-1095	Yes	Yes	£1,500.00
2024-1104	Yes	Yes	£1,500.00
2024-1111	Yes	Yes	£1,500.00
2024-1132	Yes	Yes	£1,500.00
2024-1144	Yes	Yes	£1,500.00
2024-1158	Yes	Yes	£1,490.00
2024-1171	Yes	Yes	£990.00
2024-1184	Yes	Yes	£1,375.00
2024-1187	Yes	Yes	£1,500.00
2024-1192	Yes	Yes	£1,400.00
2024-1194	Yes	Yes	£1,500.00
2024-1197	Yes	Yes	£1,275.00
2024-1206	Yes	Yes	£1,500.00
2024-1209	Yes	Yes	£1,500.00
2024-1212	Yes	Yes	£1,500.00
2024-1219	Yes	Yes	£1,200.00
2024-1223	Yes	Yes	£1,370.00
2024-1226	Yes	Yes	£1,500.00
2024-1239	Yes	Yes	£1,500.00
2024-1256	Yes	Yes	£1,500.00
2024-1299	Yes	Yes	£1,500.00
2024-1315	Yes	Yes	£875.00
2024-1317	Yes	Yes	£1,500.00
2024-1321	Yes	Yes	£1,350.00
2024-1323	Yes	Yes	£1,500.00
2024-1326	Yes	Yes	£1,500.00
2024-1330	Yes	Yes	£1,500.00
2024-1349	Yes	Yes	£1,500.00
2024-1362	Yes	Yes	£1,400.00
2024-1370	Yes	Yes	£1,500.00
2024-1377	Yes	Yes	£1,496.00
2024-1392	Yes	Yes	£800.00
2024-1394	Yes	Yes	£1,500.00
2024-1402	Yes	Yes	£1,500.00
2024-1405	Yes	Yes	£1,500.00
2024-1419	Yes	Yes	£1,500.00
2024-1443	Yes	Yes	£1,500.00
2024-1445	Yes	Yes	£1,500.00
2024-1450	Yes	Yes	£1,500.00
2024-1452	Yes	Yes	£1,500.00
2024-1466	Yes	Yes	£1,500.00
2024-1471	Yes	Yes	£1,400.00
2024-1475	Yes	Yes	£1,500.00

Appendix

2024-1489	Yes	Yes	£1,200.00
2024-1510	Yes	Yes	£1,500.00
2024-1516	Yes	Yes	£1,500.00
2024-1519	Yes	Yes	£1,150.00
2024-1530	Yes	Yes	£615.00
2024-1534	Yes	Yes	£1,500.00
2024-1535	Yes	Yes	£1,500.00
2024-1538	Yes	Yes	£1,500.00
2024-1541	Yes	Yes	£1,500.00
2024-1542	Yes	Yes	£1,500.00
2024-1567	Yes	Yes	£1,500.00
2024-1580	Yes	Yes	£1,060.00
2024-1587	Yes	Yes	£1,500.00
2024-1589	Yes	Yes	£860.00
2024-1590	Yes	Yes	£500.00
			£80,306.00

END

Community Events & Festivals Fund Financial Assistance 2024/25 Call 1 Newry, Mourne and Down District Council

48 Applications received

22 Applications recommended for funding

46% of applications awarded

Amount requested from successful applicants **£39,400**

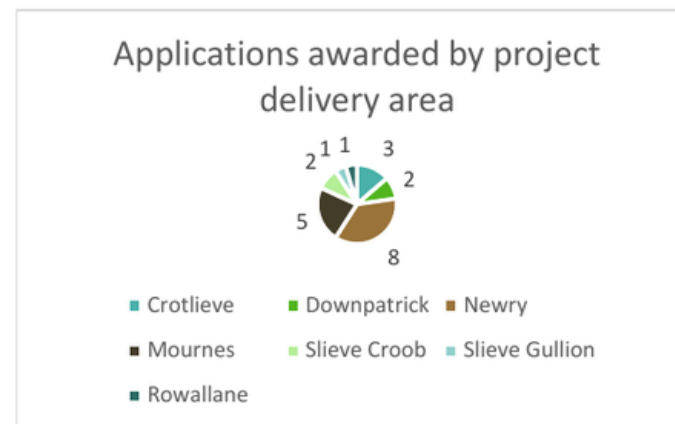
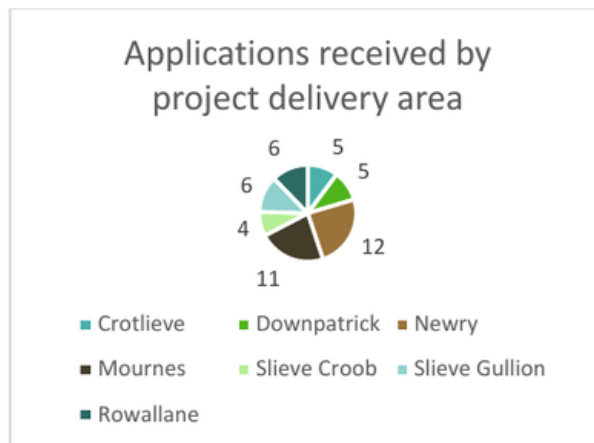
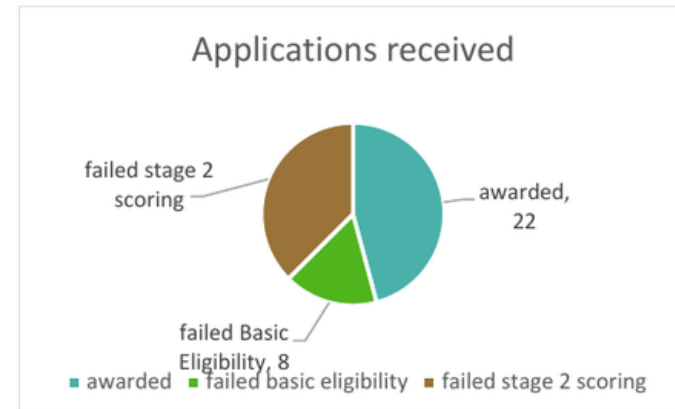
Total amount awarded **£36,100**

Of the 48 applications:

8 failed basic eligibility = 17%

18 Failed stage 2 scoring = 37%

22 Passed stage 2 and awarded = 46%



Appendix

Breakdown of Applications per stage and final amount recommended for award.

Stage 1 = 8 Fail

Group	Passed basic eligibility
2024-1190	No
2024-1234	No
2024-1332	No
2024-1437	No
2024-1469	No
2024-1507	No
2024-1526	No
2024-1558	No

Stage 2 = 18 Fail

Group	Passed basic eligibility	Stage 2
2024-1146	Yes	No
2024-1150	Yes	No
2024-1182	Yes	No
2024-1191	Yes	No
2024-1235	Yes	No
2024-1260	Yes	No
2024-1261	Yes	No
2024-1264	Yes	No
2024-1290	Yes	No
2024-1297	Yes	No
2024-1412	Yes	No
2024-1426	Yes	No
2024-1431	Yes	No
2024-1438	Yes	No
2024-1440	Yes	No
2024-1472	Yes	No
2024-1473	Yes	No
2024-1528	Yes	No

Stage 1 & 2 = 22 Passed & Recommended for Awarded

Group	Passed basic eligibility	Stage 2	Amount Recommended
2024-1157	Yes	Yes	£2,000.00
2024-1176	Yes	Yes	£2,000.00
2024-1180	Yes	Yes	£1,450.00
2024-1195	Yes	Yes	£1,900.00
2024-1224	Yes	Yes	£2,000.00
2024-1228	Yes	Yes	£1,000.00
2024-1274	Yes	Yes	£1,600.00
2024-1287	Yes	Yes	£2,000.00
2024-1304	Yes	Yes	£1,000.00
2024-1322	Yes	Yes	£1,350.00
2024-1328	Yes	Yes	£2,000.00
2024-1333	Yes	Yes	£2,000.00
2024-1346	Yes	Yes	£2,000.00
2024-1365	Yes	Yes	£1,750.00
2024-1372	Yes	Yes	£1,600.00
2024-1391	Yes	Yes	£1,650.00
2024-1418	Yes	Yes	£1,750.00
2024-1434	Yes	Yes	£1,000.00
2024-1460	Yes	Yes	£800.00
2024-1474	Yes	Yes	£2,000.00
2024-1509	Yes	Yes	£1,250.00
2024-1536	Yes	Yes	£2,000.00
			£36,100.00

END

Community Summer Scheme Fund Financial Assistance 2024/25 Call 1 Newry, Mourne and Down District Council

27 Applications received

16 Applications recommended for funding

59% of applications awarded

Amount requested from successful applicants **£15,931.35**

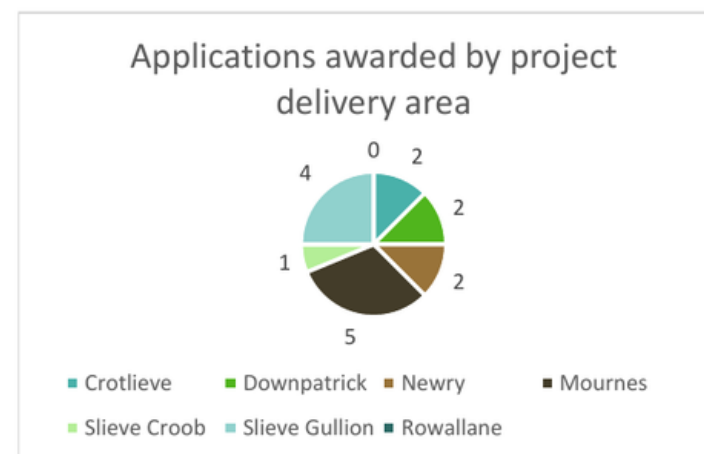
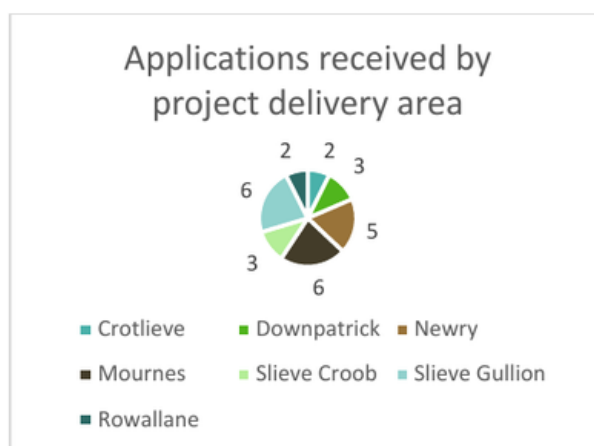
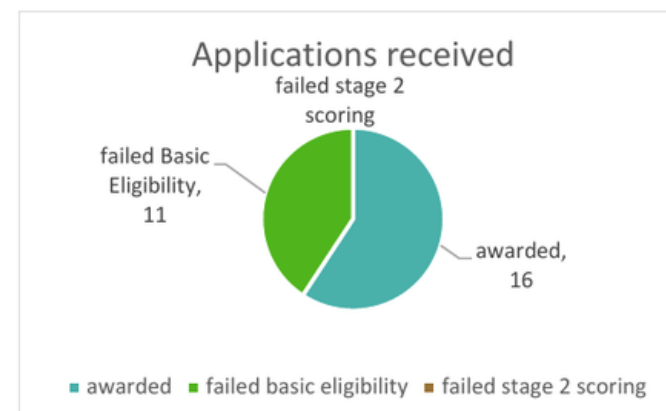
Total amount awarded **£15,381.35**

Of the 27 applications:

11 failed basic eligibility = 41%

0 Failed stage 2 scoring = 0%

16 Passed stage 2 and awarded = 59%



Breakdown of Applications per stage and final amount recommended for award.

Stage 1 = 11 Fail

Group	Passed basic eligibility
2024-1119	No
2024-1124	No
2024-1262	No
2024-1303	No
2024-1307	No
2024-1347	No
2024-1352	No
2024-1354	No
2024-1414	No
2024-1453	No
2024-1548	No

Stage 1 & 2 = 16 Passed & Recommended for Awarded

Group	Passed basic eligibility	Stage 2	Amount Recommended
2024-1096	Yes	Yes	£1,000.00
2024-1229	Yes	Yes	£1,000.00
2024-1289	Yes	Yes	£850.00
2024-1313	Yes	Yes	£1,000.00
2024-1327	Yes	Yes	£1,000.00
2024-1334	Yes	Yes	£1,000.00
2024-1344	Yes	Yes	£1,000.00
2024-1369	Yes	Yes	£1,000.00
2024-1373	Yes	Yes	£931.35
2024-1400	Yes	Yes	£600.00
2024-1413	Yes	Yes	£1,000.00
2024-1415	Yes	Yes	£1,000.00
2024-1442	Yes	Yes	£1,000.00
2024-1550	Yes	Yes	£1,000.00
2024-1572	Yes	Yes	£1,000.00
2024-1575	Yes	Yes	£1,000.00
			£15,381.35

END

Good Relations Fund Financial Assistance 2024/25 Call 1
Newry, Mourne and Down District Council

40 Applications received

34 Applications recommended for funding

85% of applications awarded

Amount requested from successful applicants **£49,815**

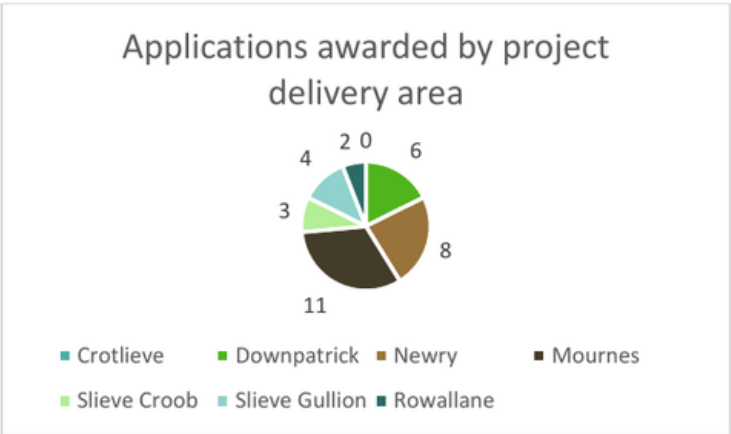
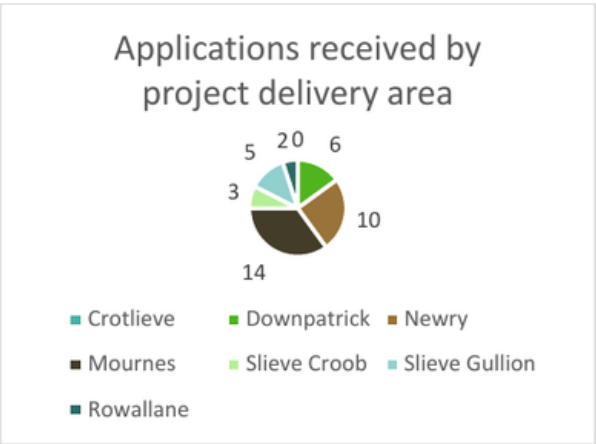
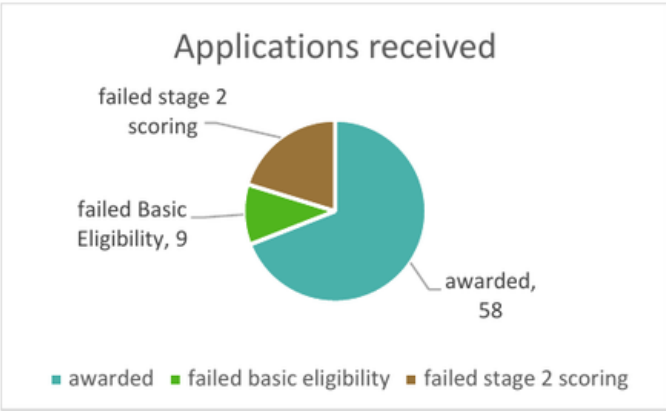
Total amount awarded **£48,890**

Of the 40 applications:

3 failed basic eligibility = 7.5%

3 Failed stage 2 scoring = 7.5%

34 Passed stage 2 and awarded = 85%



Breakdown of Applications per stage and final amount recommended for award.

