

April 8th, 2016

Notice Of Meeting

You are invited to attend the Enterprise, Regeneration and Tourism Committee meeting to be held on **Monday, 11th April 2016** at **6:00 pm** in the **Boardroom, Monaghan Row, Newry.**

Chair: Cllr D Curran

Vice: Cllr R Mulgrew

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

Agenda

- 1) **Apologies**
- 2) **Declaration of Interests.**
- 3) **Action Sheet - Minutes of Enterprise Regeneration & Tourism Committee Meeting - Monday 14 March 2016. (Copy enclosed)**

[Action Sheet - March 2016.pdf](#)

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Enterprise, Employment and Regeneration Items

- 4) **Enterprise Regeneration & Tourism - Business Plan. (Copy enclosed)**

[RPT Business Plan.pdf](#)

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- 4(a) **DARD Consultation re: Designation of Areas of Natural Constraint (ANC) and options for future support to Areas of Natural Constraint. (Copy enclosed)**

[RPT Consultation response ANC.pdf](#)

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Tourism, Culture and Events Items

- 5) **Down Junior Golf Challenge 2016. (Copy enclosed)**

[RPT Down Junior Golf Challenge1 2016.pdf](#)

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- 6) **Gondola Business Case Development. (Copy enclosed)**

[RPT Gondola.pdf](#)

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- 7) **Mooring Facilities at Albert Basin Quayside. (Copy enclosed)**

8) **Memorandum of Understanding - Tourism NI. (Copy enclosed)**

RPT Tourism NI MoU.pdf

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For Noting

9) **Report on Slieve Gullion Forward Planning. (Copy enclosed)**

RPT Gullion Forward Planning mtg.pdf

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10) **Report on Tourism Strategy Task & Finish Meeting. (Copy enclosed)**

RPT Tourism Strategy Task and Finish Project Board.pdf

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11) **Report on British Travel & Tourism Show. (Copy enclosed)**

RPT British Travel and Tourism Show.pdf

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12) **Report on Explore GB. (Copy enclosed)**

RPT Explore GB.pdf

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13) **DOE Environment Fund - Counties Armagh and Down Environmentally Protected Area Management. (Copy enclosed)**

DOE Funding.pdf

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14) **Scheme of Delegation. (Copy enclosed)**

Scheme of Delegation.pdf

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Items to be considered with press and public excluded

15) **Tender - re: Puppet for Warrenpoint Wake the Giant Festival August 2016. (Copy enclosed)**

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

Tender - Wpoint Wake the Giant Festival.pdf

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END

Invitees

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Cllr. William Walker	william.walker@nmandd.org
Mrs. Marie Ward	marie.ward@downdc.gov.uk

ACTION SHEET – ENTERPRISE REGENERATION & TOURISM COMMITTEE – MONDAY 14 MARCH 2016

AGENDA ITEM	SUBJECT	DECISION	FOR COMPLETION BY DIRECTOR – including actions taken/date completed or progress to date if not yet completed
ERT/32 /2016	Regional Start Initiative - Extension	Agree to the extension of the Regional Start Initiative Programme to include Marketing, until October 2016, as per recommendations contained in Report dated 14 March 2016 from Mr M Patterson Enterprise Development Officer.	Actioned
ERT/33/2016	European Social Fund (request from Southern Regional College)	<p>(a) The Council note the position of the Southern Regional College and that while it cannot contribute to the full level of match funding requested the Council are not the sole source of match funding.</p> <p>(b) Council Officials continue to work with Southern Regional College and SERC to explore the potential for other joint initiatives where there are benefits for Council in delivery on corporate objectives.</p>	Work in Progress
ERT/34/2016	Heritage Lottery Funding - Townscape	<p>(a) To approve the development of a proposal for Irish Street Downpatrick as an initial project for a Townscape Heritage Scheme for submission to the Heritage Lottery Fund.</p> <p>(b) That a phased approach to future</p>	Work in Progress

		<p>Townscape Heritage Schemes is adopted with projects being ranked in order of feasibility and the level of commitment from property owners with potential match funding, etc.</p> <p>(c) Consideration to be given to the development of project ideas in those areas where Heritage Lottery Fund Projects have not been delivered or where previous plans have been developed but not delivered but could be revisited from the following areas: Scotch Street Downpatrick Castlewellan Killough Killylea Ardglass Bessbrook Newry Strangford</p>	
ERT/35/2016	Business Improvement District	<p>(a) The Council to release an advance, at the start of 2016/2017 financial year, £10,000 estimated levy costs on Council properties in the Business Improvement District area.</p> <p>(b) To release £30,000 to the Business Improvement District budgeted for City Centre Management.</p> <p>(c) The above will be subject to normal monitoring and governance arrangements being in place.</p>	Actioned

ERT/36/2016	Hotel Development	The Council commission site option appraisal and business case/appraisal for hotel provision in Downpatrick and Newcastle.	Work in Progress
ERT/37/2016	Appointment of Members to Newry Mourne & Down Economic Forum	<p>It was agreed appointments of Members to the Newry Mourne & Down Economic Forum to be made as follows:</p> <p>2 No. Members to be appointed from Sinn Fein (names to be forwarded in due course)</p> <p>2 No Members to be appointed from SDLP (Cllr D Curran / 2nd name to be forwarded)</p> <p>1 No Member from DUP (Cllr H Harvey)</p> <p>1 No Member from UUP (Cllr R Burgess)</p> <p>1 No Member from either Alliance/Independent/TUV (name to be forwarded in due course)</p>	Ongoing
ERT/38/2016	Appointment of Members to Marine Taskforce	<p>It was agreed appointments of Members to the Marine Taskforce to be made as follows:</p> <p>2 No. Members to be appointed from Sinn Fein (names to be forwarded in due course)</p>	Ongoing

		<p>2 No Members to be appointed from SDLP (names to be forwarded)</p> <p>1 No Member from DUP (Cllr G Hanna)</p> <p>1 No Member from UUP (Cllr R Burgess)</p> <p>1 No Member from either Alliance/Independent/TUV (name to be forwarded in due course)</p>	
ERT/39/2016	IAGTO NA Golf Convention Report	To appoint 1 No. Council Official to attend the IAGTO North America Golf Conference to be held from 26-29 June 2016 in Pine Hurst North Carolina.	Ongoing
ERT/40/2016	Response to DECAL Re: Consultation – Culture & Arts	To approve response contained in report dated 14 March 2016 from Ms M Magill ERT Dept regarding a response to DECAL regarding the Strategy for Culture & Arts 2016-2026.	Actioned
ERT/41/2016	Rural Tourism Call	(a) The Council grant retrospective approval to submit EOI applications and based on the outcome develop full application or carry out necessary development work for next call.	Actioned
ERT/42/2016	Events Programme 2016/17	To approve schedules of events for 2016/17.	Ongoing

ERT/43/2016	Invite – Dr Mary McAleese Exhibition opening – Women in Newry & Mourne in 20 th Century	The Council forward an invitation to Dr Mary McAleese to open an exhibition in Newry and Mourne Museum called 'Women in Newry and Mourne in the 20 th Century " to be held on 22 May 2016 at 7pm.	Ongoing
ERT/44/2016	Agreement – RNLI Re: Lifeguard Services	CLOSED SESSION ITEM The Council continue with the contractual agreement with RNLI for Lifeguard Services for 2016 at Cranfield, Murlough and Tyrella.	Actioned
ERT/45/2016	Service Level Agreement re (ORNI) Outdoor Recreation NI	CLOSED SESSION ITEM To approve the terms contained in the Service Level Agreement for (ORNI) Outdoor Recreation Northern Ireland, for the purposes of developing forest parks for tourism. The Council write to Forestry Service requesting they arrange to have signage repaired in Donard Forest.	Ongoing
ERT/46/2016	Service Level Agreement Re: St Patrick's Visitor Centre	To approve the terms contained in the Service Level Agreement for St Patrick's Visitor Centre for the period 2016/17.	Ongoing
ERT/47/2016	Broadband Voucher Scheme	FOR NOTING To note that the Satellite Broadband Scheme appeals to those residents and businesses that cannot achieve adequate speeds using Fibre. DARD and RCVS Schemes cannot be promoted further.	Actioned

