#### **NEWRY MOURNE AND DOWN DISTRICT COUNCIL**

Minutes of the Enterprise Regeneration & Tourism Committee Meeting held on Monday 14 December 2015 at 6.00pm in the Mourne Room, Downshire Civic Centre, Downpatrick		
Deputy Chairperson:	Councillor R Mulgrew	
In Attendance:	(Committee Members) Councillor T Andrews Councillor R Burgess Councillor W Clarke Councillor G Donnelly Councillor S Ennis Councillor S Ennis Councillor G Hanna Councillor V Harte Councillor V Harte Councillor T Hearty Councillor T Hearty Councillor D McAteer Councillor M Ruane Councillor G Stokes	
	(Non Committee Members) Councillor J Tinnelly	
Officials in Attendance:	Mr L Hannaway Ms M Ward	Chief Executive Director Enterprise Regeneration & Tourism
	Mr J McGilly	Assistant Director Enterprise Regeneration & Tourism
	Mr M Mohan	Senior Tourism Initiatives Manager
	Ms M Boyle	Tourism Development Officer
	Ms E McParland Ms L Dillon	Democratic Services Manager Democratic Services Officer
ERT/142/2015: <u>APOLOG</u>	IES AND CHAIRPER	SON'S REMARKS

Councillor Mulgrew welcomed the members of the Youth Council to the meeting who were present to observe proceedings.

The following apologies were received: Councillor D Curran Councillor B Quinn Councillor Andrews said Councillor Curran Chairperson of the Enterprise Regeneration & Tourism Committee wanted to convey Christmas greetings to everyone.

On behalf of the Enterprise Regeneration & Tourism Committee, Councillor Mulgrew Vice Chairperson extended best wishes to Councillor Curran.

# ERT/143/2015: DECLARATIONS OF INTEREST

No Declarations of Interest were received.

### ERT/144/2015: ACTION SHEET MINUTES OF ENTERPRISE REGENERATION & TOURISM COMMITTEE MEETING MONDAY 9 NOVEMBER 2015

- Read: Action Sheet arising out of the Minutes of the Enterprise Regeneration & Tourism Committee Meeting held on Monday 9 November 2015. **(Copy circulated)**
- AGREED: It was unanimously agreed to note the Action Sheet arising from the Minutes of the Enterprise Regeneration & Tourism Committee Meeting held on Monday 9 November 2015.

### <u>Geotourism</u>

**Noted:** It was noted matters regarding Geotourism would be discussed at a later stage on the agenda.

### **Newry Business Improvement Bid**

AGREED: It was agreed a copy of the Newry Business Improvement Bid be forwarded to Councillor D Curran Chairperson of the Enterprise Regeneration & Tourism Committee.

### Appointment of Programme Advisor – St Patrick's Festival

**Noted:** It was noted that costs in the sum of £25,000 for the appointment of a Programme Advisor for the St Patrick's Festival (Downpatrick/Armagh) over 3 years would be met on a shared basis between Armagh Banbridge & Craigavon Borough Council and Newry Mourne & Down District Council.

### <u>Works at Newry Town Hall – Phase II</u>

**Noted:** It was noted that works for Phase II at Newry Town Hall would include works to the interior of the building.

#### AGREED: Ms M Ward Director of Enterprise Regeneration & Tourism to advise Councillor S Ennis if the tender for Phase II for Newry Town Hall will

# **ENTERPRISE EMPLOYMENT AND REGENERATION ITEMS**

## ERT/145/2015: CASTLEWELLAN ARBORETUM AND FOREST PARK HERITAGE LOTTERY FUND APPLICATION

Read: Report dated 1 December 2015 from Mr J McGilly Assistant Director Enterprise Regeneration & Tourism regarding the Castlewellan Arboretum and Forest Park Heritage Lottery Fund bid. (Copy circulated)

# AGREED: On the proposal of Councillor Harvey seconded by Councillor Burgess it was agreed as follows: -

- (a) Review the Terms of Reference of Castlewellan Arboretum Advisory Board with a view to making it a more useful Board in the plans for a bid to Heritage Lottery and widen its membership to ensure it is more diverse and beneficial to Council as the Castlewellan Task and Finish Project Board.
- (b) Introduce Councillor membership to the Board. The members to be nominated by Council and to take up seats on the Board with immediate effect.
- (c) Permit officers to obtain and pay for specialist advices in relation to project in order to ensure it is developed as per Heritage Lottery Fund requirements subject to confirmation of costs to ERT Committee.
- **Noted:** A total of 7 Councillors would be nominated to the Membership of the Board to be representative of Councillors from across the entire District.