Stage 1 = 3 Fail

Group	Passed basic eligibility
2024-1097	No
2024-1254	No
2024-1566	No

Stage 2 = 3 Fail

Group	Passed basic eligibility	Stage 2
2024-1199	Yes	No
2024-1241	Yes	No
2024-1247	Yes	No

Stage 1 & 2 = 34 Passed & Recommended for Awarded

Group	Passed basic eligibility	Stage 2	Amount Recommended
2024-1105	Yes	Yes	£1,200.00
2024-1113	Yes	Yes	£1,200.00
2024-1117	Yes	Yes	£1,375.00
2024-1127	Yes	Yes	£1,500.00
2024-1129	Yes	Yes	£1,500.00
2024-1162	Yes	Yes	£1,200.00
2024-1165	Yes	Yes	£1,500.00
2024-1173	Yes	Yes	£1,500.00
2024-1178	Yes	Yes	£1,500.00
2024-1185	Yes	Yes	£1,500.00
2024-1202	Yes	Yes	£1,200.00
2024-1220	Yes	Yes	£1,500.00
2024-1242	Yes	Yes	£1,500.00
2024-1248	Yes	Yes	£1,500.00
2024-1250	Yes	Yes	£1,500.00
2024-1251	Yes	Yes	£1,500.00
2024-1263	Yes	Yes	£1,500.00
2024-1281	Yes	Yes	£1,350.00
2024-1291	Yes	Yes	£1,500.00
2024-1298	Yes	Yes	£1,375.00
2024-1325	Yes	Yes	£1,500.00
2024-1339	Yes	Yes	£1,375.00
2024-1399	Yes	Yes	£1,500.00
2024-1423	Yes	Yes	£1,125.00
2024-1446	Yes	Yes	£1,500.00
2024-1459	Yes	Yes	£1,500.00
2024-1470	Yes	Yes	£1,500.00
2024-1477	Yes	Yes	£1,500.00
2024-1485	Yes	Yes	£1,500.00
2024-1491	Yes	Yes	£1,500.00
2024-1522	Yes	Yes	£1,490.00
2024-1543	Yes	Yes	£1,500.00
2024-1549	Yes	Yes	£1,500.00
2024-1571	Yes	Yes	£1,500.00
			£48,890.00

END

Irish Language Financial Assistance 2024/25 Call 1

Newry, Mourne and Down District Council

33 Applications received

17 Applications recommended for funding

51% of applications awarded

Amount requested from successful applicants **£50,720**

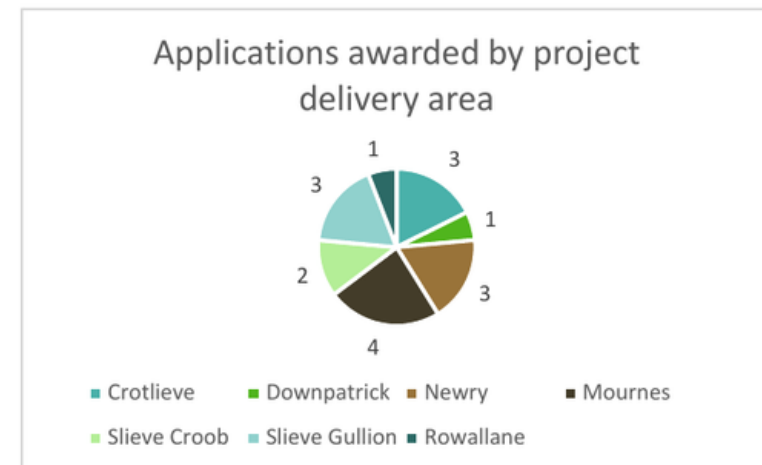
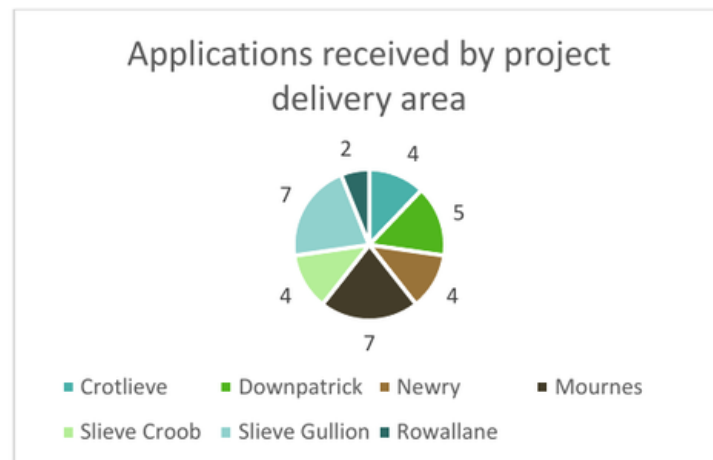
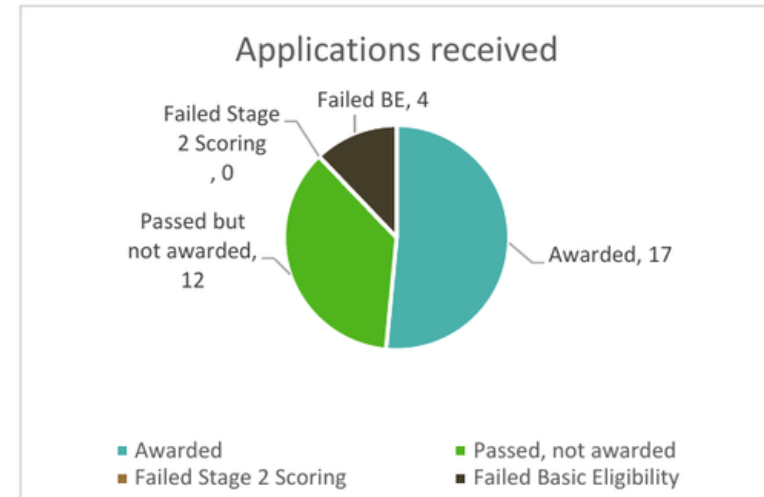
Total amount awarded **£50,620**

Of the 33 applications:

4 failed basic eligibility = 12%

0 Failed stage 2 scoring = 0%

29 Passed stage 2 and 17 awarded = 88%



Breakdown of Applications per stage and final amount recommended for award.

Stage 1 = 4 Fail

Group
2024-1345
2024-1134
2024-1396
2024-1592

Stage 2 = 0 fail

Stage 1 & 2 = 29 Passed & 17 Recommended for Awarded

Group	Passed basic eligibility	Stage 2	Recommended Amount Awarded
2024-1305	Yes	Yes	3000
2024-1338	Yes	Yes	3000
2024-1563	Yes	Yes	2820
2024-1397	Yes	Yes	3000
2024-1259	Yes	Yes	3000
2024-1451	Yes	Yes	2900
2024-1515	Yes	Yes	3000
2024-1107	Yes	Yes	3000
2024-1336	Yes	Yes	3000
2024-1593	Yes	Yes	3000
2024-1155	Yes	Yes	3000
2024-1429	Yes	Yes	3000
2024-1498	Yes	Yes	3000
2024-1271	Yes	Yes	3000
2024-1448	Yes	Yes	3000
2024-1461	Yes	Yes	3000
2024-1578	Yes	Yes	2900
2024-1350	Yes	Yes	0
2024-1153	Yes	Yes	0
2024-1230	Yes	Yes	0
2024-1302	Yes	Yes	0
2024-1379	Yes	Yes	0
2024-1532	Yes	Yes	0
2024-1114	Yes	Yes	0
2024-1159	Yes	Yes	0
2024-1341	Yes	Yes	0
2024-1439	Yes	Yes	0
2024-1387	Yes	Yes	0
2024-1586	Yes	Yes	0
Total Awarded			£50,620

END

Minority Communities Fund Financial Assistance 2024/25 Call 1 Newry, Mourne and Down District Council

27 Applications received

12 Applications recommended for funding

44% of applications awarded

Amount requested from successful applicants **£12,000**

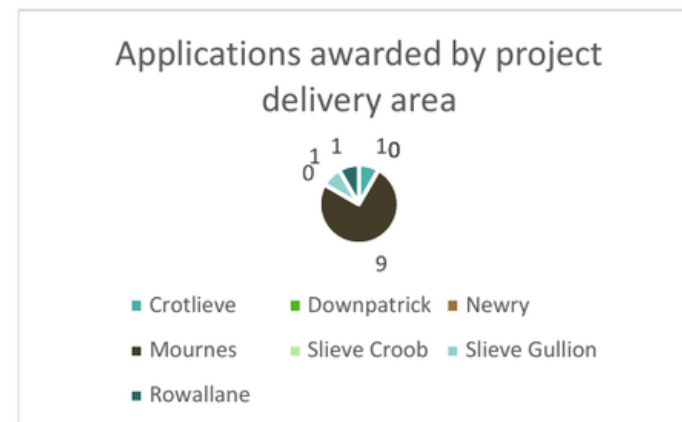
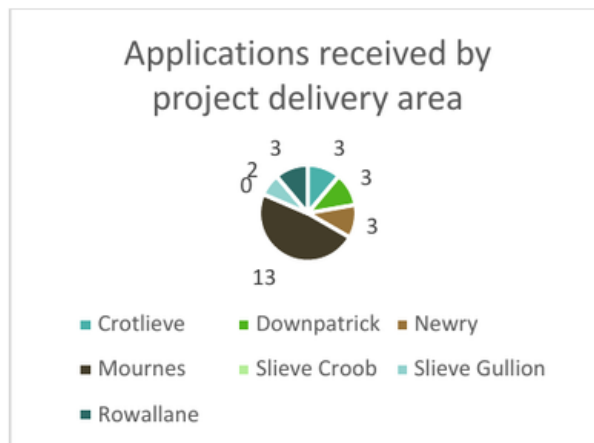
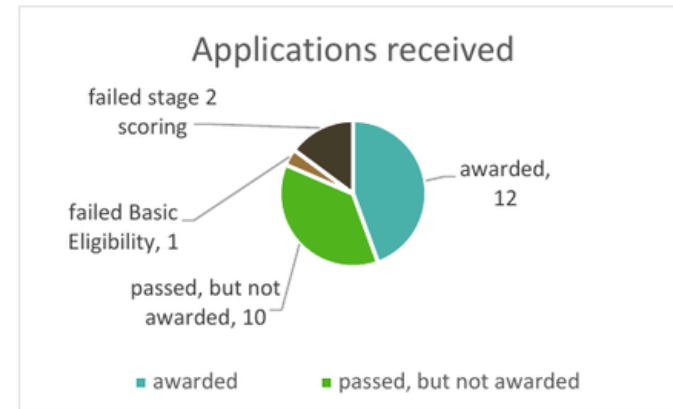
Total amount awarded **£11,820**

Of the 27 applications:

1 failed basic eligibility = 4%

4 Failed stage 2 scoring = 15%

22 Passed stage 2 and 12 awarded = 81%



Breakdown of Applications per stage and final amount recommended for award.

Stage 1 = 1 Fail

Group	Passed basic eligibility
2024-1196	No

Stage 2 = 4 Fail

Group	Passed basic eligibility	Stage 2
2024-1574	Yes	No
2024-1311	Yes	No
2024-1393	Yes	No
2024-1398	Yes	No

Stage 1 & 2 = 22 Passed & 12 Recommended for Awarded

Group	Passed basic eligibility	Stage 2	Amount Recommended
2024-1103	Yes	Yes	£960.00
2024-1221	Yes	Yes	£920.00
2024-1331	Yes	Yes	£1,000.00
2024-1353	Yes	Yes	£1,000.00
2024-1420	Yes	Yes	£1,000.00
2024-1425	Yes	Yes	£1,000.00
2024-1427	Yes	Yes	£1,000.00
2024-1455	Yes	Yes	£1,000.00
2024-1457	Yes	Yes	£940.00
2024-1482	Yes	Yes	£1,000.00
2024-1493	Yes	Yes	£1,000.00
2024-1559	Yes	Yes	£1,000.00
2024-1108	Yes	Yes	£0.00
2024-1138	Yes	Yes	£0.00
2024-1227	Yes	Yes	£0.00
2024-1267	Yes	Yes	£0.00
2024-1340	Yes	Yes	£0.00
2024-1358	Yes	Yes	£0.00
2024-1384	Yes	Yes	£0.00
2024-1444	Yes	Yes	£0.00
2024-1486	Yes	Yes	£0.00
2024-1597	Yes	Yes	£0.00
			£11,820.00

END

PCSP Fund Financial Assistance 2024/25 Call 1
Newry, Mourne and Down District Council

56 Applications received

44 Applications recommended for funding

79% of applications awarded

Amount requested from successful applicants £85,254

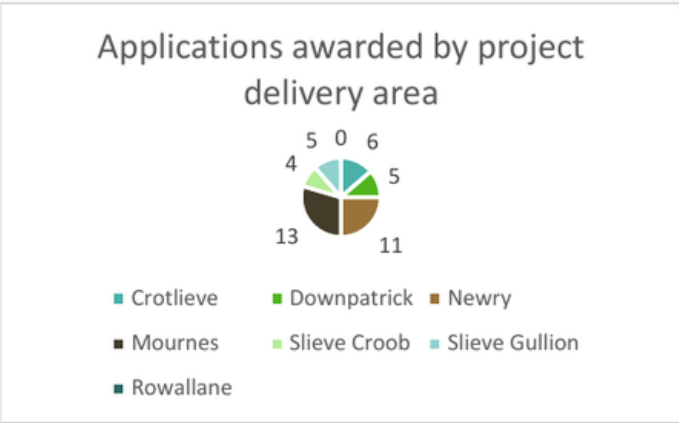
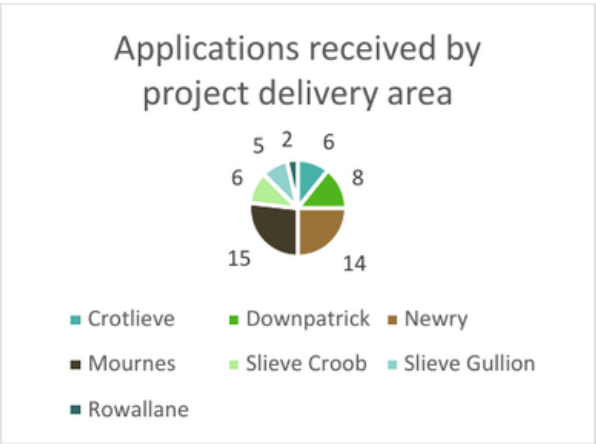
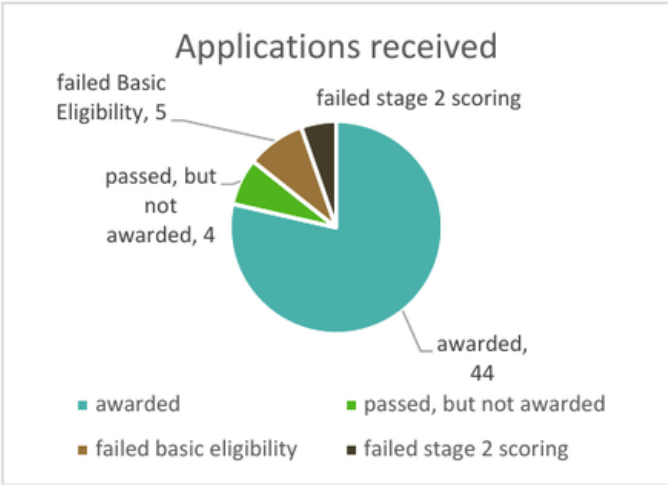
Total amount awarded £84,324

Of the 56 applications:

5 failed basic eligibility = 9%

3 Failed stage 2 scoring = 5%

48 Passed stage 2 and 44 awarded = 86%



Breakdown of Applications per stage and final amount recommended for award.