ERT/48/2016	Regional Start Initiative	FOR NOTING To note report from Mr M Patterson Enterprise Development Officer	Actioned
ERT/49/2016	Holiday World 2016	FOR NOTING To note update report from Ms M McKeown Assistant Tourism Dev Officer re Holiday World 2016.	Actioned
ERT/50/2016	1.Public Realm Scheme: Warrenpoint 2.Public Realm Scheme: Newry Cathedral Quarter 3.Newry Linkages Revitalisation	FOR NOTING To note and approve recommendations contained in following Reports: Rpt Newry Cathedral Corridor Public Realm Scheme Task & Finish Steering Committee Mtg – 16 February 2016 Rpt Warrenpoint Public Realm Scheme Task & Finish Steering Committee Meeting – 22 February 2016 Rpt Newry Linkages Revitalisation Task & Finish Steering Committee Meeting – 25 February 2016	Ongoing
END			

Agenda Item:	
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Business Plan
Date:	Monday 4 th April 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism

Decisions Required

To approve the recommendations at 3.0

1.0	Purpose and Background The attached paper sets out progress on the ERT Business plan up to end of March 2016. The Business Plan was approved by the ERT Committee in January 2016 and reflects the Enterprise, Regeneration and Investment Strategy and the Council Corporate Plan.
	Key Issue The Business Plan sets out targets for the period 2016 – 2020 and will be reported via the report card on quarterly basis to the ERT committee.
3.0	Recommendations That the committee approve the attached Business Plan report.
4.0	Resource Implications Resources as set out in the ERT Budget for 2015/16 and 2016/17.
5.0	Appendices Appendix 1 – Business Plan Report

Enterprise, Regeneration and Tourism Business Plan Report Card

Period: 2015-20

Business Plan Version 1.0

Key Result Area 1: To become one of the premier tourism destinations on the island of Ireland

Ref.	Key Activities	Q1	Q2	Q3	Q4	Comment
	To become the destination of choice in NI					
A1	Develop a new Tourism, IT Focused Marketing, Visitor Servicing and Events Strategy					Team Consulting appointed and initial consultation work commenced. Strategy to be completed in Draft for June 2016
A2	Develop a destination brand to increase competitive standout					Initial review work has commenced on this and brand is being considered as part of the wider tourism strategy
A3	Develop and deliver a flagship project to enhance the destination offering (eg Gondola)					Initial studies completed and agreement of 50% funding from Tourism NI in place to fund next stage of feasibility study for Gondola.
A4	Develop new routes ie Greenway, food, craft trails etc					Stage 1 application for Greenway funding approved.
A5	Develop stories, linkages/networks to enhance visitor experience					A work plan is being developed through the tourism strategy. Agreement to host festivals with theme of myths and legends - eg Warrenpoint, Wake the Giant, Slieve Gullion, Chu Chullain story. Narnia Food market held on Easter
A6	Develop and promote St Patrick product					Funding secured from Tourism NI to develop the St Patrick Event over three years. Agreement secured for a day tour from Belfast to Downpatrick on Saturdays from March 5th - Tour entitled St Patrick -The Man, the Myth, the Legend.
A7	Develop and promote the Mourne Coastal Route					Mourne Coastal Route currently being reviewed as part of the Tourism Strategy
A8	Develop industry capability and connectivity through training, mentoring and collaboration on the Economic Forum					Inaugural Meeting of Economic Forum to be held in May 2016
A9	Complete an accommodation study that enables targeted development to meet the consumer need					Accommodation study completed and further work commenced to promote hotel development in Newcastle, Downpatrick and Ring of Gullion
A10	Continued collaboration with Louth Council and the Ireland's Ancient East					How to market the area and connections to Ireland's ancient east form part of the consideration of the Tourism strategy and also the Tourism NI marketing strategy
A11	Develop and implement a Diaspora Project to support tourism					Work not yet commenced
A12	Develop the evening economy					Agreement in Events budget for animation of Newry City. 1st Twilight Market held in Newry Market on 1st April 2016, further events to be organised working in partnership with Newry BID
	To become NI's premier outdoor/adventure destination					
A13	Enhance the adventure tourism product within the area and make it accessible throughout the year.					In collaboration with Tourism NI and mentoring programme has been established for a number of adventure tourism business providers.
A14	Explore introduction of adventure mark or similar for all activity businesses promoted through the Destination					Discussion has taken place through destination forum but further consideration needs to be given

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A15	Ensure use of the Forestry estate is maximised through leases and SLA's.					Work ongoing with Forest Service in relation to Castlewella, Tollymore, Kilbroney and Slieve Gullion. Draft lease provided by Forest Service and currently working through the legal details, to be brought back to ERT Committee May 2016. Task and Finish Working Group established for Castlewella Forest Park (This may be a model that can be rolled out to other forest parks in the future)
A16	Organise a series of annual adventure related festivals and events.					Mountain bike event being organised in Castlewella and Kilbroney to coincide with the Grand Fondo
A17	Work with actual/potential entrepreneurs and accommodation providers to ensure a more individual service is provided for adventure tourists in terms of accommodation, facilities and equipment outlets					Work ongoing as part of development of Tourism Strategy. A number of focused workshops to be held in May/June 2016 with Adventure Tourism Providers/Accommodation providers etc

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	To become one of NI's finest events destinations					
A18	Develop an Events Strategy					Events Programme 2016/17 agreed and principles of Tourism Events agreed
	To ensure that the Arts, Culture and Heritage sector is pivotal to economic development and tourism across the region					
A19	Develop an Arts, Culture and Heritage Strategy for the region					Work to commence on this in 2016/17. Audience development work progressed.
A20	Influence the inclusion of arts, culture and heritage initiatives within the Community Plan, and in strategies for i.e. rural development, neighbourhood renewal, tourism and economic development					Working with the Arts Council to develop arts and culture in the area, initial meetings held
A21	Lobby for the retention of budgets for arts, heritage and culture at a NI level					Completed consultation and returned to DCAL
	To support the voluntary, community and professional arts sector within the region					
A22	Facilitate connectivity between sectors e.g. linking cultural industries, education and tourism with those engaged in the evening economy (i.e. via the Economic Forum and Tourism Advisory Forum)					Inaugural meetings of Economic and Tourism Forums to be held in May/June 2016
A23	Develop marketing infrastructure and systems to support the voluntary, community and professional arts sector					Audience Development work commenced
A24	Develop an entertainment/ cultural venue for Newry that is fit for purpose with a 500+ seat auditorium					This is being considered as part of the Civic Centre for Newry. Task and Finish Group established for same.
A25	Continued development of the Geo-tourism product					Work ongoing regarding Geo Tourism with initiatives implemented through ROG

Enterprise, Regeneration and Tourism Business Plan Report Card

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Key Result Area 2: Attracted investment and supported the creation of new jobs						
Ref.	Key Activities	Q1	Q2	Q3	Q4	Comment
	To support job creation through growth of the indigenous business base					
B1	Establish, implement and deliver a Regional Start Programme for the Newry, Mourne and Down District Council area					Current RSI Programme extended to October 2016 and Funding application for future project going through appraisal with Invest NI
B2	Develop, implement and deliver a suite of business support programmes which focus on job creation, growth, and sectoral development in areas where the region has identified key strengths					Programmes currently being developed. A small business after care programme forms part of the RSI application. Details on proposed programmes to come before ERT committee in May 2016
	To advance employability and skills within the region					
B3	Establish links between business and education sectors through the Economic Forum					Inaugural meeting to be held in May 2016
B4	Develop programmes that enhance employability and skills that are relevant to local business and investor needs					Council are supporting 3 ESF projects
	To enhance Cross Border and Trans-national Business Development Links					
B5	Continue to develop and expand the MOU with Louth County Council to enable the delivery of effective cross border initiatives					Meetings of joint committee co-ordinated through SPP Directorate
B6	Explore other trans-national linkages					A number of transnational applications are under consideration and have been noted through the ERT committee.
	To increase Inward Investment into the region					
B7	Work with Invest NI to promote the region across the UK, Ireland, Europe and further a field with the aim of attracting new investors.					FDI app launched, Area profile completed, social media campaigns ongoing. Developing proposals for an e comms strategy to be brought before ERT committee in May 2016
	To increase Inward Investment into the region					
B8	Establish an Economic Forum representative of the local business, regeneration and tourism sector					Inaugural meeting to be held in May 2016
	Develop a web based business portal					Social media campaigns ongoing. Developing proposals for an e comms strategy to be brought before ERT committee in May 2016