# ERT/146/2015: ERT DIRECTORATE BUSINESS PLAN

Read: Report dated 8 December 2015 from Ms M Ward Director of Enterprise Regeneration & Tourism regarding the Enterprise Regeneration & Tourism Business Plan. (Copy circulated)

Councillor Andrews asked for clarification as to which Council Officers would be responsible for completing the items contained in the Business Plan and which Elected Members would be part of this process as he felt a task and finish group should be formed to implement the plan.

Councillor McAteer asked if the Members of the ERT Committee would be able to prioritise some of the projects contained in the Business Plan.

**Noted:** It was noted the Business Plan was an operational plan and that relevant Council Officers would be allocated from across the Directorate to deliver on the various items contained within the plan. The plan linked in with the Enterprise Regeneration & Investment Strategy document and in time priorities would change but this would be looked at as the plan would progress. If Members had any queries they can contact Ms M Ward Director Enterprise Regeneration & Tourism.

# AGREED: On the proposal of Councillor Hearty seconded by Councillor Hanna it was agreed to adopt the Enterprise Regeneration & Tourism Business Plan.

It was also agreed that a report on the ERT Business Plan be tabled at the Enterprise Regeneration & Tourism Committee on a quarterly basis.

#### ERT/147/2015: WARRENPOINT PUBLIC REALM SCHEME - <u>CHURCH STREET/THE SQUARE</u>

- Read: Report dated 7 December 2015 from Mr J McGilly Assistant Director of Enterprise, Regeneration and Tourism regarding the Warrenpoint Public Realm Scheme (Church Street/The Square). (Copy circulated)
- AGREED: It was unanimously agreed to note the following recommendations as agreed at the Warrenpoint Public Realm Scheme Task & Finish Steering Committee Meeting held on 19 November 2015:
  - (a) The Task & Finish Steering Committee now accept the 42 week programme and work with the Contractor to properly prepare for the Trader Information Meeting and deliver on-going PR regarding the scheme, throughout the works.
  - (b) Council Officials to follow-up with NI Water on their planned works to make sure that they are linking up with TNI to programme other Carriageway Sewage Improvement Works.
- **Noted:** Elected Members may contact Mr Seamus Crossey Enterprise Development Officer should any problems arise regarding the Warrenpoint Public Realm Scheme. They may also contact Ms M Ward Director ERT or Mr J McGilly Assistant Director ERT.

Reporting to local Councillors regarding the scheme can if necessary be done via the DEA Structures.

Warrenpoint Public Realm Scheme Task & Finish Steering Group Meetings will be held on a more frequent basis as the scheme progresses ie, monthly.

Transport NI will be a consultee throughout the scheme.

#### ERT/148/2015: NEWRY CATHEDRAL CORRIDOR <u>– PUBLIC REALM SCHEME</u>

Read: Report dated 7 December 2015 from Mr J McGilly, Assistant Enterprise, Regeneration and Tourism regarding the recommendations arising out of the Task & Finish Public Realm Steering Group Meeting held on 12 November 2015 regarding the Newry Cathedral Corridor Public Realm Scheme. (Copy circulated)

# Agreed: On the proposal of Councillor Stokes seconded by Councillor Harte it was agreed: -

- (a) Newry City Centre Management Partnership (NCCMP) to continue to try and source the names of 3 affected businesses that would be prepared to sit on the Committee.
- (b) NMDDC, (NCCT) Newry Chamber of Commerce & Trade & NCCMP all in agreement with the Work Programme presented in regards to the sequence of works to be delivered, starting in Marcus Street East.
- (c) Key Partnership working now to be undertaken to ensure that the 'Hill Street is open for Business' message is continually circulated.
- (d) Further Meetings of the Task & Finish Steering Committee to be held throughout the works.