Stage 1 = 5 Fail

Group	Passed basic eligibility
2024-1167	No
2024-1255	No
2024-1351	No
2024-1430	No
2024-1569	No

Stage 2 = 3 Fail

Group	Passed basic eligibility	Stage 2
2024-1277	Yes	No
2024-1467	Yes	No
2024-1595	Yes	No

Stage 1 & 2 = 48 Passed & 44 Recommended for Awarded

Group	Passed basic eligibility	Stage 2	Amount Recommended
2024-1110	Yes	Yes	£2,000.00
2024-1156	Yes	Yes	£2,000.00
2024-1172	Yes	Yes	£2,000.00
2024-1183	Yes	Yes	£1,500.00
2024-1186	Yes	Yes	£2,000.00
2024-1203	Yes	Yes	£2,000.00
2024-1207	Yes	Yes	£2,000.00
2024-1215	Yes	Yes	£2,000.00
2024-1236	Yes	Yes	£1,800.00
2024-1243	Yes	Yes	£1,980.00
2024-1245	Yes	Yes	£2,000.00
2024-1246	Yes	Yes	£1,500.00
2024-1257	Yes	Yes	£2,000.00
2024-1258	Yes	Yes	£2,000.00
2024-1269	Yes	Yes	£1,530.00
2024-1300	Yes	Yes	£2,000.00
2024-1308	Yes	Yes	£1,900.00
2024-1310	Yes	Yes	£1,850.00
2024-1324	Yes	Yes	£2,000.00
2024-1342	Yes	Yes	£2,000.00
2024-1366	Yes	Yes	£2,000.00
2024-1385	Yes	Yes	£2,000.00

Appendix

2024-1401	Yes	Yes	£724.00
2024-1407	Yes	Yes	£2,000.00
2024-1432	Yes	Yes	£2,000.00
2024-1433	Yes	Yes	£2,000.00
2024-1449	Yes	Yes	£2,000.00
2024-1462	Yes	Yes	£2,000.00
2024-1468	Yes	Yes	£1,800.00
2024-1487	Yes	Yes	£2,000.00
2024-1488	Yes	Yes	£2,000.00
2024-1490	Yes	Yes	£2,000.00
2024-1497	Yes	Yes	£2,000.00
2024-1501	Yes	Yes	£1,900.00
2024-1502	Yes	Yes	£2,000.00
2024-1524	Yes	Yes	£1,990.00
2024-1525	Yes	Yes	£2,000.00
2024-1533	Yes	Yes	£2,000.00
2024-1539	Yes	Yes	£2,000.00
2024-1546	Yes	Yes	£1,920.00
2024-1553	Yes	Yes	£2,000.00
2024-1554	Yes	Yes	£1,980.00
2024-1565	Yes	Yes	£2,000.00
2024-1585	Yes	Yes	£1,950.00
2024-1106	Yes	Yes	£0
2024-1121	Yes	Yes	£0
2024-1505	Yes	Yes	£0
2024-1537	Yes	Yes	£0
			£84,324.00

END

Sports Programmes Financial Assistance 2024/25 Call 1
Newry, Mourne and Down District Council

47 Applications received

21 Applications recommended for funding

45% of applications awarded

Amount requested from successful applicants £49641.98

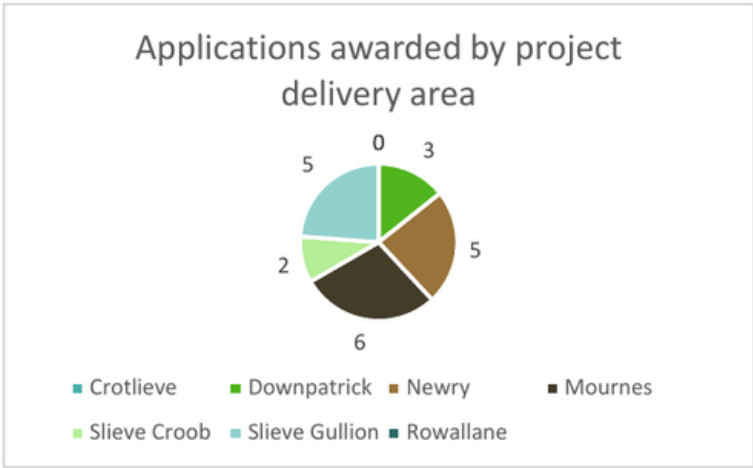
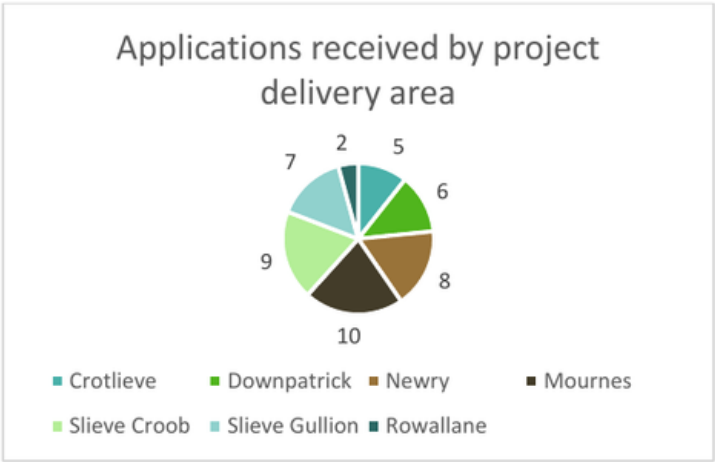
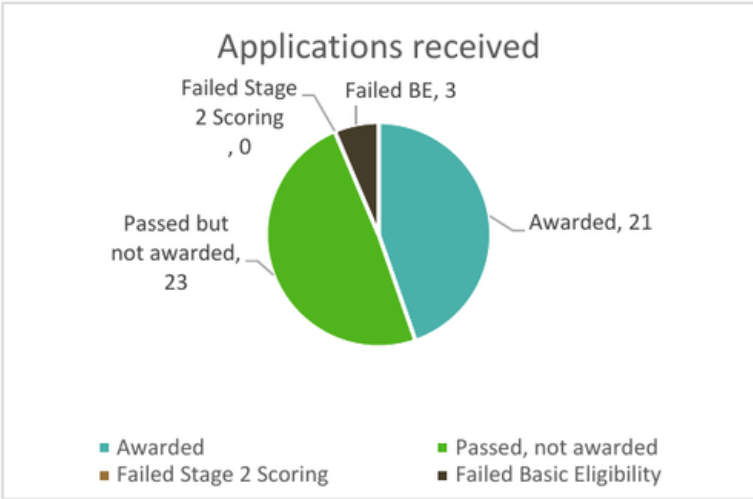
Total amount awarded £46466.48

Of the 47 applications:

3 failed basic eligibility = 6%

0 Failed stage 2 scoring = 0%

44 Passed stage 2 and 21 awarded = 94%



Breakdown of Applications per stage and final amount recommended for award.

Stage 1 = 3 Fail

Group
2024-1545
2024-1337
2024-1561

Stage 2 = 0 fail

Stage 1 & 2 = 44 Passed & 21 Recommended for Awarded

Group	Passed basic eligibility	Stage 2	Recommended Amount Awarded
2024-1357	Yes	Yes	2500
2024-1409	Yes	Yes	2200
2024-1588	Yes	Yes	2500
2024-1318	Yes	Yes	2250
2024-1329	Yes	Yes	2500
2024-1441	Yes	Yes	2500
2024-1480	Yes	Yes	1409.98
2024-1523	Yes	Yes	2500
2024-1118	Yes	Yes	2500
2024-1395	Yes	Yes	1000
2024-1099	Yes	Yes	2500
2024-1169	Yes	Yes	2500
2024-1292	Yes	Yes	2500
2024-1348	Yes	Yes	2500
2024-1390	Yes	Yes	2500
2024-1102	Yes	Yes	2481.5
2024-1188	Yes	Yes	2125
2024-1312	Yes	Yes	2500
2024-1360	Yes	Yes	2500
2024-1560	Yes	Yes	2500
2024-1582	Yes	Yes	2500
2024-1193	Yes	Yes	0
2024-1285	Yes	Yes	0
2024-1359	Yes	Yes	0
2024-1368	Yes	Yes	0
2024-1278	Yes	Yes	0
2024-1301	Yes	Yes	0
2024-1454	Yes	Yes	0
2024-1500	Yes	Yes	0
2024-1280	Yes	Yes	0
2024-1388	Yes	Yes	0

Appendix

2024-1531	Yes	Yes	0
2024-1181	Yes	Yes	0
2024-1306	Yes	Yes	0
2024-1375	Yes	Yes	0
2024-1389	Yes	Yes	0
2024-1164	Yes	Yes	0
2024-1211	Yes	Yes	0
2024-1217	Yes	Yes	0
2024-1424	Yes	Yes	0
2024-1284	Yes	Yes	0
2024-1294	Yes	Yes	0
2024-1458	Yes	Yes	0
2024-1555	Yes	Yes	0
Total Awarded			£48966.48

END

Tourism Events Financial Assistance 2024/25 Call 1
Newry, Mourne and Down District Council

16 Applications received

5 Applications recommended for funding

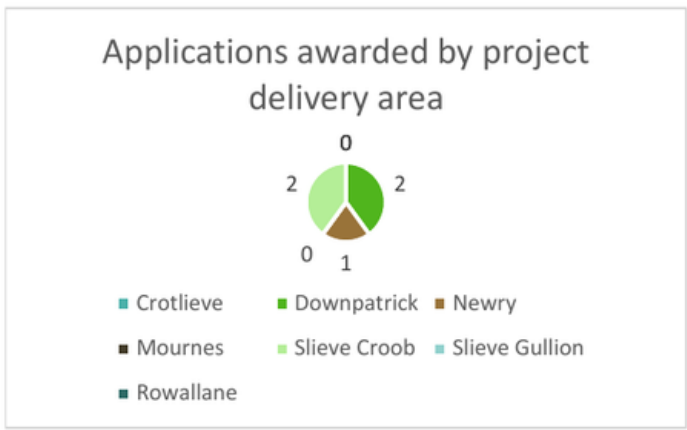
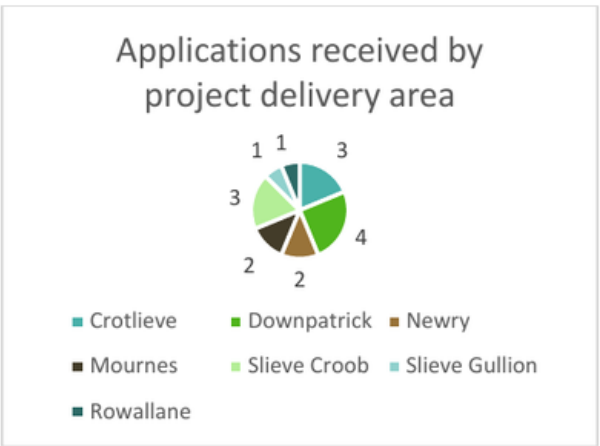
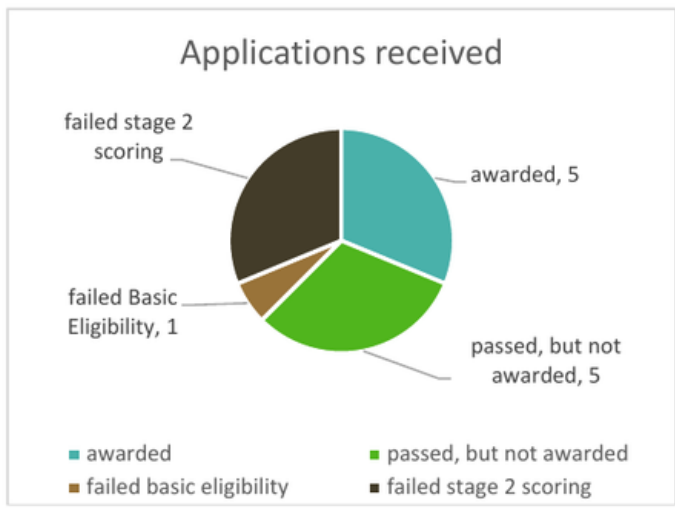
31% of applications awarded

Amount requested from successful applicants **£149,950.00**

Total amount awarded **£75,000.00**

Of the 16 applications:

- 1 failed basic eligibility = 6%
- 5 Failed stage 2 scoring = 31%
- 10 Passed stage 2 and 5 awarded = 63%



Breakdown of Applications per stage and final amount recommended for award.

Stage 1 = 1 Fail

Group	Passed basic eligibility
2024-1594	No

Stage 2 = 5 Fail

Group	Passed basic eligibility	Stage 2
2024-1101	Yes	No
2024-1109	Yes	No
2024-1151	Yes	No
2024-1218	Yes	No
2024-1476	Yes	No

Stage 1 & 2 = 10 Passed & 5 Recommended for Awarded

Group	Passed basic eligibility	Stage 2	Amount Recommended
2024-1100	Yes	Yes	£15,000.00
2024-1122	Yes	Yes	£15,000.00
2024-1168	Yes	Yes	£15,000.00
2024-1222	Yes	Yes	£15,000.00
2024-1288	Yes	Yes	£15,000.00
2024-1133	Yes	Yes	£0.00
2024-1382	Yes	Yes	£0.00
2024-1411	Yes	Yes	£0.00
2024-1483	Yes	Yes	£0.00
2024-1564	Yes	Yes	£0.00
			£75,000.00

END

Report to:	Economy, Regeneration and Tourism Committee
Date of Meeting:	Monday 15th April 2024
Subject:	Tourism Strategy 2024 – 2029
Reporting Officer (Including Job Title):	Michelle Boyle Head of Tourism, Product Development & Visitor Experience
Contact Officer (Including Job Title):	Michelle Boyle Head of Tourism, Product Development & Visitor Experience

For decision	x	For noting only	
1.0	Purpose and Background		
1.1	<p><u>Purpose</u> The purpose of this report is to note the consultation analyses and approve the Tourism Strategy 2024-2029</p> <p><u>Background</u> At the ERT Committee meeting in March 2023 the draft Tourism Strategy was approved subject to a 12-week consultation process.</p>		
2.0	Key issues		
2.1	<p>Public consultation on the Newry, Mourne and Down District Council's draft Tourism Strategy Action Plan began on the 1 September 2023 for a twelve-week period.</p> <p>The consultation was advertised on council's social media channels and emailed to the Councils tourism industry database. 34 responses were received including 2 email responses.</p> <p>The Tourism Strategy clarifies the goals, objectives and strategic priorities that can maximise opportunities and position NMD as a leading tourism destination in Ireland.</p>		
3.0	Recommendations		
3.1	That Members agree:		
	To note the consultation analyses recommendations in Appendix 1		
3.2	Approve the Tourism Strategy 2024 – 2029 as Appendix 2		
4.0	Resource implications		
4.1	The budget requirement for delivery will be included within Councils capital and revenue programme where applicable and through securing external funding.		

5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input checked="" type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>
5.3	<p><i>Proposal initiating consultation</i></p> <p>Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves <input type="checkbox"/></p> <p>Consultation period will be 12 weeks <input type="checkbox"/></p> <p>Consultation period will be less than 12 weeks (rationale to be provided) <input type="checkbox"/></p> <p><i>Rationale:</i></p>
6.0	Due regard to Rural Needs (please tick all that apply)
6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service</p> <p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed <input checked="" type="checkbox"/></p>
7.0	Appendices

	Appendix 1 – Consultation Analysis – NMD Draft Tourism Strategy Appendix 2 – Tourism Strategy Executive Summary
8.0	Background Documents
	N/A

Appendix 1: Consultation analysis – draft Tourism Strategy 2024-2029

Background

Public consultation on the Newry, Mourne and Down District Council's draft Tourism Strategy Action Plan 2023-2029 began on the 1 September 2023 for a twelve-week period.

The consultation was advertised on council's social media channels and emailed to the Councils tourism industry database. 34 responses were received including 2 email responses.

The Tourism Strategy clarifies the goals, objectives and strategic priorities that can maximise opportunities and position NMD as a leading tourism destination in Ireland.

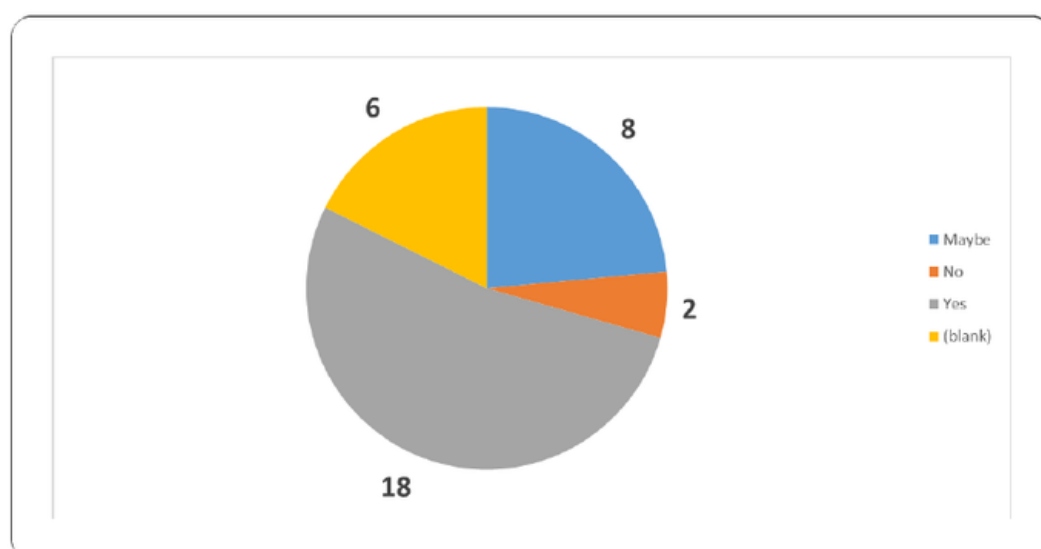
Findings

1. Ambition

With regard to the Ambition of the Tourism Strategy, respondents were asked if the three key ambitions are the right ones for the next five years?