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	To influence the establishment of effective and business-friendly approaches to the planning process					
B9	Review land use and infrastructure provision for business development and to inform the Local Development Plan					Development of an investment strategy commenced in partnership with SPP Directorate, proposals being developed initially around Newry City. Work progressed on a business case for hotel development in Downpatrick and Newcastle.
B10	To work in partnership with business and planners to help facilitate a speedy and effective planning processes					This happens on an ongoing basis in line with corporate objectives and processes.
	To generate and maximise opportunities for the Creative industry sector					
B11	Develop incubators and innovation hubs for creative and cultural industries; incentives and support for the craft sector to collaborate and develop their own sales channels e.g. pop-up shops, open studio schemes etc					Actions to be developed
B12	Support the establishment of new cultural businesses, and the growth of existing, through the delivery of business support initiatives					Linked to funding applications but need more specific targeted work through both Tourism Strategy and Rural Development Programme

Enterprise, Regeneration and Tourism Business Plan Report Card

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Key Result Area 3: Led the regeneration of our urban and rural areas

Ref.	Key Activities	Q1	Q2	Q3	Q4	Comment
Urban Regeneration						
	To develop a Sustainable Integrated Regeneration Framework					
C1	Develop an integrated rural & urban regeneration framework					To be linked through Economic Forum and connected through the LAG and Tourism Forum
C2	Establish an urban & Rural Regeneration Partnership to oversee and advise Council on the delivery of the Integrated Regeneration framework					To be linked through Economic Forum and connected through the LAG and Tourism Forum
	To deliver a suite of urban Regeneration initiatives					
C3	Deliver urban regeneration initiatives that will create an environment that encourages people to want to live, work and visit and invest in					Currently delivering EI and revitalisation schemes in Newry and Warrenpoint. Forward Work plan being considered with DSD proposals to be tabled at May ERT
C4	Identify priorities for the retail sector, and deliver initiatives that will seek to grow and support it within our town centres, i.e. BIDS, Purple Flag, Shop Local.					Meetings held with Chambers across the district and shop local and Year of Food initiatives being rolled out
C5	Invest in high-quality infrastructure and public realm initiatives					Review of Master plans commenced, members workshop to be held. Village plans to be reviewed in line with Rural Development Strategy
C6	Review the role of town centres towards a more diverse mix of functions, experience, and service and market accordingly					Review of Master plans commenced, members workshop to be held. Village plans to be reviewed in line with Rural Development Strategy
	To identify the role of Arts, Culture and heritage in regeneration					
C7	Design and deliver a range of Art, Culture and Heritage Projects that aim to deliver on regeneration outputs					Work on audience development commenced and to help inform future projects
C8	Strengthen the Evening Economy through regeneration initiatives, and culture, heritage and arts programmes that encourage greater use of urban areas					Budget in place to deliver events across Newry City in 2016 to improve the evening economy. Year of Food events to be rolled out across the district, Newry's first twilight market held
C9	Create locations & spaces meet to meet and interact through Arts, cultural and heritage activities					Development of EI Schemes and review of master plans commenced
	To influence Central Government priorities for key infrastructural projects which can be the catalyst for regeneration					
C10	Lobby Government depts and agencies as required for provision of key infrastructure and services that will regenerate the region, i.e. roads, ports, broadband connectivity, etc					Ongoing in line with corporate objectives eg Narrow Water Bridge

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C11	To influence the Local Development Plan to be considerate of urban development priorities					Ongoing in line with corporate objectives and ERT staff have fed into the LDP reports prepared to date
	To develop an investment plan to realise regeneration in the area					
C12	Maximise the level of public spend and lever additional investment from private investment funds, EU, and other financial instruments					Development of an Investment Strategy commenced initial emphasis on Newry City but to be inclusive of the District

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Rural Regeneration						
	To maximise investment opportunities from the Rural Development Programme, European Fisheries Programme, and other funding streams, i.e. trans national programmes					
C13	Implement and deliver initiatives identified within Council's Regeneration Framework, Village Plans and Master Plans					Review of Master plans commenced, members workshop to be held. Village plans to be reviewed in line with Rural Development Strategy
C14	Maximise funding distribution to the region from key Rural Development programmes, i.e. RDP Agri-food schemes, Rural Business, Rural Tourism and Village Renewal schemes and other initiatives within the Rural Development Programme					Rural Development Strategy Submitted to DARD and approved awaiting contract.
C15	Support rural business and community groups to identify investment opportunities which will enable delivery of initiatives against the village plans and master plans, and contribute to the growth of the local rural business economy					To be implemented through the LAG and Rural Development Strategy
C16	Support villages to identify possible opportunities for collaboration and delivery of rural initiatives on a cluster basis					To be implemented through the LAG and Rural Development Strategy. 1st Call of RDP to be issued in 2016.
	To implement and deliver a Rural Development and a Fisheries Programme for the region					
C17	Develop strategies for each programme that is considerate and complementarity of initiatives detailed within other Council and regional Strategies and Framework documents					FLAG programme completed and evaluated. Work commenced in preparation for new Flag programme
C18	Implement EU funding programmes using delivery initiatives that will ensure maximum impact to the region					FLAG programme completed and evaluated. Work commenced in preparation for new Flag programme
	To influence the improvement of infrastructure across the rural areas in order to meet the needs of rural communities, rural services, and rural businesses					
C19	Review existing broadband research and data to identify current provision					Broadband voucher scheme completed. Dedicated theme within RDP for broadband
C20	Support broadband research & data with consultation with relevant bodies to identify all infrastructural needs and requirements within the rural areas					Broadband voucher scheme completed. Dedicated theme within RDP for broadband

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C21	Council to work with Statutory Departments and agencies to deliver on initiatives which will seek to improve rural infrastructure provision, and usage of same, in order to meet the requirements of rural communities, rural services, and rural businesses					Work being developed through the RDP
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	To deliver a suite of programmes which will seek to regenerate rural areas					
C22	Develop a suite programmes which focus on addressing rural issues in order to revitalise rural areas, i.e. rural business development, farm diversification, addressing dereliction & maximising use of development sites, town & village environmental improvements, shop front schemes etc					RDP to be rolled out. LAG established Strategy approved and to 1st call to be issued 2016
C23	Establish were required collaborative networks involving external agencies who can help inform and assist in the development of regeneration programmes within and across the rural areas					LAG Established
	To influence the establishment of an effective planning process which is considerate of rural development priorities					
C24	To influence the Local Development Plan to be considerate of rural development priorities i.e. the sustainable use of natural and built heritage					Input to draft LDP papers as presented by planning staff
C25	Support were appropriate, planning opportunities which are economically sustainable, and show consideration for the protection and improvement of the environment, wildlife and natural and built heritage					Ongoing in line with corporate objectives
C26	Support were appropriate, initiatives that progress renewable energy opportunities, and efforts towards achievement of the PFG Renewable Energy targets					Meeting and providing business support where businesses come forward. Further development work to be delivered through the Economic Forum and LAG
C27	Support the development of sustainable and environmentally friendly businesses in rural areas					RDP to be rolled out. LAG established Strategy approved and to 1st call to be issued 2016

Enterprise, Regeneration and Tourism Business Plan Report Card

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Business Plan Version 1.0

Key Result Area 4: Protected our natural and built environment						
Ref.	Key Activities	Q1	Q2	Q3	Q4	Comment
	To become the destination of choice in NI					
D1	Forster strong linkages between the three AONB's					Work commenced with ROG, SLLP and MHT to align actions. Joint application for funding prepared for ROG and SLLP. Funding Granted. LOO being reviewed for implementation

Agenda Item:	[This is the number the item will be given]
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Consultations on DESIGNATION OF AREAS OF NATURAL CONSTRAINT and OPTIONS FOR FUTURE SUPPORT TO AREAS OF NATURAL CONSTRAINT
Date:	[Day & date of ERT meeting]
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Therese Hamill, Ring of Gullion AONB Officer

Decisions Required

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

1.0	Purpose and Background The purpose of these consultation documents are to seek the views of stakeholders on options for future support arrangements to Areas of Natural Constraint (ANC) and on the approach to designation of Areas of Natural Constraint (ANC). An initial paper was made available in December 2013. Since that time, the EU Commission has finalised its regulatory requirements and refined its guidance. New maps have now been produced based on this latest information.
2.0	Key Issue Possible change in the areas designated as Areas of Natural Constraint and changes in the payments with a possibility of the payments stopping.
3.0	Recommendations To send in the attached consultation reply.
4.0	Resource Implications None.
5.0	Appendices <ul style="list-style-type: none"> DESIGNATION OF AREAS OF NATURAL CONSTRAINTCONSULTATION RESPONSE PROFORMA (see pg 2) OPTIONS FOR FUTURE SUPPORT TO AREAS OF NATURAL CONSTRAINT CONSULTATION RESPONSE PROFORMA (see pg 5)

DESIGNATION OF AREAS OF NATURAL CONSTRAINT

CONSULTATION RESPONSE PROFORMA

- Q1.** Do you agree that Gross Value Added should be used as the preferred economic indicator for fine tuning purposes?