# ERT/149/2015: NEWRY LINKAGES REVITALISATION

- Read: Report dated 7 December 2015 from Mr J McGilly, Assistant Director Enterprise Regeneration & Tourism to provide an update on the Shop Front Revitalisation Scheme that is proposed on the back of the 2014 Public Realm Scheme delivered along Buttercrane and Merchants Quay. There are now potential DSD monies on the table up to March 2016, subject to an agreed Action Plan being signed off by the end of October. The Task & Finish Steering Group is made up of a joint partnership between representatives of local traders located along Buttercrane and Merchants Quay and Newry City Councillors.
- AGREED: On the proposal of Councillor Stokes seconded by Councillor McAteer it was agreed to approve the following recommendations agreed at the Task & Finish Steering Meeting held on 5 November 2015: -
  - (a) The Task & Finish Steering Committee agree to the presented Newry Linkages Revitalisation Scheme and draft Action Plan,

which is now to be submitted to DSD for approval to release the grant aid.

(b) Additional elements discussed at the Meeting should also be included in the lower priorities for the Plan, in case additional monies are obtained.

#### ERT/150/2015: BILL ON RURAL NEEDS RESPONSE

- Read: Report dated 17 November 2015 from Mr J McGilly, Assistant Director Enterprise Regeneration & Tourism regarding a response to the Rural Needs Bill. (Copy circulated)
- AGREED: It was agreed to note the written response in relation to the Rural Needs Bill as per Report from Mr J McGilly, Assistant Director Enterprise Regeneration & Tourism dated 17 November 2015.

### **ENTERPRISE EMPLOYMENT AND REGENERATION ITEMS – FOR NOTING**

#### ERT/151/2015: MAKE IT LOCAL INITIATIVE

- Read: Report dated 14 December 2015 from Ms M Quinn, Project Development Manager regarding the Make It Local Initiative. (Copy circulated)
- AGREED: It was agreed to note the update contained in Report dated 14 December 2015 from Ms M Quinn, Project Development Manager regarding the Make It Local Initiative.

Council Officials to contact any other relevant groups/government agencies, in particular Invest NI, to establish if they would be interested in becoming involved with the Make it Local Initiative.

#### ERT/152/2015: REPORT RE: SOUTHERN RELIEF ROAD - <u>WEDNESDAY 21 OCTOBER 2015</u>

Read: Report dated 3 December 2015 from Mr J McGilly Assistant Director Enterprise Regeneration & Tourism regarding funding for the Southern Relief Road. (Copy circulated)

Councillor McAteer asked why no lobbying was carried out with representatives of the European Parliament and highlighted the potential of creating a Southern Relief Road and the possibility of a crossing near Narrow Water, and stressed the need for a closer working relationship with Transport NI with regarding to funding applications for such a project. He added that MEPs should be lobbied regarding this project including MEPs from the bordering Louth constituency.

- AGREED: On the proposal of Councillor Clarke seconded by Councillor Ennis it was agreed as follows:
  - (a) To note the following recommendations arising from the Report of a Meeting held on 21 October 2015 with Ms C Fitzgerald Head of EU Commission in NI, regarding the Council's application for funding for the Southern Relief Road:
    - (1) Ms C Fitzgerald Head of EU Commission in NI to forward the Council information of the 315 billion euro investment plan.
    - (2) Council to arrange to meet new Transport NI Minister, Ms Michelle McIlveen and Jennifer McCann MLA.
    - (3) Include community planning in the application from a Health Perspective.
    - (4) The Council to work in partnership with Transport NI and input into any application put forward.
    - (5) Arrange to meet Ken Bishop NILGA to perhaps advise the Council on how to draw down funding for the Southern Relief Road application.
  - (b) The Council write to the 3 No. MEPs in the European Parliament and to the MEPs from the bordering Louth constituency to lobby for EU funding for the Southern Relief Road.