Key Principles

- Raising the profile of this destination as a
 - a fully ratified UNESCO Global Geopark as of May 2023
 - the home of three designated Areas of Outstanding Natural Beauty: Mourne, Ring of Gullion, Strangford and Lecale
 - landmark tourism destination with world-class authentic experiences that define the destination including culture/heritage, food/drink, outdoor activities and adventure, wellness and events/festivals
 - premium outdoor activity/adventure destination
- Empowering tourism providers in the destination to achieve sustainable livelihoods, create employment and spread economic benefits into the wider community
- Engaging the local resident and business communities in the destination's tourism industry and offering



53% of respondents agreed
 6% of respondents disagreed
 23% of respondents thought maybe
 18% of respondents left blank

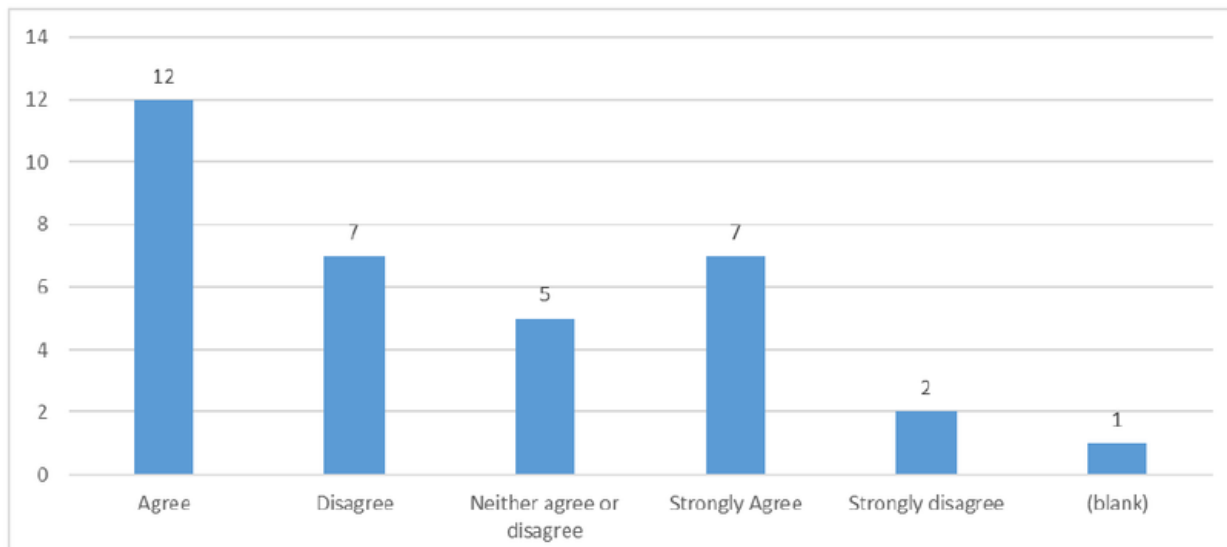
Respondents were then given the opportunity provide further comments in relation to the above. Comments included the following:

- Reduction of the VAT Rate.
- Investment and opening hours of basic facilities such as toilet provision.
- Welcome the priority for safeguarding the environment, great emphasis on active travel.
- Traffic Management and managing visitor numbers.
- Importance of the landscape and benefit of the Geopark to reduce overdevelopment.
- Focus on St. Patrick.
- Develop a project in conjunction with Inland Waterways Association of Ireland (IWAI) to open section(s) of its Newry Canal as a Blueway and working on various locks with the local chapter.
- The Mourne are internationally recognised and no need for a Gondola
- Tourism-related jobs are badly paid and often seasonal with limited career opportunities, livelihoods and the local economy would be better served by supporting the development of locally based businesses, via such initiatives as business parks and training.
- To ensure the affordable housing for permanent residents, whether currently living in the district or wishing to move here, 'Council needs to impose a hefty rates levy on 2nd and 3rd homes'.

2. Strategic Priorities

Next respondents were asked about the 5 strategic priorities that have emerged and if they are correct:

- Strategic Priority 1: Invest in Communications
 - Strategic Priority 1.1: Redefine a New Destination Brand for NMD
- Strategic Priority 2: Invest in NMD's Community and Partners
- Strategic Priority 3: Maximise Commercial Capability
- Strategic Priority 4: Engage in Data Collation and Analysis
- Strategic Priority 5: Prioritise investment in tourism-related infrastructure



56% of respondents strongly agreed/agreed
 26% of respondents strongly disagreed/disagreed
 15% of respondents neither agreed or disagreed
 3% of respondents left blank

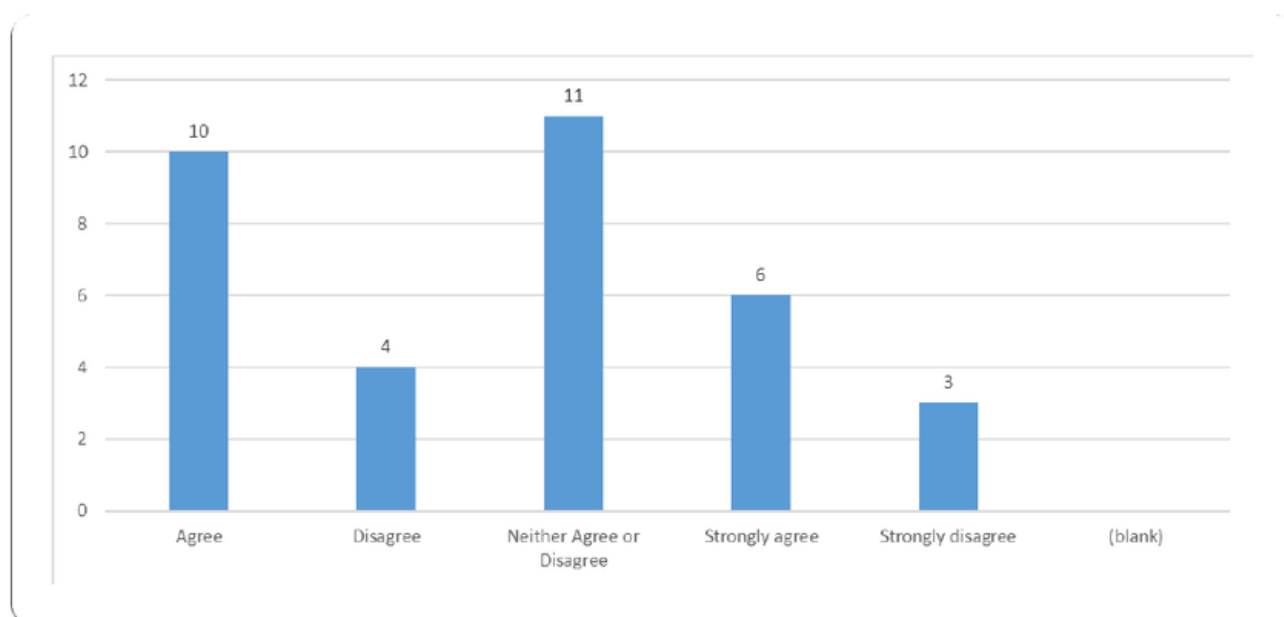
Respondents were then given the opportunity provide further comments in relation to the above. Comments included the following:

No.	Priority	Comments
1	Invest in Communications and New Destination Brand	<ul style="list-style-type: none"> • 'No need to redefine the brand, enhance what we have'. • The tourism branding for NMD becomes an extension of Failte Ireland's marketing and the Ancient East region. • TNI would advise that it would be preferable for NMD to consider the development of a Destination Proposition for the area, setting out NMD's Unique selling Proposition in the context of the wider Embrace a Giant Spirit Brand
2	Invest in NMD's Community & Partners	<ul style="list-style-type: none"> • Success of Savour Visit Mourne should be added • Opportunities to explore greater linkages with Ards & North Down BC
3	Maximise Commercial Capability	<ul style="list-style-type: none"> • Inclusion of France as a key market

4	Engage in Data Collection & Analysis	<ul style="list-style-type: none"> • More data collection around caravan pitches and the need for facilities and utilities to be adequately provided
5	Investment in tourism-related infrastructure	<ul style="list-style-type: none"> • The lack of hotels bed is a barrier to increasing visitor number and investment in the District, in particular locations such as Downpatrick • Supportive of investment in 4 & 5 Star accommodation however be more open to the type of accommodation we are trying to attract and not be restricted to hotels • Investment in key infrastructure projects such as the Narrow Water bridge, coastal path development, Newcastle Harbour and the Mourne Gateway project • 'I strongly disagree with prioritising investment in tourism infrastructure can all too often kill marvellous natural attractions, witness your terrible Mourne Gateway's Visitor Centre and Gondola' • Tourism related infrastructure should prioritise walking and cycling connectivity throughout the district. • Investment in Newcastle Rock Pool, Community Cinema and leisure centre should be prioritised. • Investment in carparking near Newcastle.

3. Vision and Value Proposition

Do you feel vision and value proposition within the Tourism Strategy and Action Plan 2023-2028, is as it should be?



41% of respondents agreed
 26% of respondents disagreed
 33% of respondents neither agreed or disagreed

Respondents were then given the opportunity provide further comments in relation to the above. Comments included the following:

- 'to describe us as 'earthy' is a strange choice of words and to cite our long history with no mention of fishermen or maritime explorers seems amiss'
- Hard to argue with, but also impossible to avoid the contrast between the vision and values set out here and the dreadful damage threatened by the gondola project
- Agreed that attracting tourists who are interested in culture/food/outdoor activities is a good thing. Increasing off-season attraction indoor attractions should be encouraged.
- The Vision Statement focuses almost exclusively on native Irish history and traditions ignoring Normans, Scots-Irish and other ethnic groups.
- 'Tourism is a massive contributor to climate change, we should be scaling it back rather than increasing it'.
- The vision statement does not reflect that the first summit level canal in all of GB and Ireland was Newry Canal built in the 1730s.

- More should be made of the Geopark status.
- The vision statement should be further simplified and summarised so it is more succinct.

4. Express your view

Express any views, comments, recommendations or insights regarding the Tourism Strategy and Action Plan 2023-2028

Comments included the following:

- There should be more infrastructure that attracts high quality visitors to the area but in sustainable numbers.
- 'The Gondola proposal for Newcastle must be rejected for many reasons - it will bring too many people with nothing to do, it will have an adverse environmental impact, it will be financially unviable and will create a lot of frustration and dissent within the local population - potentially creating a negative relationship between tourists and locals.'
- Free local events should be targeted at ratepayers in Newry, Mourne & Down.
- Reduce the focus on activity-based holidays and recreation and improve the focus on our cultural attractions.
- Connect to work done by the Council in other areas such as Active Travel
- The Strategy should focus on what makes this area unique within Ireland and the British Isles. That is the rich Ulster-Scots heritage in County Down'.

5. Are you aware of any equality of opportunity, good relations or rural needs implications associated with the draft Strategy

Comments included the following:

- Better tracks and pathways interlinking natural assets.
- Invest in reviving active travel by encouraging more public transport.

The majority of responses were positive with consultees 'agreeing to strongly agreeing' to the ambitions and strategic priorities of the plan.

Council response:

Ambitions

- In terms of reduction of the VAT Rate this is something Council can lobby through the Northern Ireland Tourism Alliance
- Investment in toilet provision is considered as part of the Councils Strategy on the subject area
- The Strategy will incorporate greater reference to the opportunity for Active Travel
- The Geopark Action Plan will be key on delivering Sustainable Tourism for the District and is a key component of the Draft strategy
- A Focus on St. Patrick, the Strategy incorporates all aspect of culture/heritage as a key proposition and the Strategy already notes St. Patrick is an important element of the Story of the Destination.
- In terms of developing a project in conjunction with Inland Waterways Association of Ireland (IWAI) to open section(s) of its Newry Canal as a Blueway and working on various locks with the local chapter, currently work is underway on assessing requirements of Lock No. 6 and it is a recommended a Feasibility Study is undertaken to consider a Blueway Development ahead of identifying it as a Strategic Priority for the Council.
- In terms of the Mourne Gateway Project feedback has been both supportive and unsupportive, this is a project which is a Strategic Priority for the Council and project development will include extensive consultation.
- In terms of Tourism-related jobs are offering limited career opportunities and poor wages, Council will continue to engage with HATS (Hospitality and Tourism Skills) on promoting Hospitality as a rewarding career choice
- In terms of Rates levy on 2nd and 3rd homes this is a wider Government issue.

Priorities

- In terms of Brand following market research it has been agreed the new destination tourism brand for the District will be Ireland's True Nature as the over-arching tourism brand essence, with Mourne Gullion Strangford as the geo-locator for the tourism offer. These elements will be used in different hierarchy and scale relationships, depending on audience and context.
- Collaboration across a range of agencies including neighbouring Local Authorities such as Ards & North Down BC will continue to be a priority for the Council and is included within the Strategy.
- France is a priority market for the Destination, however further work needed with industry on language skills development to maximise the opportunity for European markets such as France.
- Data associated with the caravan sector will part of Data Collection and Analysis priorities included within the Strategy.
- Investment in visitor accommodation will be extended to include a broader range of accommodation.

- Investment in walking & cycling will be prioritised as part of the incorporation of the Active Travel Masterplan & Action Plan in the Tourism Strategy as a priority for delivery.
- Investment in facilities such as Newcastle Rock Pool, Leisure Centre and Community Cinema will be referred to Active & Health Communities for consideration.
- Investment in Newcastle Harbour will be considered as part of the Council Conservation plan for the location and Narrow Water Bridge and Mourne Gateway project are currently strategic priorities which are being progressed.
- In terms of coastal path development, a feasibility study had been completed and identified a number of significant challenges around land ownership. The priority will be smaller sections of development as part of the Active Travel Masterplan
- With regard improved carparking associated with Newcastle, parking will be considered as part of the Mourne Gateway project.

Vision Statement & Visitor Proposition

- The coastline has been outlined as a defining characteristic of the Destination, which includes Maritime as a key element.
- Increasing off-season attractions, the Strategy will seek to encourage year-round indoor and outdoor activities.
- The Vision Statement focuses almost exclusively on native Irish history and traditions ignoring Normans, Scots-Irish and other ethnic groups. The Strategy will be updated to reflect the 5 keys themes of the Draft NI Tourism Strategy of Inclusive, Collaborative, Attractive, Innovative and Sustainable.
- 'Tourism is a massive contributor to climate change, we should be scaling it back rather than increasing it'. Sustainable Tourism underpins delivery of the overall Strategy. Tourism supports local livelihoods and economy. The increasing emphasis in terms of delivery tourism products and experiences is on the basis of the principles of leave no trace. The emphasis in terms of Experience Development is to encourage a respect for local communities and traditions with an emphasis on local food, drink, walking, cycling, wellness etc. The Strategy will emphasise more work needed with communities to outline the ethos and importance of the Geopark and its role in supporting sustainable tourism.
- The vision statement does not reflect that the first summit level canal in all of GB and Ireland was Newry Canal built in the 1730s. The Strategy recognises investment in Newry as NMD's only city, this will highlight the importance of Newry Canal to the Destination in terms of overall development of the Canal and the Action plan will include a Feasibility Study into the Blueway concept.