Please explain the reason for your answer. If you are answering no, please state your preferred economic indicator along with objective reasons as to why it should be used.

Yes, Newry Mourne and Down District Council believe that Gross Value Added should be used as a preferred economic indicator for fine tuning purposes as it will mean more farmers from the council area will benefit from this designation and it can be used to compare across wards. There are 3,765 farms in the council area with farms in the area most likely to be very small farms compared to NI average. The area has the 3rd largest farming community in Northern Ireland.

The Council see these payments as a vital support to farm support in the area.

- Q2.** Taking into account that fine tuning is not feasible at townland level, do you agree that ANC designation should be carried out at ward level?

Yes, Newry Mourne and Down District Council agree that ANC designation should be carried out at ward level.

- Q3.** In your view, does a fine tuning threshold of 80%, or a fine tuning threshold of 90% of Gross Value Added represent a better indicator of significant constraint in a Northern Ireland context? Please explain the objective reasons for your choice.

The council believe that a fine tuning threshold of 90% of Gross Value Added represent a better indicator of significant constraint in a Northern Ireland context. The Council believe that as much of the current LFA land should be retained as possible.

- Q4.** Are there any further comments that you would like to add?

Responses should be e-mailed to: **policy.development@dardni.gov.uk**

Or, alternatively please send printed responses by post to:

**Policy and Economics Division
Department of Agriculture and Rural Development
Room 361A
Dundonald House
Upper Newtownards Road
Ballymiscaw
Belfast
BT4 3SB**

Written responses to the consultation paper should be sent to the address above by email or post and should arrive no later than 5 pm on Friday 29 April 2016. It may not be possible to consider responses received after this date. An acknowledgement will be sent to confirm receipt of each response.

Publication of Responses

The Department will publish a summary of responses following the closing date for receipt of comments. Your response, and all other responses to this publication, may be disclosed on request. The Department can only refuse to disclose information in exceptional circumstances. Before you submit your response, please read the paragraphs below on the confidentiality of responses and they will give you guidance on the legal position about any information given by you in response to this publication. Any confidentiality disclaimer generated by your IT system in e-mail responses will not be treated as such a request.

The Data Protection Act states that information provided by respondents to this consultation exercise will be held and used for the purposes of the administration of this current exercise.

The Freedom of Information Act gives the public a right of access to any information held by a public authority, namely, the Department in this case. This right of access to information includes information provided in response to a consultation. The Department cannot automatically consider as confidential information supplied to it in response to a consultation. However, it does have the responsibility to decide whether any information provided by you in response to this consultation, including information about your identity, should be made public or be treated as confidential. If you do not wish information about your identity to be made public, please include an explanation in your response.

This means that information provided by you in response to the consultation is unlikely to be treated as confidential, except in very particular circumstances. The Lord Chancellor's Code of Practice on the Freedom of Information Act provides that:

- The Department should only accept information from third parties in confidence if it is necessary to obtain that information in connection with the exercise of any of the Department's functions and it would not otherwise be provided;
- The Department should not agree to hold information received from third parties "in confidence" which is not confidential in nature; and
- Acceptance by the Department of confidentiality provisions must be for good reasons, capable of being justified to the Information Commissioner.

For further information about confidentiality of responses please contact the Information Commissioner's Office (or see web site at: <http://www.informationcommissioner.gov.uk/>).

OPTIONS FOR FUTURE SUPPORT TO AREAS OF NATURAL CONSTRAINT

CONSULTATION RESPONSE PROFORMA

Q1. In the Table below, please rank in order of preference (where 1=most preferred) at least your **top three options**

Option		Preference (1=most preferred)
1	Do nothing - the ANC claim made in 2016 and paid in 2017 would be the last	
2a	An ANC Scheme in Pillar I from the 2017 claim year using 5% of the Pillar I budget annually	
2b	A transitional ANC Scheme in Pillar I for the 2017 and 2018 claim years using 5% and 3% of the Pillar I budget across the respective years	
3	A Pillar II ANC Scheme for the claim years 2019 and 2020 funded by a Pillar I to Pillar II budget transfer	
4	A transitional ANC Scheme in Pillar I for the 2017 and 2018 claim years, followed by a Pillar II ANC Scheme for the claim years 2019 and 2020, the latter funded by a Pillar I to Pillar II budget transfer. This option is, in effect, Option 2b and Option 3 combined	2
5a	An ANC Scheme in Pillar II funded by an additional £20 million per annum from the NI Executive	
5b	A transitional ANC Scheme in Pillar II for the 2017 and 2018 claim years funded from the NI Executive	1

Please explain the reasons for your preferences.

Q2. Which option(s) would you strongly oppose and why?

1 – 5A – the not funding the environmental scheme to free up funding for this.

Q3. If no additional national funds are available (i.e. Option 5a and 5b are not possible), please rank in order of preference (where 1=most preferred) in the table below at least your **top three options**

Option		Preference (1=most preferred)
1	Do nothing - the ANC claim made in 2016 and paid in 2017 would be the last	
2a	An ANC Scheme in Pillar I from the 2017 claim year using 5% of the Pillar I budget annually	
2b	A transitional ANC Scheme in Pillar I for the 2017 and 2018 claim years using 5% and 3% of the Pillar I budget across the respective years	2
3	A Pillar II ANC Scheme for the claim years 2019 and 2020 funded by a Pillar I to Pillar II budget transfer	1
4	A transitional ANC Scheme in Pillar I for the 2017 and 2018 claim years, followed by a Pillar II ANC Scheme for the claim years 2019 and 2020, the latter funded by a Pillar I to Pillar II budget transfer. This option is, in effect, Option 2b and Option 3 combined	3

Q4. Are there any other options which you believe the Department should consider? If so, please give details.

Q5. Any further comments that you would like to add?

This funding is payment is a vital support to farm income in this council area.

It recognises the natural handicap that farmers face.

Maintains farming in areas under threat.

Avoids land abandonment and helping sustain rural communities.

Ensures maintenance of the environment.

Offers vital income support leading to continued land use and production.

Payments made to farmers has a spin-off effect in wider rural economy.

Responses should be e-mailed to: **policy.development@dardni.gov.uk**

Or, alternatively please send printed responses by post to:

Policy and Economics Division

Department of Agriculture and Rural Development

Room 361A

Dundonald House

Upper Newtownards Road

Ballymiscaw

Belfast

BT4 3SB

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Publication of Responses

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The Data Protection Act states that information provided by respondents to this consultation exercise will be held and used for the purposes of the administration of this current exercise.

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Agenda Item:	Down Junior Golf Challenge 2016
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Down Junior Golf Challenge 2016
Date:	Monday 11 April 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Mark Mohan, Senior Tourism Initiatives Manager

Decisions Required

Approval to appoint Match Day media to deliver the Down Junior Golf Challenge 2016

1.0 Purpose and Background

Match Play Media worked with Newry Mourne and Down District Council to deliver the Down Junior Golf Challenge 2015 as part of the very successful 2015 Dubai Duty Free Irish Open programme of events in Newcastle.