Recommendations and actions:

- To update the Strategy with recommendations as outlined above with the Strategy timescale to be amended to 2024-2029

Tourism Strategy and Action Plan

2024-2029

FLOURISH

Communications | Community | **Economy** | Measure | Invest

Ag freastal ar an Dón
agus Ard Mhacha Theas
Serving Down
and South Armagh



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

Contents

PART 1: STRATEGIC ANALYSIS

- 1. Executive Summary 3
 - 1.1. Creating the Plan..... 3
 - 1.2. Sustainability, Strategic Priorities and Goals 5
 - 1.3. Social Inclusion..... 8
 - 1.4. Five Key Strategic Priorities..... 8
 - Strategic Priority 1: Invest in Communications 8
 - Strategic Priority 1.1: Raise the profile of NMD’s new destination brand..... 10
 - Strategic Priority 2: Invest in NMD’s Community and Partners..... 10
 - Strategic Priority 3: Maximise Economic Advantage 11
 - Strategic Priority 4: Engage in Data Collation and Analysis 13
 - Strategic Priority 5: Prioritise investment in tourism-related infrastructure..... 14
 - 1.5. Growth Target..... 15
 - 1.6. Benefits of the Plan..... 17
- 2. Vision & Value Proposition 19
 - 2.1 Vision Statement..... 19
 - 2.2. Value Proposition..... 20

1. Executive Summary

The purpose of this plan is to provide a clear roadmap and practical guidelines to maximise opportunities for the Newry Mourne and Down district (NMD) as a tourism destination for the period 2024-2029. This plan follows the Tourism Strategy 2017-2021 that represents the first tourism strategy coordinated by Newry Mourne Down District Council (established as a local authority in Northern Ireland in 2015). Within this period, there have been significant widespread achievements ranging from the curation of over 40 world-class market-ready experiences to promote the district and hosting leading tourism events (e.g., the annual IAAT Conference,¹ November 2022) to the Mourne Gullion Strangford UNESCO Global Geopark being ratified by the UNESCO Executive Board in May 2023.

The successes of the Tourism Strategy 2017-2021 have been acknowledged via stakeholder engagement conducted for the Tourism Strategy and Action Plan 2024-2029, with feedback from NMD's tourism industry confirming that significant ground has been broken in raising the destination's profile in Ireland and globally. Looking to the future, over the next five years the expressed aim is to build upon the hard work and strong foundations that have been laid to date so that NMD can flourish, supported by an ambitious strategy that can achieve increased measurable economic and social benefits.

The Tourism Strategy and Action Plan 2024-2029 clarifies the goals, objectives and strategic priorities that can maximise opportunities and position NMD as a leading tourism destination in Ireland. To that end, this plan is set out in two parts:

- **Strategic Analysis:** a summary of the research and recommendation outcomes that inform the Tourism Strategy and Action Plan 2024-2029
- **Action Plan 2024-2029:** outlining the strategic priorities and associated actions that should be undertaken over the upcoming years

Across these two parts, the plan includes six sections as follows:

- Vision statement and value proposition
- Summary review of NMD's tourism strategy 2017-2021
- Summary outcomes for NMD's tourism strategy 2024-2029
- Action plan 2024-2029
- Appendices

1.1. Creating the Plan

To inform the creation of this plan, the following work was undertaken:

1. Consultations with
 - Newry Mourne and Down District Council (NMDDC) officers
 - NMD tourism businesses, stakeholders, organisations, and networks
 - NMD community representatives and organisations

¹ IAAT: Ireland's Association for Adventure Tourism

- NMD elected members
- Tourism Northern Ireland (TNI)
- Tourism Ireland (TI)
- professional travel buyers: leisure and business tourism
- independent data intelligence and global benchmarking organisations
- Ulster University Economic Policy Centre

2. Desk research including reports and analysis relevant to NMD’s tourism strategy.

This plan including all recommendations and actions align with regional/national policies and strategies including those noted below:

Newry Mourne Down District Council (NMDDC):	National Strategies and Policies
<ul style="list-style-type: none">• NMDDC Culture, Arts and Heritage Strategy 2022- 2027• NMDDC’s Regeneration and Economic Development Strategy 2022-2025• NMDDC Corporate Plan 2021- 2023• NMDDC Village, Towns and City Masterplans• Newry City Centre Masterplan – October 2011• NMDDC - Tourist Accommodation Scoping Study for Destinations Mourne Mountains & Ring of Gullion & Strangford Lough• NMDDC Active Travel Masterplan• Living Well Together A Community Plan for Newry, Mourne and Down to 2030• Mourne Gullion Strangford Aspiring UNESCO Global Geopark – Ten Year Masterplan 2020 – 2030	<ul style="list-style-type: none">• The Department for the Economy’s Tourism Strategy for Northern Ireland - 10 Year Plan• Together Building a United Community Strategy• Rural Needs Act• Section 75 of the Northern Ireland Act• Tourism NI 2022-23 operating plan• Tourism NI Annual Report 2020• Tourism Ireland Marketing Plans• Department for the Economy Economic Strategy• Department for the Economy Economic Vision (2024):<ul style="list-style-type: none">- Good jobs: increase the proportion of working-age people in good jobs- Regional Balance: address economic disadvantage to ensure that all people have the same opportunity to earn a living- Raise Productivity: increase outputs per worker- Net Zero: build a green economy and measurably reduce climate emissions• Department of Culture, Arts and Heritage: A Way Forward

Across all Newry Mourne Down District Council policies, there is a commitment to creating opportunities for local communities to thrive by supporting sustainable economic growth

over time and helping people to lead fulfilling lifestyles under five core values that underpin this plan:

1. We will be citizen focused and actively encourage citizen and community engagement, as well as being a listening and responsive Council.
2. We will be accountable and make decisions based on an objective assessment of need and operate in a transparent way as well as openly reporting on our performance.
3. We will be collaborative and actively encourage and pursue working in partnership, and at all levels, to deliver for our district.
4. We will be sustainable and will take into account the social, economic and environmental impacts of our decisions on current and future generations.
5. We will be fair at all times and will proactively target actions at those who are marginalised within our community.

As an output from the research conducted, five overarching key strategic priorities and a growth target for tourism revenue generation have been established for the upcoming period 2024-2029.

These five strategic priorities, goals and associated actions have been consciously created in a way that aligns with NMD's ethos of placing sustainability and social inclusion at the heart of all decision-making.

1.2. Sustainability, Strategic Priorities and Goals

Sustainability is an inherent hallmark of NMD as emphasised in NMDDC's core values and the Tourism Strategy 2017-2021, championing a balanced and holistic approach that prioritises:

- safeguarding the environment
- supporting the local community
- supporting livelihoods and the economy

This approach, which is fundamental to the vision, ambition and aims of this plan is outlined below in further detail under the following headings

- The framework for sustainable tourism development
- Sustainable travel solutions
- People, place and the local economy
- Aligning strategic priorities with sustainable tourism development

The framework for sustainable tourism development

The Mourne Gullion Strangford UNESCO Global Geopark – Ten Year Masterplan 2020 – 2030 provides the framework for sustainable and regenerative tourism development, outlining how achieving UNESCO Global Geopark status “provides a significant impetus in developing the region as a leading sustainable tourism destination.” This plan states that while the

three designated Areas of Outstanding Natural Beauty (Mourne, Gullion and Strangford) are mainly focused on the management of the landscapes and the communities within their respective catchments, the UNESCO Global Geopark takes a more holistic approach (including via sustainable tourism development) across the unified Mourne Gullion Strangford geography.

Within this context, the plan advocates for the development of a sustainable tourism destination and industry through a range of sites, authentic experiences, activities, accommodation and events which complement and enhance the unique character of the Geopark's geological landscape. The plan emphasises that this development must happen in a responsible way that champions conservation and education so that the destination's tourism assets, landscape, built heritage and cultural heritage can be

- celebrated and appreciated by contemporary generations
- protected, preserved and celebrated by future generations

This plan and the sustainable tourism development strategy for the destination is thereby mindful of its responsibility to care for both the environment and local communities by keeping abreast of challenges such as

- managing visitor volumes
- promoting responsible tourism practices by visitors
- addressing sustainable travel solutions and itineraries

Sustainable travel solutions:

The Newry, Mourne and Down Active Travel Plan specifically addresses the provision of infrastructure and communications to promote sustainable travel solutions such as walking, cycling and public transport for the benefit of local people and visitors. The recommended methodology for achieving this includes using road spaces and railways more efficiently along with improving connectivity across the region and to key tourism sites.

The Active Travel Plan also sets out the ambition to further develop greenways in the destination. An example includes the Newry to Dundalk Greenway that has been identified for development as a 42 kilometre route encompassing the spectacular shoreline of Carlingford Lough (with some phases already completed and other sections currently under development). Additionally, the consultation process for this plan has requested investment in a feasibility study to consider a Blueway development on Newry Canal.

The Tourism Strategy and Action Plan 2024-2029 fully aligns with the intentions expressed in the Newry, Mourne and Down Active Travel Plan and the Mourne Gullion Strangford UNESCO Global Geopark – Ten Year Masterplan 2020 – 2030. This will manifest in many ways, including by

- promoting existing and future sustainable travel solutions to explore the destination, including via existing and future greenways and blueways
- supporting tourism providers with
 - the development of sustainable experiences that attract responsible visitors

- the delivery of experiences so that visitors are advised about how to engage respectfully within the destination
- creating itineraries for visitors that champion sustainable experiences and sustainable travel solutions

People, place and the local economy:

While the vision noted below for the Mourne Gullion Strangford UNESCO Global Geopark – Ten Year Masterplan 2020 – 2030 highlights the importance of place (a place “born of fire and shaped by ice”) and people (“cared by its people and shared with others”), the Tourism Strategy and Action Plan 2024-2029 will be equally mindful of supporting livelihoods and the local economy within the context of sustainable tourism development.

Mourne Gullion Strangford UNESCO Global Geopark-born of fire and shaped by ice, cared by its people and shared with others.

Today’s visitor seeks experiences that share the unique story of local people (including their customs, traditions, and interests) and the place they come from across urban and rural destinations. Quality tourism experiences are thereby delivered by people from all walks of life including from farmers and fishermen to musicians and weavers. Accordingly (depending on the experience offering), tourism can either fully or partially support a livelihood, benefiting the local economy while allowing the provider to stay in their homeplace. With reports published by national tourism bodies emphasising a rising demand for sustainable tourism destinations where money spent goes back to local communities, this approach benefits the region, destination Northern Ireland and the visitor.

Aligning strategic priorities with sustainable tourism development:

For the Tourism Strategy and Action Plan 2024-2029, each of the five strategic priorities outlined below are positioned within the destination’s sustainable tourism development framework. Via the consultation process, it was strongly noted that sustainable and regenerative tourism practices have been an integral part of NMD’s strategy for more than a decade. For many NMD tourism businesses, a sustainable and regenerative approach is naturally ingrained into their operations.

Going forward, NMD will amplify communications regarding its long-standing commitment and performance in this regard. The vision is to position NMD as a global leader and advocate for sustainable tourism within a destination that is home to more than

- 100 miles (160 kilometres) of coastline
- 600 square miles (1,600 kilometres) of premier outdoor landscape

As part of this process, tourism businesses will be equipped with the knowledge, support, metrics and roadmap that can enable them (individually and collectively) to represent NMD as confident communicators of the sustainable and regenerative tourism approaches practiced in this destination. Taking care to adopt a multi-layered approach (working at tourism business level, community level and council level), the aim is to ensure that NMD’s goal of becoming a recognised leader in sustainable tourism is fully realised.

1.3. Social Inclusion

Just as this plan places sustainability at the heart of all tourism development, social inclusion is a key pillar that similarly underpins all strategic priorities. The commitment to social inclusion is evident throughout all NMDDC's strategies including the Living Well Together A Community Plan for Newry, Mourne and Down to 2030, NMDDC Active Travel Masterplan and the Mourne Gullion Strangford UNESCO Global Geopark – Ten Year Masterplan 2020 – 2030 that emphasises as a key aim the “promotion of inclusion in all processes from governance to implementation activities, thus providing an equality of access and opportunities for citizens of and visitors to the Geopark.”

Noting that Inclusion is also a key stated priority in The Department for the Economy's Tourism Strategy for Northern Ireland - 10 Year Plan, the Tourism Strategy and Action Plan 2024-2029 commits to positioning NMD as a sustainable and socially inclusive tourism destination that is mindful of the needs of all, including visitors with physical, mental and intellectual difficulties.

Guided by experts, relevant stakeholders, organisations and local tourism businesses with established social inclusion practices, all sectors of the tourism and hospitality industry will be supported to be proactive about responding to the needs of visitors including via communications, experience and service delivery.

1.4. Five Key Strategic Priorities

Noting that sustainable tourism development and social inclusion underpin all ambitions and actions within the Tourism Strategy and Action Plan 2024-2029, the five strategic priorities for the duration of this plan are

1. Invest in communications and
 - 1.1 Raise the profile of NMD's new destination brand
2. Invest in NMD's community
3. Maximise economic advantage
4. Engage in data collation and analysis
5. Prioritise investment in tourism related infrastructure

The principles behind these five priorities are summarised below. The objectives and associated actions that have emerged for each noted strategic priority are outlined under part two of this plan, entitled Action Plan 2024-2029.

Strategic Priority 1: Invest in Communications

It is clear that NMD has matured and grown in confidence as a tourism destination over the past five years. To advance that success in the upcoming years, communications have emerged as a high priority with key actions to include:

- the creation of a new Vision Statement and Value Proposition that defines NMD's offering as a tourism destination

- ensuring that NMD emerges as a landmark tourism destination, rather than as a gateway to other locations (e.g., Dublin and Belfast)
- continued investment in experience development (defined as a destination game changer for the period 2017-2022) to include
 - developing a dedicated collection of outdoor activities and adventure experiences
 - maintaining the focus on experiences that
 - connect authentically with the local community
 - showcase themes that are intrinsic to NMD such as mountains, maritime and legends
 - function as a collective to maximise opportunities for NMD across themes encompassing food and drink, culture and heritage, outdoor activities and adventure, and wellness
- maximising opportunities for NMD's tourism offering via clear offline and online communications under the following categories:
 - natural assets: places of interest and natural beauty from land to seascapes
 - experiences, ordered under the following sub-categories
 - culture and heritage
 - food and drink
 - outdoor activities and adventure (including world-class golf)
 - wellness
 - visitor attractions
 - events and festivals
 - accommodation providers
 - places to eat and drink
 - ways to get around: from public to private tourism transport options
- positioning NMD via communications as a
 - global leader for sustainable tourism (ensuring that tourism businesses are equipped with the knowledge, support, metrics and roadmap to act as confident communicators of NMD's sustainable/regenerative tourism ethos and approaches)
 - tourism destination that places social inclusion at its heart
 - primary outdoor, activity and adventure destination in Ireland
- ensuring that communications are used proactively and effectively to connect and promote positive relationships across NMD's
 - tourism industry
 - local community
 - national and global collaborative partnerships
- the adoption of a "ground-up" approach that showcases NMD's tourism industry from the human perspective of local people who work within it

- aligning with the strategic themes in The Department for the Economy's recent Tourism Strategy for Northern Ireland - 10 Year Plan: innovation, inclusion, sustainability, attractiveness and collaboration

Strategic Priority 1.1: Raise the profile of NMD's new destination brand

During the consultation process the ask to redefine the destination's brand became clear. As the specific purpose of this plan is to provide strategic guidance that can enable NMD to maximise opportunities as a tourism industry and destination, a separate consultation process was conducted to address the destination's branding.

The outcome of this consultation process has defined *Mourne Gullion Strangford* as the geo locator and *Ireland's True Nature* as the overarching tourism brand essence, positioning NMD as an unparalleled destination with a breath-taking natural landscape, people who are genuine and welcoming, a rich cultural heritage, quality food and drink and expansive spaces for outdoor recreation.

With the aim of ensuring that NMD aligns with premier regional destinations in Ireland (e.g., Causeway Coast and Glens, the Burren, Connemara, the Boyne Valley) and globally (e.g., Loire Valley), this brand will be the destination's defining brand for the future.

As the redefined destination brand aligns with Northern Ireland's Embrace A Giant Spirit destination experience brand, which in turn aligns with other Ireland brands including Wild Atlantic Way, Ireland's Hidden Heartlands, Ireland's Ancient East and Dublin Surprising by Nature, all relevant internal and external stakeholders and authorities (e.g., Tourism Northern Ireland and Tourism Ireland) will be informed of NMD's revised branding and how to engage with same.

Strategic Priority 2: Invest in NMD's Community and Partners

For the Tourism Strategy and Action Plan 2024-2029, NMD's community references:

- tourism industry businesses and entities: including accommodation providers, experience and activity providers, visitor attractions, event and festival providers, places to eat and drink and tourism-relevant transport providers
- the local
 - resident community
 - business community
- tourism agencies: Tourism Northern Ireland and Tourism Ireland
- engagement with councils in Northern Ireland and the Republic of Ireland
- visitors from Ireland and global markets
- professional travel buyers: leisure and business tourism
- partnerships and alliances in Ireland and globally that benefit NMD

Stakeholder engagement with tourism businesses confirms that over the past five years a lot has been achieved to promote connections and collaboration. For example, significant progress has been made with developing alliances and partnerships:

- between NMD tourism businesses: e.g., via networking events and professional development programmes
- alliances that benefit NMD tourism businesses: e.g., Strangford Lough cluster
- close collaboration with national tourism agencies: Tourism Northern Ireland and Tourism Ireland, ensuring that their guidance informs NMD's tourism strategy
- cross-council initiatives: e.g., the Memorandum of Understanding with Louth
- between NMD tourism businesses and professional travel buyers: e.g., via attendance at trade events in Ireland and global markets
- global partnerships and alliances: e.g., Atlantic CultureScape intangible cultural heritage experience development global partnership project, led by NMDDC

In the upcoming years, NMD intends to expand on this collaborative approach. For example, via consultation for this plan, NMD's tourism industry has requested to increase partnership opportunities by scheduling networking and familiarisation trips during low season periods.

While maximising opportunities via leisure tourism will remain the primary focus, NMD will additionally explore the destination's potential for business tourism. In this regard, establishing connections with NMD's local business community will be key for securing corporate meetings, conferences, incentives and events from Ireland and global markets.

Engaging NMD's local resident community with the destination's tourism industry and offering will be a key priority over the coming years. The purpose of this action is to raise awareness within the community about

- what NMD's tourism offering is and how it can benefit local people
- the makeup of NMD's tourism industry and how it is comprised of local businesses
- how NMD successfully competes in domestic and global markets
- the expectations of visitors and how to engage with them

Under this priority, initiatives such as Local Experts Programmes should be considered so that community-based networks are created that are

- informed about NMD's tourism offering
- equipped with the know how to
 - share knowledge about NMD's tourism offering
 - interact positively with visitors to NMD
 - engage and partner with representatives from NMD's tourism industry

Strategic Priority 3: Maximise Economic Advantage

Building on the successes achieved to date, the upcoming years 2024-2029 are critical for positioning NMD as a landmark tourism destination in Ireland. While all five strategic priorities in this plan contribute towards achieving this goal, addressing the economic impact of tourism is essential for supporting livelihoods, job creation and the local economy via revenue generation.

In tourism, economic advantages are achieved via targeted commercial strategies where smart choices must align with expertise and resources (time, human and financial). Maximising opportunities that align with sustainable tourism development is about being goal-focused and knowing how to expertly integrate diverse sales channels, markets, customer segments, and commercial functions (e.g., proactive and reactive sales, PR and marketing) to match the profile of the tourism destination and its industry.

Within this framework, via the Tourism Strategy and Action Plan 2024-2029, a multi-layered, two-pronged approach is proposed that focuses on maximising commercial capabilities to win leisure and business tourism opportunities by a) empowering NMD's tourism industry with the required skills and expertise while b) NMDDC providing support at destination-level

a. maximise economic advantage within NMD's tourism industry:

- **tourism businesses:** support the creation of tailor-made commercial strategies aligned with the unique resources and expertise of each business
- **tourism industry:** ensure that tourism businesses across NMD collaborate and form partnerships to maximise commercial opportunities
- **tourism industry and the local community:** raise the profile of NMD's tourism offering among the resident and business community to maximise collaborative and commercial opportunities

b. maximise economic advantage at destination level supported by NMDDC

- raise the profile of the destination and its tourism industry (e.g., via branded destination digital channels)
- complement/reinforce the activity of NMD tourism businesses at destination level (e.g., via attendance at domestic and global trade shows generating referral opportunities for NMD businesses)

Under this key priority, NMD will focus activity on growing market share from the Northern Ireland and Republic of Ireland (ROI) markets. NMD's intention to win share from the ROI market aligns with Tourism Northern Ireland's strategy that sets a target of winning 10% of ROI's market value, equating to £193 million (+€47.2 million and +7.6% CAGR).²

Regarding global market share, for 2024-2029 NMD will focus its priorities on the following:

- Great Britain
- North America
- Nordics and Netherlands

As there is a need to increase capabilities in NMD for the effective management of non-English speaking markets (e.g., by delivering experiences in global languages), the German, French, Spanish and Italian markets that are key for Ireland will be a second tier focus for NMD.

² Tourism Northern Ireland's Republic of Ireland Market Strategy 2021-2026

Throughout 2024-2029 it is recommended that NMDDC supports its tourism industry with a) understanding and addressing the needs of these markets and b) the benefits of engaging with these markets so that

- competencies for engaging in these markets are improved during this plan's lifetime
- opportunities via these markets are maximized 2024-2029
- NMD is placed to win opportunities via these markets beyond this plan's lifetime
- NMD enhances its capacity for welcoming visitors from English and non-English speaking markets that are key for Ireland

Strategic Priority 4: Engage in Data Collation and Analysis

As a key priority for 2024-2029, NMD should embed data collation and analysis in its tourism culture so that whenever possible objectives, goals and targets can be objectively assessed and measured ensuring that

- strengths are identified and maximised
- weaknesses are identified and corrected
- threats are identified and addressed
- opportunities are identified and targeted
- sound data analysis is available to
 - inform future NMD tourism strategies
 - support NMD grant applications
 - attract investment into NMD (e.g., hotel investment)

The status of targets set via NMD will be determined via diverse methods of measurement ranging from community and customer sentiment data to economic and environmental impact data. For 2024-2029, the inclusion of the following data collation sources should be considered:

- Northern Ireland Statistics and Research Agency (NISRA)
- Relevant data available to NMDDC such as
 - NMD's resident survey
 - Visitor counter data (e.g., gathered at events and festivals)
 - Market research data (e.g., conducted at events and festivals)
- Tourism Northern Ireland data analytics and reviews
- Tourism Ireland data analytics and reviews
- External data intelligence and global benchmarking (e.g., independent hotel benchmarking)
- Data submitted centrally to NMDDC via NMD tourism businesses according to an agreed mechanism
- Data collated by NMDDC's geopark team that inform and guide the approach for safeguarding the region's environment and reducing emissions

The habit of collating and analysing tourism-relevant data needs to be established a) within independent tourism businesses and b) at destination level via NMDDC. The outcomes of this activity must be used constructively to benefit NMD's tourism industry by

- providing tourism businesses with bespoke supports so that they are informed about
 - what data to collate
 - what mechanisms to use for recording data
 - how to use data to make informed decisions that can maximise opportunities
- providing summary updates (e.g., annually) of data collated centrally via NMDDC so that the tourism industry has a) an objective assessment of the destination's performance and b) robust direction for new and evolving actions and strategies that can benefit tourism businesses and NMD as a destination.

Strategic Priority 5: Prioritise investment in tourism-related infrastructure

While NMD has the clear potential to progress as a tourism destination 2024-2029, to maximise this opportunity continued investment is required in tourism-related infrastructure. Under this strategic priority, NMD should

- **elevate the quality of the tourism offering and infrastructure:** by continuing to invest in similar projects initiated over the past five years: e.g., Tyrella beach, Delamont Country Park, Camlough Lake Recreational Hub, Castlewellan Historic Demesne, Narnia Experience Rostrevor, and Mourne Gateway Project
- **proactively seek investment in sustainable accommodation solutions across all categories** (e.g. self-catering, caravanning and camping, guesthouses and hotels), noting
 - over the past ten years there has been a limited increase in hotel rooms, with NISRA data showing that 33 rooms (providing 70 additional beds) were added between 2015 and 2019 ³
 - hotel accommodation represents just 26% of total bed inventory in NMD: 61% of accommodation is provided by self-catering and guesthouse/bed & breakfast ⁴
 - without this investment, the opportunity to increase visitor dwell time in NMD and associated spends will be significantly curtailed
- **continue to invest in NMD's hub communities** which encompass the destination's city, towns, villages, and rural communities. This action should include:
 - continued investment in the design and delivery of public realm improvements ⁵

³ NISRA Northern Ireland Local Government District Tourism Statistics 2013-2019

⁴ NISRA Northern Ireland Local Government District Tourism Statistics Newry Mourne Down 2019

⁵ NMDDC's Regeneration and Economic Development Strategy 2022-2025

- integrating the hub communities with the wider tourism offering: e.g., by enabling residents and non-tourism businesses to understand and refer local tourism experiences and places of interest
- ensuring that NMD can achieve its ambition to become a landmark tourism destination by improving the quality of the visitor experience in Newry as NMD's only city: this action has been called out strongly via consultations, for example via professional travel buyers

As part of this ambition, the plan recommends investment in a feasibility study to consider a Blueway development on Newry Canal alongside raising the profile of the historic Newry Canal (1742) that is the first summit level canal to be built in Ireland or Great Britain.

- **continue to improve wayfinding and signage in NMD** so that places of interest and can be easily found and opportunities can be maximised for tourism businesses

It is important to note that investment in tourism-related infrastructure provides wide-ranging benefits that encompass

- improving the experience for visitors
- maximising opportunities for NMD's tourism industry
- improving the quality of life (including the generation of social and economic benefits) for NMD's local community
- contributing toward the achievement of the growth target set out in this plan
- attracting and retaining high-spend customers
- increasing dwell time and spend by visitors in NMD
- achieving NMD's ambition to become a landmark tourism destination

1.5. Growth Target

At the time of writing this report, the global tourism industry is in an uncertain place due to a wide variety of factors ranging from the unprecedented disruption caused by the Covid-19 pandemic to global economic and geopolitical unrest.

Within Northern Ireland and NMD, diverse challenges are manifest including

- the cost-of-living crisis emerging as a primary concern among customers ⁶
- evidence of the erosion of Northern Ireland's value for money rating ⁷
- the trend toward last-minute booking, making it difficult to predict future performance
- limited hotel capacity in NMD, impacting the potential to increase dwell time and maximise commercial opportunities
- the Covid-19 pandemic has disrupted the collation of data, including via NISRA

⁶ Tourism Northern Ireland Consumer Sentiment NI Market April 2022 Report

⁷ Tourism Northern Ireland Tourism 360° July 2022

While the challenges are clear, in the current environment these co-exist with more optimistic considerations including

- Both the Department of the Economy's Tourism Strategy for Northern Ireland – 10 Year Plan and Tourism Ireland emphasise future growth in the value of tourism in Northern Ireland:
 - The **Department for the Economy's recent Tourism Strategy for Northern Ireland - 10 Year Plan** sets out the strategic aim of increasing the value of tourism to the Northern Ireland economy by 50% -75% compared to 2019, or growth of 4%-6% per annum.
 - The **Tourism Ireland Marketing Plan** (issued 2024) sets targets of driving tourism revenue growth in Northern Ireland by +6.5% year-on-year to 2030. This is compared to targeted island of Ireland growth of 5.6% average year on year growth to 2030.
- World Travel & Tourism Council Economic Impact 2022
 - predicting a strong decade of growth
 - estimating that the sector's performance in Europe could surpass 2019's level in 2024 when Travel & Tourism contribution to the region's GDP could reach 4.1% above the pre-pandemic amount
- NMD is well placed to reap the benefits of proactively promoting the destination's profile over the last five years. For example
 - via extensive engagement with travel trade: e.g., via trade shows and familiarisation trips
 - by consistently promoting offers and things to do through digital sales channels: e.g., via the destination's website and social media channels
 - by partnering with organisations that can raise NMD's profile: e.g., Ireland's Association of Adventure Tourism Conference November 2022 and Taste of Tourism February 2023 in association with the Northern Ireland Hotels Federation
 - by positioning NMD as a new tourism destination offering in Ireland that (following its first ever tourism plan 2017-2021) is undergoing a growth phase, with leverage to escalate growth during 2024-2029 and beyond

Bottom line

At this point in time nobody can predict with confidence what will happen in the future. While reports and opinion vary, NMD's tourism industry has asked for ambition. Conscious of rising inflation, the industry has also cautioned against standing still. Instead, they have emphasised the need to

- maximise opportunities for NMD via continued promotion in Ireland and globally
- achieve the revenue generation required to a) maintain existing tourism jobs and b) drive new job creation

Following an analysis of historic data collated by NISRA combined with diverse consultations (including Tourism Northern Ireland, Tourism Ireland and the Ulster University’s Economic Policy Centre), NMD has set a target to increase revenue generation via tourism by 34% in 2029 compared with 2019.

The below chart indicates how this target can potentially translate for overnight stay revenue generation in NMD.

Table: Revenue Generation via Overnight Stays 2019 versus 2029

Heading	2019	2029
Revenue Generation ⁸	£84,000,000*	£112,760,000
NOTES:		
<ul style="list-style-type: none">• This measurement is based on revenue generation via overnight stays in NMD<ul style="list-style-type: none">- *£84,000,000 equates to 1.6m bed nights• The chart serves for comparison purposes only<ul style="list-style-type: none">- any potential future changes to hotel inventory (e.g., via investment that increases bed capacity) are not factored in• Data source: NISRA 2019 statistics		

Data collation

Under *Strategic Priority 4: Engage in Data Collation and Analysis*, the collation of data in NMD will be proactively encouraged at a) tourism business level and b) at destination level, via NMDDC. Therefore by 2029

- individual tourism businesses in NMD can assess performance against this target
 - including accommodation providers, experience and activity providers, visitor attractions, event and festival providers, places to eat and drink and tourism-relevant transport providers
- NMD as a destination can assess performance against this target via data centrally collated by NMDCC
- NMD will have a record of district-specific data and trends that can reliably inform future growth and targets

1.6. Benefits of the Plan

The benefits that can flow from this Tourism Strategy and Action Plan 2024-2029 are

- maximising opportunities for NMD, generating economic and social benefits
- positioning NMD as
 - a landmark tourism destination with a
 - wealth of natural assets

⁸ Revenue generation 2019: Northern Ireland Statistics and Research Agency

- beautifully crafted, market-ready authentic experiences across the themes of food and drink, culture and heritage, activity and adventure and wellbeing
 - vibrant annual events and festivals calendar
 - vibrant hub communities: city, towns, villages, and rural communities
- an integrated tourism offering with a team NMD approach that connects accommodation providers, experience and activity providers, visitor attractions, event and festival providers, places to eat and drink and tourism-relevant transport providers under a defined brand
- global leader and advocate for sustainable and regenerative tourism supported by tourism businesses that are confident communicators of NMD's ethos
- a primary outdoor, activity and adventure destination in Ireland
- maximising social, promotional and economic opportunities and benefits via a
 - targeted communications and commercial strategy
 - strong alliances and collaboration
 - within NMD's tourism industry
 - between NMD's tourism industry and local community
 - via national and global collaborative partnerships
- enabling NMD to make informed strategic decisions based on sound data
- improving the quality of living standards for the local community and the experience for visiting customers
- putting NMD in a position to attract investment

2. Vision & Value Proposition

The vision statement and value proposition form the foundation for all activities conducted by NMD in collaboration with tourism stakeholders.

While the vision statement summarises what the destination represents and what it intends to become in the future, the value proposition is created from the visitor's perspective. Accordingly, the value proposition serves to

- identify the benefits that NMD can deliver for its customers
- differentiate NMD and its tourism offering in the marketplace
- clarify NMD's target customers and markets

Strategic plans, annual plans, and actions must align to the vision statement and value proposition. They are ideally used when engaging with diverse stakeholders (e.g., domestic/global tourism associations and partners) and procuring diverse services (e.g., PR opportunities and advertising) so that the destination's offering, aims, and objectives are clearly understood.

The vision statement and value proposition noted below have been created following consultation with NMD's tourism industry. These are working documents and can change over time as the destination evolves and as the external environment changes.

2.1 Vision Statement

As a warm and welcoming people, we are proud to live in a destination of outstanding natural beauty with more than 100 miles (160 kilometres) of coastline and 600 square miles (1,600 kilometres) of premier outdoor landscape.

Situated in a prime north-eastern location mid-way between Dublin and Belfast, our community encompasses the people, vibrant hubs, land and seascapes of counties Down and Armagh, with awe-inspiring expansive panoramas from the Mourne Mountains and Ring of Gullion to Strangford and Lecale.

Abundant with a sustainable rich cultural heritage, outdoor and adventure experiences, locally crafted artisan food and drinks, world-class golf, and a vibrant calendar of year-round events and festivals, our home is captivating.

Our story is like no other. As a people, we are earthy, grounded, creative and resourceful. The hallmarks of who we are today have evolved over centuries through repeated significant moments in history. These include

- Ireland's earliest farmers who chose to settle in our community more than 5,000 years ago due to an abundance of fertile soil and pure water

- Saint Patrick who in 432AD, chose our community to establish his first church in Ireland, singling us out as the cradle of Christianity
- the poets, musicians and storytellers of Oriel who in the 18th and 19th centuries ignited a cultural renaissance in Ireland
- the stone masons who with their bare hands, achieved the remarkable feat of building the 22 mile long (35-kilometre) granite Mourne Wall across 15 different mountains (1904- 1922)

Building on the legacy of our ancestors, our modern rhythm of life is defined by a rich heritage, authenticity, resilience, and integrity. Collectively, we work hard for our achievements and are united in our goal for our home to become a renowned year-round destination with sustainability and social inclusion at its heart for our local community, partners, leisure, and business visitors.