The Match Play Media team worked closely with The Rory Foundation in the lead up to the last year's event and the competition winners were afforded the opportunity to meet with Rory McIlroy at the Dubai Duty Free Irish Open as part of their prize. The event had over 500 local children participate from across 31 golf clubs throughout Co Down, culminating in a final competition played at the Ardglass Golf club. There were winners in three age categories (7-10 / 10-13 / 14-16). The competition was open to boys and girls in each category. This event was a huge success with press and PR coverage on local and national websites, radio, magazines and newspapers.

Key Issue

The proposed 2016 competition will be open to every golf club in the District with each club being contacted and offered the chance to participate in the Down Junior Challenge for 2016. The club events will run throughout April/May 2015 with a Grand Final taking place in May at the Ardglass Golf Club. The events will be run in three age categories (7-10 / 10-13 / 14-16) and will be open to boys and girls in each category. Each event will be operated in conjunction with the local Professional at each club or with the Junior Convenor / Junior Committee. There will be one qualifying junior from each age category from each club (boy and girl in each case) who will go forward to participate in the Grand Final play-off event in May. There will be 3 prize winners in each age category at the Grand Final and the overall category winners (boy and girl) will win a trip to The Irish Open at the K Club including overnight accommodation, tickets to the event and a meet and greet with Rory McIlroy.

The maximum cost to deliver this competition will be £3500. The overall cost may be reduced proportionately based on final club numbers. The rationale for using Match Play Media in this regard is twofold.

	<p>1. They delivered the event last year for council and they have a structure in place with all the participating clubs to deliver the qualifying rounds. These qualifying rounds are an essential part of delivering the event.</p> <p>2. They have a personal arrangement with Rory McIlroy's Management which will result in the winners of the event getting to meet Rory McIlroy at the this year's Irish Open event and be his guest for the day. This includes a photo call with Rory McIlroy. It is this that makes the whole concept attractive to the participating clubs and their youth conveners</p>
3.0	<p>Recommendations</p> <p>It is also recommended that the committee grant approval to appoint Match Day media to deliver the Down Junior Golf Challenge 2016.</p>
4.0	<p>Resource Implications</p> <p>Funds to deliver this project have been allocated in the 2016/17 budget estimates.</p>
5.0	<p>Appendices</p> <p>Match Play Media 2016 Down Junior proposal.</p>



Proposal to operate the Down Junior Challenge 2016 **for Down District Council**

This document is submitted to Down District Council in strict confidence.

Goal

To continue the legacy junior event 'The Down Junior Challenge' from the 2015 Irish Open which will see the further development and promotion of junior golf across the County between January – May 2016.



**Pictured above are the winners of the 2015 Down Junior Challenge when they met with
Rory McIlroy in the press centre at Royal County Down**



Match Play Media

Established in October 2014 by John Shortt and Peter Finnan, Match Play Media has fast become Irelands leading golf publishing company publishing Irelands only ABC audited monthly printed golf title, The Irish Golfer Magazine and its digital sister publication, The Irish Golfer Digital+.

The Match Play Media team worked closely with The Rory Foundation in the lead up to the 2015 Irish Open when they operated and managed the Down Junior Golf Challenge on your behalf. The event had over 500 local children participate throughout Co Down in the lead up to the 2015 Irish Open and was a huge success with press and PR coverage on local and national websites, radio, magazines and newspapers.

As well as these two leading Irish golf titles Match Play Media have worked with various bodies in the golf and sports sector including contract programmes and publications for the Golf Union of Ireland. Match Play Media work closely on a grass roots level with Irelands 423 registered golf clubs with a variety of print and design brochures, contract publishing and design.

The Match Play Media team has the required knowledge, skill and experience to deliver this project and has proved the ability to do so during 2015. Match Play Media have also received confirmation from The Rory Foundation that they would be happy to progress the event again with Match Play Media as organisers.

Event Details

Every golf club County Down will be contacted and offered the chance to participate in the Down Junior Challenge for 2016.

The events will run from February – May 2015 with a Grand Final taking place in May (venue and date tbc).

The events will be run in three age categories (7-10 / 10-13 / 14-16) and will be open to boys and girls in each category.

Each event will be operated in conjunction with the local Professional at each club or with the Junior Convenor / Junior Committee.

There will be one qualifying junior from each age category from each club (boy and girl in each case) who will go forward to participate in the Grand Final play-off event in May.

There will be 3 prize winners in each age category at the Grand Final and the overall category winners (boy and girl) will win a trip to The Irish Open at the K Club including *overnight accommodation, tickets to the event and a meet and greet with Rory McIlroy.

**Accommodation will be for one night on a B&B basis in a local hotel and will include the junior winner plus a parent or designated guardian. Tickets for the event will be for either Tuesday or Wednesday and this is when the meet and greet will also take place.*



Pictured above are some of the Grand Finalists and their guardians at Ardglass before they set out.

Operations & Management

Match Play Media (MPM) will co-ordinate, operate and manage the event series. This will include;

- Liaising with the various local club professionals / junior committees etc. to arrange the events at each location. Some venues may decide to combine their events so there is a possibility that not all clubs will host a qualifying event (this happened in 2015 and was due to junior numbers at particular venues).
- Producing flyers, posters, promotional campaigns for each venue and assisting each venue with the promotion, organisation and operation of each qualifying event.
- Ensuring that participation levels are significant from the golf clubs and encouraging juniors to take part.
- Ensuring adequate press coverage (pre and post) for the event. This will be through press releases, interviews, photographs of each event etc. which will be distributed to all media outlets and sent to each participant (or guardian) by email.
- Each participant will receive a “goodie bag” on the day of the event including drink, energy bar, sleeve of golf balls etc.
- Each category winner from each venue will receive a piece of Rory McIlroy signed merchandise when they meet Rory at The Irish Open.



**Pictured above are some of the winners in the 10-13 age category in the
Grand Final 2015 at Ardglass**



Costs

- MPM are uniquely positioned to deliver on this proposal given the unique relationship with the Rory Foundation and the willingness of the Foundation to be involved with them again in 2016.
- Match Play Media have spoken with the Rory Foundation and they have expressed their satisfaction with the cooperation for the 2015 Down Junior Challenge. They would be happy to be involved again for 2016 through their association with Match Play Media once the same criteria and organisation was applied. The same level of assurances in relation to image rights etc. would remain in place and the winners would get to meet with Rory at the K Club during the week of the Irish Open.
- MPM will include its travel costs, time & effort, event management experience, PR experience and will leverage its personal relationships to ensure that the events run smoothly and efficiently, leaving a lasting legacy in the junior golf space.
- The price for this proposal is £9,000 (sterling) payable in two instalments, one in advance of the first tournament and the second on the completion of the Grand Final.

Agenda Item:	Newcastle Gateway/Gondola Developments
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Newcastle Gateway/Gondola Developments
Date:	Monday 11 April 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Mark Mohan, Senior Tourism Initiatives Manager

Decisions Required

Approval to go to tender to develop a visioning document for Newcastle and proposed Gondola developments

1.0 Purpose and Background

It is the corporate aspiration of council to develop the Mourne Mountains & Ring of Gullion as the premier tourism destination of choice in Ireland. This project is being developed as a 'game changer' to deliver this aspiration, unique to this part of Ireland.

In recent months a working group led by the CEOs of Newry, Mourne and Down District Council, TourismNI, National Trust and Mourne Heritage trust have met to advance this project. A Terms of Reference to develop the aspiration has been agreed by the aforementioned.

The purpose of the proposed visioning document is to generate and assess imaginative proposals and to produce a vision and master plan — including outline design and costings for:

- The sustainable enhancement of access from the town of Newcastle to the Mourne Mountains, foothills and forests.
- The broadening of visitor and recreational activity provision therein
- To produce creative and innovative visions and plans that have the potential to:
 - Deliver a step change in the visitor experience in the Mournes
 - Provide stand out in the tourism market and
 - Impact significantly on the tourism performance of Newcastle, the wider destination and Northern Ireland.
- To include specific assessment of the potential for and nature of a 'game changing' development or developments.

Key Issue

A gondola development within Newcastle would support the Council's aims by

potentially attracting investment through tourism; creating jobs in the development and running of the attraction; and add to Newcastle's status as a premiere activity resort in Northern Ireland. **The Council's Corporate Plan** clearly acknowledges this area to *"Become one of the premier tourism destinations on the island of Ireland"* In addition the emerging Tourism Strategy for the District will identify the need to develop 'a game changer' project in line with our Corporate plan and emerging TourismNI strategy. This proposed Newcastle Gateway/Gondola Developments project is currently being considered in the development of the aforementioned tourism strategies.

The Newcastle Gateway/Gondola Developments strategically supports the **Destination Mourne Mountains & Ring of Gullion Tourism Management Plan (2013-2018)** as it would produce investment and infrastructure through its development; produce a distinctive visitor experience to compete on the global stage; and would potentially attract a wider range of tourists to the area by providing variety to the already existing facilities.

Similarly, The Mourne Heritage Trust: **Mourne AONB Management and Action Plan (2010)** are structured around four interconnecting themes:

- Mountain, Countryside and Coast;
- Historic Environment
- Sustainable Communities;
- Enjoying, Appreciating and Understanding the Mourne AONB.

The gondola project provides support for these themes by providing potential to draw more visitors to the Mournes area, which provides stunning natural beauty comprised of various terrain.

The DETI Draft Tourism Strategy to 2020 emphasises that tourism is a key driver of the Northern Ireland economy; supporting over 40,000 jobs, bringing new facilities to towns and cities and creating opportunities in rural areas. The plan includes an aim to complete the development of the 5 Signature Projects and develop them into Signature Destinations, one of which is the Mournes. The Slieve Donard Gondola proposal contributes to the development of the Mournes as a signature development by providing a unique facility with the potential to attract visitors to the area. It will also widen access from the 'traditional' visitors to the Mournes to a wider audience, by providing an innovative viewing and transport mechanism, meaning more people can avail of the Mournes scenery. The Northern Ireland Tourism Board (now TourismNI) Priorities for Growth (2012) are underpinned by the DETI Draft Tourism Strategy. Key priorities in the document include: Be 'Experience' Led rather than 'product' led in order to connect with the segments. The gondola project offers an interactive and experience-led tourist attraction which offers a unique vantage point of the Mournes and importantly, a new form of tourism for Northern Ireland, which has proved lucrative in other countries.

The project is in alignment with the DETI Tourism Strategy as it will:

- Significantly increase the number of out of state visitors staying in the region overnight (and thereby spending more)
- Create an experience led initiative, which will connect with key tourism segments; and

	<p>- Support indigenous high quality businesses to grow.</p> <p>Northern Ireland Environment Agency (NIEA) Strategic Priorities (2012-2022) The proposed Slieve Donard project provides an opportunity for the NIEA to work with statutory agencies such as Newry, Mourne and Down District Council and TourismNI to invest in assets with the most significant nature conservation and historic interest; while also supporting sustainable tourism through encouraging the sustainable use and reuse of the historic environment and local materials.</p> <p>Tourism NI are an active partner in this proposal and have committed 50% of the project costs estimated at £100,000</p>
3.0	<p>Recommendations</p> <p>It is also recommended that the committee grant approval to go to tender to develop a visioning document for Newcastle and proposed Gondola developments</p>
4.0	<p>Resource Implications</p> <p>Funds to deliver this project have been allocated in the 2016/17 budget estimates.</p> <p>Tourism NI are an active partner in this proposal and have committed 50% of the project costs estimated at £100,000</p>
5.0	<p>Appendices N/A</p>

Agenda Item:	Mooring Facilities at Albert Basin Quayside
Report to:	Economic Regeneration and Tourism Committee
Subject:	Mooring Facilities at Albert Basin Quayside
Date:	22 May 2015
Reporting Officer:	Marie Ward
Contact Officer:	Michelle Boyle

Decisions Required	
1.0	<p>Purpose and Background</p> <p>Albert Basin is a Council owned facility in Newry City Centre which provides a deep water Quay for craft</p> <p>The facility is currently primarily used as a tie-up mooring facilities at bollards along the quayside promenade. Electricity and water supply points are available spaced along the promenade via 5 no. mini pillars</p> <p>The facility currently has 10 separate electrical service points from 5 no. mini pillars to cater for 10 boats but due to demand in the past 2 years, up to 25 boats have been moored in the Basin.</p>
2.0	<p>Key Issues</p> <p>In November 2014 serious Health and Safety issues were raised due to up to 6 boats plugging into a power supply designed for 2 boats. The legacy Council of Newry & Mourne DC to manage this risk agreed in February 2015 to limit the capacity of the boats at Albert Basin quayside to 10 as soon as possible. This has now been achieved</p> <p>The Victoria Locks has been closed for some time due to repairs therefore no requests for entry were received. Victoria Locks is operational from 25 March and a number of requests have been received for entry which due to the current policy cannot be accepted as the facility is at capacity on the basis of power</p> <p>The options are</p> <p><u>Option 1</u> Continue with the current policy to supply electric provision to 10 boats, which means the facility is currently full and no new requests can be considered</p>

	<p><u>Option 2</u> Provide the mooring facility with no electric and remove the restriction on the number of boats</p> <p><u>Option 3</u> Provide the mooring facility with no electric and remove the restriction on the number of boats and provide 1 electrical point which can be metered and upon request and via additional payment this point is available to facilitate temporary electrical supply on a daily rate base</p>
3.0	<p>Recommendations</p> <p>Provide the mooring facility at Albert Basin quayside with out electric and remove the restriction on number boats.</p> <p>Investigate if one power point can be provided which is metered and booked and paid for separately upon request on a daily basis rate</p>
4.0	<p>Resource Implications</p> <p>Cost of metering one point which would be recoverable by charging if this is deemed feasible</p>
5.0	<p>Appendices</p> <p>N/A</p>

Agenda Item:	
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	SLA Tourism NI
Date:	Monday 4 th April 2016
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism

Decisions Required

To approve the recommendations at 3.0

1.0	Purpose and Background To approve a Service Level Agreement with Tourism NI.
	Key Issue The SLA will deliver on tourism objectives working in a collaborative manner with Tourism NI.
3.0	Recommendations That the committee approve the SLA as attached at Appendix 1.
4.0	Resource Implications There are no resource implications as a result of the SLA
5.0	Appendices Appendix 1 – SLA

MEMORANDUM OF UNDERSTANDING BETWEEN NEWRY MOURNE & DOWN DISTRICT COUNCIL AND TOURISM NI, 1 APRIL 2016 – 31 MARCH 2017

This Memorandum of Understanding aims to support the growth of tourism through mutual collaboration between Tourism NI and the Council.

The areas of collaboration shall include but not limited to the following activities:

1. **Community Planning:** Tourism NI will proactively contribute to the Council's community planning process through attendance at the appropriate meetings, providing evidence and data required to develop the plan where necessary and advise on the likely availability of resources required to support its implementation.
2. **NI Tourism Strategy:** Tourism NI will actively engage with the Council and other appropriate bodies in the Council area on the formulation of the new NI Tourism Strategy, ensuring the Council is fully engaged in the consultation process on the Vision for NI Tourism and the associated Action Plan.
3. **Council Tourism Strategy and Action Plan:** Tourism NI will actively contribute to the development of the Council's Tourism Strategy and Action Plans where they align with regional strategic priorities.
4. **The Development of Destination Clusters:** Tourism NI's Regional Manager will work closely with the Council's Tourism Officers to support the development of product, sectoral and /or geographical based clusters to support business growth and enhance the visitor experience.
5. **Capacity Building Programmes:** Tourism NI will support the development and delivery of Capacity Building Programmes with the local industry and if appropriate Council Officers and Elected Members.
6. **Business Support Services:** Subject to appropriate resources being available Tourism NI will work with the Council to deliver masterclasses, Insight Days and Stakeholder engagement sessions to support the development of the industry within the Council area.
7. **LED Programmes:** Tourism NI will contribute to the development of programmes aimed at tourism specific businesses at the request of the Council or a cluster of Councils.
8. **Sales and Marketing Plans:** Advise on the development of plans for the Council area and where appropriate provide support from the Tourism NI Dublin Office.
9. **Strategic Capital Schemes:** Support the development of business cases for strategic capital projects which align with Northern Ireland's key market sectors and deliver national strategic priorities.
10. **RDP Local Action Groups:** if requested provide advice to Local Action Groups on tourism related funding bids and opportunities.
11. **Digital Marketing:** Tourism NI will provide access to the TIDINet Database for the creation of digital content. The database will be regularly updated and cleansed with support from Visitor Information Centres.