2.2. Value Proposition

Through tourism, we share the story of people and place. This tourism destination thereby firstly represents and serves the local community while extending the warmest of welcomes to visitors from Ireland and global countries.

Encompassing counties Down and Armagh, with three designated Areas of Outstanding Natural Beauty (Mourne, Ring of Gullion, Strangford and Lecale) this visibly beautiful place has its own natural rhythm of life founded on traditions, authenticity, sustainability, resilience, and a giant-hearted spirit that champions social inclusion.

To inform and inspire our community, visitors and partners our brand essence is defined as *Ireland's True Nature* to mark our unparalleled destination that is home to the Mourne Gullion Strangford UNESCO Global Geopark.

Within 600 square miles (1,600 kilometres) of premier outdoor landscape and 100 miles (160 kilometres) of coastline, our home offers a wide menu of activities and tourism experiences for locals and visitors including

- **culture and heritage:** from being the beating heart of Saint Patrick's story to the Ulster Scots who settled here, crafts, farming, music, sports, and language
- **food and drink:** from Ireland's first craft chocolate factory to award-winning breweries, distilleries and a cidery, clover farms and beekeepers, world class chefs, bakers, and foragers
- **adventure/outdoors:** from walking, biking, hiking, and horse-riding to world-class golf and water activities
- **wellness:** from mindfulness experiences to luxury spa escapes

- **events and festivals:** a year-round calendar of community and large-scale events

Complimented by a wide range of private and public transport options, restaurants, cafés, bars and accommodation from high-quality glamping, self-catering cottages, B&Bs and guesthouses to 3, 4 and 5-star hotels, this destination is naturally suited to the leisure traveller including individuals, couples, families, adventurers, golfers, culture and heritage enthusiasts, foodies, special-interest, and inter-generational groups.

The destination is also ideally suited for business tourism travellers – with event spaces for up to 700 delegates and capacity for small meetings, conferences, and incentive groups for between 8 and 300 people.

For the local community, leisure, and business tourism visitors, this destination promotes social inclusion and sustainability as core destination hallmarks through a balanced and holistic approach that

- safeguards the environment
- supports the local community
- supports livelihoods and the economy

We welcome everyone who shares our ethos and values.

Building Control 6 Monthly Report for ERT Committee Meeting

1.0 Building Regulations Report – Matters for Noting

1.1 Number of Building Regulation Applications Received

1 Sept 2023 – 29 Feb 2024

1249

1 Sept 2022 – 28 Feb 2023

1198

1.2 Fees Received

1 Sept 2023 – 29 Feb 2024

Plan Fee	£108,695.59
Inspection Fee	£286,313.98
Other Fee	<u>£1249.50</u>
Total	£396,259.07

1 Sept 2022 – 28 Feb 2023

Plan Fee	£121,406.04
Inspection Fee	£347,377.43
Other Fee	<u>£1,140.00</u>
Total	£469,923.47

1.3 Site Inspections carried out

1 Sept 2023 – 29 Feb 2024

4624

1 Sept 2022 – 28 Feb 2023

5500

1.4 Performance

Current performance indicators:-

Domestic Plan Assessments assessed within 21 days (Target 80%) 85%

Non Domestic Plan Assessments assessed within 35 days (Target 80%) 85%

BR3 Returns assessed within 14 days (Target 85%) 90%

2.0 Enforcement

Number of premises visited to assess extent of unauthorised works between September 2023 and February 2024 = 6

31 Tollymore Brae, Newcastle	Works to form detached two storey garage	Resolved
14 St Patrick's Avenue, Downpatrick	Installation of a pizza oven	Resolved
153a Castlewellan Road, Kilcoo	Change of use from domestic garage to dwelling	Reminder letter sent
6 Cloonagh Road, Downpatrick	Internal fit out of shell units to form office accommodation	Resolved
55 Cairn Grove, Kilcoo	Single storey extension to rear of dwelling	Resolved
51 Castlewellan Road, Newcastle	Internal alterations	Reminder letter sent

3.0 Dangerous Structures

Number of premises identified as dangerous structures between September 2023 and February 2024 = 10

43 Newcastle Street, Kilkeel	Unsecured roof slates, bargeboards and plywood boarding to dormer windows	Resolved
Newry Street, Crossmaglen	Derelict shop	Resolved
99-101 Main Street, Dundrum	Loose eaves boarding and roof slates	Resolved
55 Cairn Grove, Kilcoo	Collapse of rear retaining wall	Resolved
10 Riverview, Kilkeel	Report of possible dwelling collapse	Resolved
36b-37 Merchants Quay, Newry	Vacant yard	Resolved
The Square, Ballynahinch	Unsafe site hoarding band vendors signage board	Resolved
22-26 Charlotte Street, Warrenpoint	Vacant police station	Resolved
Loughbrook Industrial Estate, Camlough	Fire damage to industrial units	Resolved
14 Greens Road, Saintfield	Partially collapsed barn roof	Resolved

4.0 Property Certificates

Property certificates responded to date.

1 Sept 2023 – 29 Feb 2024
1001

1 Sept 2022 – 28 Feb 2023
1106

5.0 Fire Risk Assessments

Number of Fire Risk Assessments carried out during the past 6 months = 16.

- Greenbank Depot
- Warrenpoint Town Hall
- Cabra Community Centre
- Forkhill Community Centre
- Bessbrook Community Centre
- Three Ways Community Centre
- Hilltown Community Centre
- Whitegates Community Centre
- Newry Leisure Centre
- Bunscoil
- Kilkeel Bowling Green
- McGrath Centre
- St Colmans Changing Facilities
- Ballykinler Community Centre
- Ballymote Sports and Wellbeing Centre
- Dan Rice Hall

6.0 Energy Performance of Buildings (EPB) Checks and LPS Vacant Rating 1 September 2023 - 29 February 2024

ESTATE AGENTS

- * Total no of agents checked (on site/ website) - 48
- * Total number of properties not compliant – 0
- * Number of first warning letters issued – 0
- * Number of successful first warning letters – 0

DISPLAY ENERGY CERTIFICATES (DEC's)

- * Number of buildings checked on Landmark - 214
- * Number of buildings compliant on Landmark - 174
- * Number of first warning letters issued - 40
- * Number of successful first warning letters - 11

AIR CONDITIONING

- ❖ Number of air con buildings checked on landmark – 111
- ❖ Number of air con buildings compliant – 104
- ❖ Number of first warning letters issued -8
- ❖ Number of successful first warning letters – 3

EPCs RECEIVED (ON CONSTRUCTION)

- ❖ Number of new dwellings EPCs checked on Landmark – 242
- ❖ Number of new dwellings complaint – 241

LPS VACANT RATING

Currently suspended by Land and Property Services

Recommendation:

For Noting

Report to:	Economy, Regeneration & Tourism Committee
Date of Meeting:	Monday 15 th April 2024
Subject:	Carlingford Lough Greenway Update
Reporting Officer (Including Job Title):	Jonathan McGilly Assistant Director, Regeneration
Contact Officer (Including Job Title):	Seamus Crossey – Project Manager

Confirm how this Report should be treated by placing an x in either:-

For decision	For noting only	x
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1.0	Purpose and Background
1.1	<p><u>Purpose</u> To note the report and approve recommendations in section 3.</p> <p><u>Background</u> Following updates to previous ERT meetings, seeking to further update members on;</p> <ul style="list-style-type: none"> - Shared Island Funding Letter Of Offer - Completed Procurement Process and overall Project Programme <p>As previously outlined, the Carlingford Lough Greenway in regard to the section from Victoria Lock to the Border, was successful in obtaining funding from the DfI Active Travel Branch under the Blue/Green fund to support the existing Letter Of Offer in place from the Interreg Programme as managed by SEUPB. With SEUPB funding unable to support 2024 spend activity, Council in partnership with Louth County Council made an application to the 'Shared Island Funds' to cover the outstanding costs of the project. A Letter Of Offer has now been received from the 'Shared Island Funds' to support the project.</p> <p>Also following previous updates to the committee, it was outlined that via its Framework Contractor, Council commenced onsite works to the previously approved Border, Rough Island and Victoria Lock sections. These works were completed by early 2024. In tandem with these now completed works, Council had commenced a procurement process for the remaining sections in order to have a contractor in place so that the outstanding works (Boardwalk Sections) could be undertaken.</p>
2.0	Key issues
2.1	With a Letter of Offer now received from the Shared Islands Fund towards the Capital Costs of the Carlingford Lough Greenway project, it is recommended that Council accept the offer and proceed to deliver the project as planned.

	<p>With the Border, Rough Island and Victoria Lock sections now complete, Council have spent the latter part of 2023 and early 2024 undertaking the Contractor procurement process for the remaining Boardwalk Sections. A preferred supplier (Contractor) has now been appointed subject to the signing of contracts and will be sitting down with Council and all project partners to map out the 2024 programme of project delivery on-site.</p> <p>As previously stated Council will continue to work closely with Louth County Council and all 3 funders, to ensure that the remaining sections of the Greenway are completed by the end of 2024.</p>
3.0	Recommendations
3.1	Council 'note' the Letter Of Offer now received from the Shared Islands Fund totalling €1.5 million.
3.2	Council 'note' the update on completed scheme procurement and current programme.
4.0	Resource implications
4.1	The overall scheme costings on the Northern Side of the Border are being jointly funded from SEUPB, DFI and Shared Island Fund (Projected £2.4 million overall). Council have an existing allocation of £40,000 under its Capital Estimates.
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>

5.3	<p><i>Proposal initiating consultation</i></p> <p>Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves <input type="checkbox"/></p> <p>Consultation period will be 12 weeks <input type="checkbox"/></p> <p>Consultation period will be less than 12 weeks (rationale to be provided) <input type="checkbox"/></p> <p><i>Rationale:</i></p>
6.0	<p>Due regard to Rural Needs (please tick all that apply)</p>
6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed <input type="checkbox"/></p>
7.0	<p>Appendices</p>
	<p>Dept of Transport(IE) Letter of Offer</p>
8.0	<p>Background Documents</p>
	<p>N/A</p>

An Roinn Iompair
Department of Transport



93

Ms. Marie Ward
Chief Executive,
Newry, Mourne and Down Borough Council
O'Hagan House
Monaghan Row
BT35 8DJ

04 April 2024

Re: Carlingford Lough Greenway – Letter of Confirmation: Grant 2024

Dear Ms. Ward,

I refer to recent correspondence relating to the Carlingford Lough Greenway and outstanding work requiring completion following the expiry of the INTERREG funding programme at the end of 2023.

The correspondence from Newry, Mourne and Down Borough Council to Department of Transport in relation to a request to scope out an allocation from the Shared Island Fund to support this project was progressed in consultation with the Department of the Taoiseach in late 2023.

As you may be aware, funding of €1.5m for the completion of the Carlingford Lough Greenway – in the parameters outlined in previous correspondence and as included in the enclosed Grant Acceptance form – was approved as part of a Government of Ireland decision on allocations from the Shared Island Fund 20th February 2024.

It is understood, and was the express basis of the decision, that the additional funding amount secured will ensure that the capital works programme on the route located in Northern Ireland will be completed. I understand that all eligible expenditure incurred up to the end of 2023, have been submitted to the Special EU Programmes Body (SEUPB).

In order to ensure the completion of this project, I confirm that a capital grant will be made available to Newry, Mourne and Down Borough Council for an amount up to €1,500,000, this grant will be available to claim in the period ending 31st December 2024. This grant may be used for eligible grant expenditure only as aligned with the proposal outlined in earlier correspondence. This funding is being administered by the Department of Transport following engagement with the Department of the Taoiseach on the subject of the Government of Ireland decision in late February 2024, and agreed allocations from the Shared Island Fund.

Enclosed with this Letter of Offer is a Grant Acceptance form which sets out the conditions which must be complied with should you wish to accept the funding offer. If you accept the Department's offer of grant and agree with the conditions described, please arrange for the Grant Acceptance form to be signed where indicated.

Yours sincerely,

Donal Kerr
Principal Officer

Lána Liosain, Baile Átha Cliath, D02 TR60, Éire
Leeson Lane, Dublin 2, D02 TR60, Ireland
T +353 1 6707444 | info@transport.gov.ie
www.gov.ie/transport



National Roads Greenways and Active Travel

Project name: Carlingford Lough Greenway

Objective of the Grant

The objective of this grant aligns with the objectives of the National Development Plan 2021 – 2030 (DPER, 2021) specifically the commitment to create an island-wide greenway network, linking the Atlantic coast with the Eastern seaboard through greenway projects across the border region.

Purpose of Funding

Funding has been awarded to Newry, Mourne and Down Borough Council to ensure that the capital works programme on the route located in Northern Ireland will be completed following the expiry of the INTERREG funding programme at the end of 2023. Funding is required to facilitate the design and construction of a approximately 1.6km boardwalk structure that will run adjacent to Fathom Line Road.

Circular 13/2014 – Management of & Accountability for Grants from Exchequer Funds

Circular No. 13/2014 entitled ‘Management of and Accountability for Grants from Exchequer Funds’ was issued by the Department of Public Expenditure and Reform on 26 September 2014 and imposes certain obligations on grantees of exchequer funding. The circular is located at <http://circulars.gov.ie/pdf/circular/per/2014/13.pdf> . It is a condition of Departmental funding that the Grantee complies with the requirements of Circular No. 13/2014. If this Circular is replaced or updated, the Grantee agrees to be bound by the replaced or updated Circular.

Project Management:

The grantee is responsible for management and implementation of the project. A designated project manager will manage the project. This person will be the contact point for all matters relating to the project.

Procurement:

The grantee must comply with the Public Procurement Guidelines for Goods and Services (OGP) and the Capital Works Management Framework (DPER).

Payment of the Grant:

The grantee is responsible for ensuring that accurate accounts of all expenditure are maintained, including relevant invoices, and that any appropriate documentation, as may be specified by the Department or requested from time to time, is provided to the Department without undue delay. Grants will be made in the form of reimbursement of eligible expenditure, where this expenditure has been adequately justified by the grantee.

Adequately justified claims, certified by an officer holding a rank not less than Director of Services, must be made to the Department of Transport on completion of the projects. The claims must be accompanied by appropriate documentation, as may be specified by the Department, to support the claims (and must also be accompanied by a report as outlined in the next section).

In addition to the Terms and Conditions of the grant, we are required to notify our Finance Division of any claims over €100,000 on a monthly basis. Therefore, can you please advise of any such claims at the start of each month and update your expenditure profile, if required. If we do not receive such correspondence, we will use the figures provided in the expenditure profile and be unable to process claims over €100,000 until the following month.

For the purposes of this condition, “adequately justified” means (in addition to the material referred to under “Reporting Obligations” below) –

- A detailed description of the work to which the claim relates, photographic evidence of completion of the carrying out of the grant aided work and certification that the recoupment claimed is eligible under the terms of the grant and that all conditions of the grant are being complied with,
- Where services are provided by third parties or the project involves purchase of goods, duplicates of relevant receipts to which the claim relates, and



Payment of grants is also subject to compliance by the grantee with the reporting obligations set out in the following section.

All accounts and financial/project management systems may be subject to examination and audit by the Department of Transport and/or appointed representatives of the Department and the grantee will afford timely and unimpaired access to any record relevant to the project.

The grantee is required to report in its financial statement, where such a statement is produced, that a grant has been received from the Department of Transport; the amount and term /period of the total grant and the amount accounted for in the financial statements (if less than the entire amount); where relevant, the amount of capital provided and the reporting policies being used in relation to present and future instalments; and whether and how the use of the grant is restricted (i.e. for the particular project).

Reporting Obligations

The grantee is obliged to report on progress with the project to the Department of Transport, on request. Each report must provide a brief update on Scope, Schedule and Cost and advise of any potential issues and risks that might affect the delivery of the project and its expected outcomes.

Acceptance and signing by the grantee of the Terms and Conditions associated with this grant award releases the Department from any further financial obligations relating to the full and complete delivery of the project to the satisfaction of the Department.

On completion of the project, the grantee must submit a final report to the Department. The final report must quantitatively and critically evaluate the project achievements, with reference to the project deliverables and targets. The Department of Transport will be free to circulate the interim and final reports freely, subject to acknowledgement of the grantee as author.