12. Media Library: Tourism NI will provide access to 11,000 tourism images and videos through the Media Library for use by the Council in its promotional and informational materials.

13. Visitor Information Centre Network: TNI will support the Network through:

- Frontline Familiarisation Trips to assist Council promote its area;
- Branding to support a network identity;
- A quarterly Mystery Shopper assessment and report;
- Training, including induction training for new seasonal staff;
- Access to online training materials, guidance and templates and
- Quarterly Network Meetings – to support sharing of best practice, research, and visitor intelligence.

14. Policy and Insights: Tourism NI will continue to provide research insights and intelligence to inform tourism policy at a Council level including the provision of local visitor statistics. The Regional Manager for the Council area will act as a conduit to Tourism NI and across other parts of government if required to ensure support for the development and promotion of tourism in the Council area.



SIGNED:

NAME: JOHN MCGRILLEN

TITLE: CHIEF EXECUTIVE, TOURISM NI

SIGNED:

NAME: LIAM HANNAWAY

TITLE: ON BEHALF OF NEWRY MOURNE & DOWN DISTRICT COUNCIL

Agenda Item:	Report of meeting of Slieve Gullion DEA Councillors, Forestry Dept., Clanrye Group re Forward Planning for Slieve Gullion held on 21 March 2016 in the Hawthorne Suite, Slieve Gullion.
Report to:	Economic Regeneration and Tourism Committee
Subject:	Forward Planning Slieve Gullion
Date:	23 March 2016
Reporting Officer:	Marie Ward
Contact Officer:	Michelle Boyle

Decisions Required	
To note the recommendations at 3.0.	
1.0	Purpose and Background Slieve Gullion briefing meeting initiate planning for 2016 season at Slieve Gullion.
2.0	Key Issues Consideration of operational arrangements for 2016 to enhance visitor experience.
3.0	Recommendations Council note the park and ride facility operating from Jonesborough. Council to note that Clanrye have appointed Synge and Byrne as new café provider.
4.0	Resource Implications Ongoing revenue cost associated with Slieve Gullion
5.0	Appendices n/a

Agenda Item:	Tourism Task & Finish Project Board
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	Report of Tourism Strategy Task and Finish Project Board held on 24 February 2016
Date:	5.4.16
Reporting Officer:	Marie Ward
Contact Officer:	Michelle Boyle

Decisions Required	
To note the contents of the report and recommendations	
1.0	Purpose and Background To provide an update to the Enterprise Regeneration and Tourism Committee on the Tourism Strategy Task and Finish Project Board.
2.0	Key Issue It is recognised that marketing and partnership with strategic bodies and the business community is essential to enable delivery of the Newry, Mourne and Down area as a tourism destination of choice.
3.0	Recommendations: To note the update on the Tourism Strategy development
4.0	Resource Implications No information available at this stage of Strategy development
5.0	Appendices Report of Tourism Strategy Task and Finish Project Board

Enc

Report of Tourism Strategy Task and Finish Project Board held on Wednesday 24th February 2016 in the Training Room, Monaghan Row Council Offices at 2.30pm.

In the chair: Councillor T Hearty

In attendance: Councillor T Andrews
Councillor R Burgess
Councillor C Casey
Councillor W Clarke
Councillor D Curran
Councillor G Hanna
Councillor M Larkin
Councillor D McAteer
Councillor J Tinnelly
Mr S Bill Tourism NI
Mrs M Boyle Newry, Mourne & Down District Council
Mrs M Ward Newry, Mourne & Down District Council
Mrs M Boyle Newry, Mourne & Down District Council
Ms C Lambert Newry, Mourne & Down District Council
Mr J McGilly Newry, Mourne & Down District Council
Mr M Mohan Newry, Mourne & Down District Council
Mr R Carter TEAM
Ms Jennifer Houiellebecq TEAM
Ms S Scott TEAM

Apologies: Councillor V Harte
Councillor K Loughran
Councillor M Ruane
Councillor G Stokes

Mrs Ward began by welcoming the consultants – TEAM to the meeting.

Mrs Ward stressed the importance of the tourism strategy and added it was absolutely critical on how Council is to move forward. Mrs Ward alluded to the benefit of the strategy in tandem with DETI Tourism Strategy for NI

Mr Carter gave an overview of the task.

Ms Houiellebecq proceeded with the presentation whilst encouraging members to ask questions at any stage.

Ms Houiellebecq recognised that a great deal of work had been done to date and added the need to build on it in order to become the destination of choice.

There were a number of key issues raised by elected members

One of the main points emerging from the meeting was the importance of consultation both formally and informally.

Another major factor which was discussed was signage and its importance.

Digital technology was another factor which needs investment and was discussed at length.

It was also agreed that events played another key role in the strategy and that all events throughout the district played a key role.

Mrs Ward referred to the myths and legends that are so unique to the area. It was agreed that there is a huge willingness of local people to tell their stories. Ms Houillebecq stated visitors want an authentic local experience and connecting locally is crucial.

Ms Scott confirmed TEAM have not only looked at the Newry, Mourne and Down area but further afield. She advised we are currently in stage 1 of the process and that already she can see huge opportunities. She confirmed a position paper will be presented to Council on 14th March and an anticipated date sometime in Junr for the draft strategy. Ms Ward confirmed these dates will be in line with the Tourism Strategy for NI

Mrs Ward stated that whilst Officers have put in a great deal of work engagement from the members is vital. She added that elected members are on the ground liaising with key people on a day to day basis.

Signed: Mrs Michelle Boyle
Tourism Development Officer

Agenda Item:	FOR NOTING Report on British Travel and Tourism Show, NEC Birmingham – 16/17 March 2016
Report to:	Economic Regeneration and Tourism Committee
Subject:	Officials Report on British Travel and Tourism Show, NEC Birmingham – 16/17 March 2016
Date:	24 March 2016
Reporting Officer:	Marie Ward
Contact Officer:	Michelle McKeown

Decisions Required

Report for noting

1.0

Purpose and Background

Destination Mourne and Ring Of Gullion therefore, took a presence at this event in NEC Birmingham under the umbrella of Tourism Ireland, and to this end a full set of appointments on days one and two were set up for Officers Mary Lennon and Cathy Lambert to actively service and explore, on the stand and at designated meeting areas.

Days one and two were very busy with Officials meeting potential buyers into the region, from UK, Central Europe, and a few from Australasia – ascertaining the buyers interest in general and in particular their interest in buying into our scenic region/s. This is a wonderful opportunity for our destination as the assembled tour/trade personnel being from the mainly European areas – this can make it easier to include the North of Ireland and our area in particular as part of their itinerary.

During the show, the Tourism Society organised guest speakers from Television and Industry to give talks/slide shows on their particular forte for the benefit of the assembled tour operators and exhibitors. A very interesting talk/slide show took place on how to market and promote heritage attractions with the use of up to datedigital and social media aids. Michael Portillo gave a very interesting talk on the development of railways and how it helped shape visitors travel and ideas from the Victorian establishment of railways to the present day.