All reports may be published on the Department's websites. Where interim or final reports contain information of a confidential nature, the grantee must also provide a report suitable for publication.

Dissemination and Publicity

The grantee must ensure that all activities, publicity, and promotional events associated with the project refer to the funding received from the Department of Transport and publicise the agreed branding scheme. In the case of delivery of physical/infrastructural projects on the ground, the grantee is required to erect any signage provided by the Department.

The grantee may, from time to time, be required to participate in meetings hosted by the Department to share knowledge and information on progress with the project.

The grantee is encouraged to publicise the project and raise public awareness of sustainable transport. Where possible the Department should be notified in advance of any plans including any presentations, publicity, conferences, media releases etc. Reference to this aspect of work should also be made in reports to the Department.

Route Maintenance

Funded local authorities are responsible for future maintenance of any funded route, and must ensure that the route quality, standard and integrity are fully maintained.



Evaluation

The Department of Transport or its representatives, may wish to carry out independent evaluation of the projects at any stage of the project, or indeed beyond the lifetime of the project and prompt access to material related to the project must be afforded by the grantee.

Liability

The Minister for Transport and his Department shall not be liable for any claims arising from the project. The grantee shall indemnify the Minister and his Department for and in respect of all and any losses, claims, demands, damages, or expenses suffered by the Minister arising from any cause whatsoever. For the avoidance of doubt, the terms of this condition shall survive termination of this agreement for any reason.

Deviations from the original proposal

Any proposals for deviations from the agreed project must be notified in advance and agreed with the Department. The Department will consider such proposals, including any funding or other implications, on a case-by-case basis and reserves the right to discontinue funding.

Grant termination

Funding is provided by the Department of Transport, on a discretionary basis to the grantee and the Department of Transport reserves the right, in the case of non-compliance by the grantee with these terms and conditions, to discontinue funding with one month's notice to the grantee without liability for the full grant.

Withdrawal from project by grantee

Should a grantee withdraw from a project in advance of completion, the Department of Transport reserves the right to seek repayment in part or in full of any grant paid to the grantee.

General Additional Undertaking

The grantee undertakes to adhere to all relevant regulations (e.g., regarding procurement, employment law, environmental considerations, usage of grant funding only for the purposes agreed to, Capital Appraisal Guidelines, relevant circulars etc.) which apply to the carrying out of the project.

Signed:

Donal Kerr
Principal Officer
National Roads, Greenways and Active Travel Division
Department of Transport
Date: 03 April, 2024

Signed:

Marie Ward
Chief Executive Officer
Newry, Mourne and Down Borough Council

Date: March, 2024

Licensing Report: Matters for Noting

1 September 2023 – 31 March 2024

1.0	Application Information	
1.1	Number of Licensing Applications Received and Validated (Entertainment, Cinema, Petroleum, Amusement, Marriage, Street Trading, Lotteries, Road Closures, Pavement Café and Shops Sunday Trading)	218
1.2	Number of Licences Granted (Entertainment, Cinema, Petroleum, Amusement, Marriage, Street Trading, Lotteries, Road Closures, Pavement Café and Shops Sunday Trading)	190
1.3	Number of Annual Inspections Carried out (Amusement, Cinema, Entertainment, Marriage, Petroleum and During Performance Inspections)	184

2.0 List of Entertainment Licences Issued

Name of Premises (Entertainment)	Address	Town	Postcode
International Bar	7-9 Cross Street	Killyleagh	BT30 9TQ
Ti Chulainn Cultural Centre	2 Bog Road	Mullaghbawn	BT35 9TT
Irwins Public House	1 Castleblayney Street	Newtownhamilton	BT35 0PD
Ballyward Church Hall	Ballyward Road	Ballyward	BT31 9RL
Dollys Brae Inn	15 Gargarry Road	Ballward	BT31 9RW
The Maghera Inn	86 Ballyloughlin Road	Castlewellan	BT31 9HE
Mourne Golf Club	36 Golf Links Road	Newcastle	BT33 0AN
Maginns Bar	9-11 Main Street	Castlewellan	BT31 9DF
INF Social Club Ballyholland	46 Lower Ballyholland Road	Newry	BT34 2LU
Annesley Hall	3 South Promenade	Newcastle	BT33 0EX
Minerstown Tavern	68 Minerstown Road	Downpatrick	BT30 8SU
St Patricks GFC	Tullynavall Road	Cullyhanna	Bt35 0PZ
Rademon Non-Subscribing Presbyterian Church Hall	19 Listooder Road	Crossgar	BT30 9JE
Joyland Amusement Centre	1-7 Central Promenade	Newcastle	BT33 0AA
Great Hall	Ardglass Road	Downpatrick	BT30 6RA
Felix Larkins	13-19 Francis Street	Newry	BT35 8BQ
Mourne Stimulus Day Centre	1 Council Road	Kilkeel	BT34 4NP
The Yellow Heifer	16 Main Street	Camlough	BT35 7JG
Welcome Inn	35 Main Street	Forkhill	BT35 9SQ
The Arkle Bar	17 Irish Street	Downpatrick	BT30 6BW
Ballyhornan Family Centre	15 Rourkes Link	Bishopscourt	BT30 7DQ
Owenbeg Bowling and Sports Club	77 Stream Street	Downpatrick	BT30 6DE

Forge Bar	100 Carrickasticken Road	Forkhill	BT35 9RL
Killyleagh Yacht Club	22A Cuan Beach	Killyleagh	BT30 9QU
Warrenpoint Golf Club	Lower Dromore Road	Warrenpoint	BT34 3LN
The Oaks Bar	5 Darragh Cross	Saintfield	BT24 7EQ
The White Horse Inn	49-53 Main Street	Saintfield	BT24 7AB
Rowallane Garden National Trust	Crossgar Road	Saintfield	BT24 7LH
Gallaghers	59-61 Main Street	Newcastle	BT33 OAE
St Johns GAA	Ballywillwill Road	Castlewellan	BT31 9NR
Fitzpatrick's Bar	7 Church Street	Downpatrick	BT30 6EH
Warrenpoint Town Hall	Church Street	Warrenpoint	BT34 3HN
Burrendale Hotel and Country Club	51 Castlewellan Road	Newcastle	BT33 0JY
Second Saintfield Presbyterian Church Hall	Ballynahinch Road	Saintfield	BT24 7AD
Green Heights	2-4 Strangford Road	Ardglass	BT30 7SF
Crossmaglen Social Rangers Club	9 Dundalk Road	Crossmaglen	BT35 9HL
An Cuan (Youth with a Mission NI LTD)	Shore Road	Rostrevor	BT34 3ET
The Rostrevor Inn	33-35 Bridge Street	Rostrevor	BT34 3BG
Turleys Bar	5-7 Scotch Street	Downpatrick	BT30 6AQ
The Rowallane Inn	1 Belfast Road	Saintfield	BT24 7AP
St Michael's Parochial Hall	Rathfriland Road	Dromara	BT25 2EE
Peadar O'Doornin GAA Club	4 Bog Road	Forkhill	BT35 9SZ
Slieve Donard Resort & Spa	Downs Road	Newcastle	BT33 0AH
O'Hares Lounge Bar	119-121 Central Promenade	Newcastle	BT33 0EU
Doyle's Bar	22 Main Street	Camlough	BT35 7JG
Lislea Community Association	7 Mountain Road	Lislea	BT35 9UG
Newry Town Hall	Bank Parade	Newry	BT35 6HP
Royal British Legion	5 Derrymore Road	Bessbrook	BT35 7DY
R L Mitchell Memorial Orange Hall	Downshire Road	Newry	
Arnold Hall	66-68 Spa Road	Ballynahinch	BT24 8PT
Thierafurth Inn	83 Dublin Road	Kilcoo	BT34 5HT
Newcastle Community Cinema	52A Main Street	Newcastle	BT33 OAD
The Carriage Rooms at Montalto	Spa Road	Ballynahinch	BT24 8PT
St Peters GAA	17-19 Mary Street	Warrenpoint	
The Corner Inn	29 Killyleagh Street	Crossgar	BT30 9DQ
Savages Bar	15-19 Main Street	Castlewellan	Bt31 9DF
Windmill Bar	46 Church Street	Newry	BT34 2AU
Killeavy Castle Estate	12 Ballintemple Road	Killeavy	BT35 8LQ
Annalong Presbyterian Church Hall	Major's Hill	Annalong	
The Dundrum Inn	143-145 Main Street	Dundrum	BT33 0LX
Loughinisland GAC	7 Teconnaught Road	Loughinisland	BT30 8QE
Nan Rice's	7-9 Francis Street	Newry	BT35 8BQ
First and Last	24 The Square	Warrenpoint	BT34 3JT
The Whistledown Hotel	6 Seaview	Warrenpoint	BT34 3NH
The Saul Centre	St Patrick's Road	Downpatrick	BT30 JQ

Crossgar War Memorial Community Hall	5 John Street	Crossgar	BT30 9EG
Magees Bar	20 Merchants Quay	Newry	BT34 6AH
Dufferin Arms	35 High Street	Killyleagh	BT30 9AF
Newry Shamrocks GAC Social Club	7 Ballinacraig Way	Newry	BT34 2QX
Attical GAC Social Club	4 Sandy Brae	Kilkeel	BT34 4SS
Atticall Community Centre	140 Tullyframe Road	Kilkeel	BT34 4RZ

3.0 List of Petroleum Licences Issued

Name of Premises (Petroleum)	Address	Town	Postcode
Newry Filling Station	16 Belfast Road	Newry	BT34 1QA
Rockmount Service Station	32 Rathfriland Road	Newry	BT34 1JZ
Mulkerns Eurospar	51A Forkhill Road	Newry	BT35 8QY
Casey's Filling Station	60 Concession Road	Crossmaglen	BT35 9AB
Pointside Service Station	11 Old Warrenpoint Road	Newry	BT34 2PF
Fiveways Shop and Service Station	99-101 Armagh Road	Newry	BT35 6PW
Morgan Xpress Archview Garage	26 Camlough Road	Newry	BT35 6JP
Donnelly's Service Station	216 Dublin Road	Newry	BT35 8RL
A29 Fuel Centre Ltd	3 Armagh Road	Newtownhamilton	BT35 0EU
Gaboto Limited	124 Concession Road	Crossmaglen	BT35 9JE
PSNI	3 Ballyhornan Road	Downpatrick	BT30 6RB
T Duffy & Sons Ltd	25-27 Castle Street	Killough	BT30 7QQ
Saintfield Service Station	11 Crossgar Road	Saintfield	BT24 7AS
Spar Crossgar Service Station	7 Saintfield Road	Crossgar	BT30 8HY
Downpatrick Service Station	New Bridge Street	Downpatrick	BT30 6EY
Fresh Food Centre	7-9 Dublin Road	Castlewellan	BT31 9AQ
Meadowside Filling Station	27 Church Street	Downpatrick	BT30 6EH
Dublin Road Mini Mart	112 Dublin Road	Kilcoo	BT34 5HP
Eurospar	14 Castlewellan Road	Newcastle	BT33 0DB
GO Ballynahinch	26 Belfast Road	Ballynahinch	BT24 8DZ
Nicoll Auto 365 Downpatrick	Killough Road	Downpatrick	BT30 6PY
Henderson Retail - Spar	74-78 Newcastle Road	Kilkeel	BT34 4NJ
Clonalig Stores Ltd	200 Concession Road	Crossmaglen	BT35 9JD
Cloughoge Service Station Ltd	10 Forkhill Road	Newry	BT35 8LZ
Bells Supervalu	1A Downpatrick Road	Crossgar	BT30 9EQ
Spar Castlewellan	1 Newcastle Road	Castlewellan	BT31 9DP
Shanroe Retail Ltd	4 Forkhill Road	Mullaghbawn	BT35 9RA
O'Hares Supermarket	37 Newry Road	Mayobridge	BT34 2ET

4.0 List of Amusement Permits Issued

Name of Premises (Entertainment)	Address	Town	Postcode
Boyle Gaming	45-51 Mill Street	Newry	BT34 1AG

Boyle Bingo & Amusements	29 & 31 Church Street	Warrenpoint	BT34 3HN
Kent Amusements	79 Central Promenade	Newcastle	BT33 0HH

100

5.0 Street Nameplates

Nameplates Requests Received	52
Nameplates Ordered	82
Nameplates confirmed as being erected	36

6.0 List of Single Language Nameplates erected from 1 September 2023 – 31 March 2024

Street Name	
Ardmore Heights, Newry	
Belfast Road, Newry	
Millbrook Villas, Newry	
Harbour Close, Kilkeel	
Finegans Road, Jonesborough	
Movilla Road, Downpatrick	
No. 100, 102, 104, 106, 108, 110, 114 & 116 Forkhill Road, Newry	
Slatemill Lane, Kilkeel	
Shinn Forth Road, Newry	
Clonvaraghan, Castlewellan	

7.0 Requests for Dual Language Nameplates

7.1 Broomfield Close, Castlewellan

It was approved to erect a dual-language street nameplate following a request from an occupant. A postal survey was initiated by the Licensing Section to each occupier with 14 questionnaires posted (figure stated to be amount of houses in given area according to Pointer and Royal Mail).

7.2 Church Avenue, Dundrum

It was approved to erect a dual-language street nameplate following a request from an occupant. A postal survey was initiated by the Licensing Section to each occupier with 57 questionnaires posted (figure stated to be amount of houses in given area according to Pointer and Royal Mail).

7.3 Old Course Road, Downpatrick

It was approved to erect a dual-language street nameplate following a request from an occupant. A postal survey was initiated by the Licensing Section to each occupier with 17 questionnaires posted (figure stated to be amount of houses in given area according to Pointer and Royal Mail).

7.4 St Malachys Drive, Castlewellan

It was approved to erect a dual-language street nameplate following a request from an occupant. A postal survey was initiated by the Licensing Section to each occupier with 27 questionnaires posted (figure stated to be amount of houses in given area according to Pointer and Royal Mail).

7.5 Ardfern Avenue, Downpatrick

It was approved to erect a dual-language street nameplate following a request from an occupant. A postal survey was initiated by the Licensing Section to each occupier with 18 questionnaires posted (figure stated to be amount of houses in given area according to Pointer and Royal Mail).

7.6 Annaghmare Road, Crossmaglen

It was approved to erect a dual-language street nameplate following a request from an occupant. A postal survey was initiated by the Licensing Section to each occupier with 28 questionnaires posted (figure stated to be amount of houses in given area according to Pointer and Royal Mail).

7.7 Donard Park, Newcastle

It was approved to erect a dual-language street nameplate following a request from an occupant. A postal survey was initiated by the Licensing Section to each occupier with 3 questionnaires posted (figure stated to be amount of houses in given area according to Pointer and Royal Mail).

7.8 Station Close, Newry

It was approved to erect a dual-language street nameplate following a request from an occupant. A postal survey was initiated by the Licensing Section to each occupier with 42 questionnaires posted (figure stated to be amount of houses in given area according to Pointer and Royal Mail).

8.0 Postal Numbering

8.1 Allocation of New Postal Address 154

8.2 Postal queries received 223

Postal queries are address queries from Pointer, Land and Property Services and queries from members of the public.

9.0 Property Certificates

9.1 Number of Property Certificates responded to 1233

10.0 Requests for Development Naming (Approved)

10.1 "Downshire View" Warrenpoint

By Developer: Tinnelly Construction

The proposal of "**Downshire View**" **meets** with the Street Naming Criteria under criterion 2 - 'Reflect the local townland name, or a local geographical/topographical feature, or social or historical feature'.

The development is accessed off the Downshire Road and has a view onto the Downshire Road, hence the name Downshire View.

10.2 "Tullybirch Way" Newcastle

By Developer: Belnew Developments Ltd

The proposal of "**Tullybirch Way**" **meets** with the Street Naming Criteria under criterion No 2 - "Reflect the local townland name, or a local geographical/topographical feature or social, or historical feature".

The development consists of 3 blocks of 18 apartments and sits on the periphery of the Royal County Down GC which is lined with trees, hence Tullybirch Way.

10.3 "Iveagh Court" Burren
 By Developer: *EDB Construction*

103

The proposal of **"Iveagh Court"** meets with the Street Naming Criteria under criterion No 2 - "Reflect the local townland name, or a local geographical/topographical feature or social, or historical feature".

The development is situated in the barony of Iveagh Upper and the development is in a courtyard shape, hence the name Iveagh Court.

Recommendation:

For Noting:
Signed: -

Jonathan McGilly
Assistant Director of Regeneration