Most buyers were interested in family/adventure/activity or senior style holidays for a variety of differing markets, and all complemented Officials on the rich variety

	of natural heritage and historical products on offer in our region
2.0	<p>Key Issues</p> <p>In this digital/social media age, trade personnel, and buyers noted that it would be a very worthwhile marketing tool to have</p> <ul style="list-style-type: none"> (a) USB stick on the region highlighting all we have to see and do to make your day complete in whatever genre. (b) Ipad showing interactive activity for the region to give them a physical feel for our wonderful region/s
3.0	<p>Recommendations</p> <p>Recommend continued attendance at this very popular event which will be held in Birmingham around the same dates for 2017.</p>
4.0	<p>Resource implications</p> <p>As per marketing plan</p>
5.0	Appendices

Agenda Item:	Report on Explore GB, ACC Liverpool, 3-5 March 2016
Report to:	Economic Regeneration and Tourism Committee
Subject:	Officials Report on Explore GB, ACC Liverpool, 3-5 March 2016
Date:	24 March 2016
Reporting Officer:	Marie Ward
Contact Officer:	Michelle McKeown

Decisions Required	
Report for noting	
1.0	<p>Purpose and Background</p> <p>Destination Mourne and Ring Of Gullion therefore, took a presence at this event in ACC Liverpool, and to this end a full set of appointments on days one and two were set up for Officers Mary Lennon and Cathy Lambert to actively service and explore.</p> <p>Days one and two were very busy with Officials meeting potential buyers into the region, from countries such as India, SE Asia, Russia, USA, Europe, UK and Ireland, with 10 minute very structured pre booked appointments per buyer – ascertaining the buyers interest in general and in particular their interest in buying into our scenic region/s.</p> <p>Most buyers were interested in family/adventure/activity or senior style holidays for a variety of differing markets, and all complemented officials on the rich variety of natural heritage and historical products on offer in Destination Mourne and Ring of Gullion, Destination Strangford Lough and the new emerging Saint Patrick's Country Destination.</p>
2.0	<p>Key Issues</p> <p>Buyers noted that it would be a very worthwhile marketing tool to have</p> <ul style="list-style-type: none"> (a) USB stick on the region highlighting all we have to see and do to make your day complete in whatever genre. (b) Ipad showing interactive activity for the region to give them a physical feel for our wonderful region/s
3.0	<p>Recommendations</p> <p>Recommend continued attendance at this prestigious event which will be held in Brighton in 2017.</p>

4.0	Resources As per marketing plan
5.0	Appendices

Agenda Item:	[This is the number the item will be given]
Report to:	Enterprise Regeneration and Tourism Committee
Subject:	DOE Environment Fund for Ring of Gullion AONB, LPS and SLLP
Date:	
Reporting Officer:	Marie Ward, Director Enterprise, Regeneration and Tourism
Contact Officer:	Darren Rice, Ring of Gullion LSP Manager

Decisions Required

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

1.0 Purpose and Background

In the past, Strangford Lough and Lecale Partnership, Ring of Gullion LPS and AONB were funded by the DOE up to 75% in the case of Ring of Gullion AONB and SLLP until the funding was completely cut in 2014 and the projects had to apply for new funding from the DOE.

In December 2015, the council submitted an application form to the Department of Environment for the project of Counties Armagh and Down Environmentally Protected Area Management to cover the costs of the Strangford Lough and Lecale Partnership, Ring of Gullion LPS and AONB, Biodiversity connectivity across Newry, Mourne and Down District and tackling Marine Litter.

DOE requested costs to be submitted to cover costs for a period up to the 31 March 2019.

The application costs were split up across the different projects.

1 April 2016- 31 March 2017

SLLP- £114,461

ROG and Biodiversity connectivity across NMD District Council- £83,647

Tackling Marine Litter- £45,000

1 April 2017- 31 March 2018

SLLP- £112,853

ROG and Biodiversity connectivity across NMD District Council - £83,018

Tackling Marine Litter- £0

1 April 2018- 31 March 2019

SLLP- £100,618

ROG and Biodiversity connectivity across NMD District Council - £86,475

Tackling Marine Litter- £0

Key Issue

On the 24 March the DOE have sent a letter offering:-

SLLP - £84,081 at up to 55% of eligible costs for the period 1 April 2016- 31 March 2017 subject to the terms and conditions that are attached to the letter of offer.

ROG - £68,794 at up to 24% of eligible costs for the period 1 April 2016- 31 March

	<p>2017 subject to the terms and conditions that are attached to the letter of offer.</p> <p>The Biodiversity connectivity across Newry, Mourne and Down District and tackling Marine Litter was not deemed of a high enough priority to be awarded funding.</p> <p>Indicative funding levels for 2017-18 and 2018-19, which will be subject to a new letter of offer, which include:-</p> <ul style="list-style-type: none"> • Sufficient receipts being received by the Department from the carrier bag levy. • Any changes in priorities for delivery identified by the Northern Ireland Executive. • Decisions made by the NI Executive and Assembly on future Budget allocations to departments • Successful delivery in 2016-17. <p><u>Part A SLLP</u> 1 April 2017- 31 March 2018 – Up to £84,922 at up to 52% of eligible costs 1 April 2018- 31 March 2019 – Up to £85,771 at up to 54% of eligible costs</p> <p><u>Part B ROG</u> 1 April 2017- 31 March 2018 – Up to £69,482 at up to 27% of eligible costs 1 April 2018- 31 March 2019 – Up to £70,177 at up to 33% of eligible costs</p> <p>The projects have not received the requested amounts and in light of this the officers need to meet to review their budgets.</p> <p>A Grant Acceptance form accepting this offer has to be returned within a month of the date of the letter of offer.</p>
3.0	<p>Recommendations</p> <p>Council to accept and sign the letter of offer and Officers to review budget and work plans as a result of the cuts and bring back a paper detailing implications.</p>
4.0	<p>Resource Implications</p> <p>The reduced level of funding will mean a reduction of resources and the need to focus on essential projects which meet the requirements of the offer letter.</p>
5.0	<p>Appendices</p> <p>None</p>

Newry, Mourne and Down District Council

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

Arrangements for Monitoring and Review

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

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

Scheme of Delegated Decisions for Reporting

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

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

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

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

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

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

[illegible]

Category 2.

Decision to commence formal restructuring with a Department or Departments

Name of Department/s and reason for restructure

Category 3.

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

List Consultation title and attach response

[illegible]

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

[illegible]

Category 6

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

Date	Contact name	Decision made by Director	Costs/requirements	Other info
Oct 2015	Graeme Finnegan	Newry Oktoberfest, McClelland Park Event is from 22-25 October 2015 The event opening hours will be: Thursday 6-22.30pm Friday 6pm to 22.30pm Saturday and Sunday 3pm to 22.30pm	£1 licence fee payable All docs to be in order for insurance, risk assessment etc	
Jan 2016	Bells Funfair	Approval for siting of funfair in Warrenpoint for 5 weeks during 2016 – location to be confirmed		
17.1.16	Joanne Cullen	Approval given for Cullens Funfair to use Albert Basin from 7.3.16 to 20.3.16	Fee £4,500 plus VAT plus all documents to be in order for insurance etc	Funfair operating 11-19 March incl

Date	Contact name	Decision made by Director	Costs/requirements	Other info
8.2.16	Neil Boylan	<p>Council are unable to accommodate this request as Warrenpoint is currently undergoing a Public Realm Works Scheme and therefore the Square would not be suitable.</p> <p>Further clarification is sought from Mr Boylan on the following: hours and days opened and whether musical entertainment is anticipated in the marquee.</p> <p>Marquee for the European Football Championships 6-10 June</p> <p>Diageo would move in on Wednesday 8th June for beer taps and Hardys of Kilkeel on same date for Large Screens & Sound. Friday 10th June is test evening for Sponsors, Council etc</p>		21 metres x 15 metres with a capacity of 500 - 600 people
9.2.16	W George Conn	Faith Mission requesting permission to hold services on Newcastle promenade from 1 to 10 July 2016		
23.2.16	Born 2 Run Events	Approval given for 10k Forest Run in Castlewella by Born 2 Run Events	Born 2 Run provide suitable insurance and pay £100 Event Bond which is refundable plus £50 licence fee	Event on 27.2.16
1.3.16	Martin McGreevy	Approval given for donkey rides on Newcastle beach	Gentleman provides insurance and animal passports etc. and pays licence fee £150	Rides to commence 6.3.16
June 2016	Paul Braham	Kilbroney Vintage Show – request use of Kilbroney on 16-18 June 2016		
4.3.16	First Tracks MTB.com	Use of Castlewella MB trails for Vitus First Tracks Enduro Cup on 2-3 April 2016. Use of trails	Site fee £300 Event Bond £300 (refundable) Provide insurance docs	Main event 2-3 April

		required 5/3 to 9/4		
23.3.16	Foundation TV Productions	Filming taking place at Kilbroney MB Trailsfor 1 day on 4 th April	£1000 licence fee £1000 site fee Provide insurance docs	
23.3.16	Foundation TV Productions	Filming taking place at Castlewellan MB Trails for 5 days on 29 th March	£1000 licence fee £1000 site fee Provide insurance docs	