Councillor Hanna said he was not if favour of writing to MEPs in the Louth constituency.

The above proposal was put to a vote by way of a show of hands and voting was as follows:

For: 9 Against: 3

The proposal was declared carried.

# ERT/153/2015: FOOTWAY SCHEME – A2 KILLOWEN ROAD, ROSTREVOR

- Read: Report dated 17 November 2015 from Ms C Murphy Countryside/ROW Officer regarding a Footway Scheme proposed by DRD at A2 Killowen Road, Rostrevor on a section of Public Right of Way Killowen Road to Foreshore at Outdoor Education Centre. (Copy circulated)
- AGREED: It was agreed to note the Report from Ms C Murphy Countryside/ROW Officer regarding a Footway Scheme proposed by DRD at A2 Killowen Road, Rostrevor on a section of Public Right of Way – Killowen Road to Foreshore at Outdoor Education Centre.

# **TOURISM CULTURE & EVENTS ITEMS**

# ERT/154/2015: LETTING OF LANDS – DELAMONT COUNTRY PARK

Read: Report dated 30 November 2015 from Mr S Boyle Park Manager regarding the letting of lands at Delamont Country Park. **(Copy circulated)** 

# AGREED: On the proposal of Councillor Harvey seconded by Councillor Andrews it was agreed:

(a) To extend the Licence to the current Licensee for field numbers 8a (7.2 hectares), 7d (2.2 hectares), 8b (3.35 hectares), a total of 12.75 hectares.

NB: This land being required to accommodate the Skiffie Worlds in Summer 2016. The Licence fee for this bid of 12.75 hectares (31.1 acres) under the current Licence agreement is £75 per acre – total  $\pounds 2,332.50$ .

- (b) The remaining 27 hectares to be advertised under open tender for conacre sheep grazing only, for one year.
- (c) To let, through open advertisement, the remaining 30.4 hectares for sheep grazing/crops for a further five year Licence period from 2017.

### ERT/155/2015: FOREST PARK DEVELOPMENT – TRANSFER OF ASSETS -- <u>FRANCHAISING CARAVAN & CAMPING FACILITIES</u>

Read: Report dated 14 December 2015 from Mr G McGivern Officer regarding franchaising of Caravan & Camping facilities at Castlewellan, Tollymore and Rostrevor Forest Parks. (Copy circulated)

Councillors McAteer and Tinnelly both expressed concerns that Kilbroney Park could potentially be included in future franchising proposals and said they would be opposed to the transfer of any facility at Kilbroney Park.

Ms Ward explained any arrangement to franchise would be to develop and enhance existing services and all parks needed to be given due consideration regarding franchising to establish whether or not they should be included in any proposals.

- AGREED: On the proposal of Councillor Clarke seconded by Councillor Andrews it was agreed the Council commission external expertise to complete options appraisals and business case to include:
  - (a) Completion of condition surveys for Castlewellan, Tollymore and Kilbroney Caravan Parks (to include the touring in the tree side site at Kilbroney)
  - (b) Financial assessment of income and expenditure for all 3 sites.

- (c) Overview of caravan and camping park market operation.
- (d) A scope of potential management options and recommendations of preferred options to the Council.
- (e) Consideration and recommendation of preferred contractual relationship between the Council and Forestry Service for the future management of caravan parks.
- (f) A scope of options for preferred contractual arrangements (in terms of licence, lease or alternates) between the Council and Caravan Park managers.

# ERT/156/2015: <u>PROPOSED LISTING – EVENTS 2016 – 2017</u>

- Read: Report dated 14 December 2015 from Mr M Mohan Senior Tourism Initiatives Manager regarding a proposed list for Events 2016-2017. (Copy circulated)
- AGREED: On the proposal of Councillor Mulgrew seconded by Councillor Harvey it was agreed that financial allocation for the proposed listing for Events 2016-17 be discussed at a Special Rates Workshop to be held in advance of the next Council Meeting regarding Rate Estimates on Friday 15 January 2015. All Councillors to be invited to attend the Special Workshop.

# ERT/157/2015: FORWARD PLANNING – SLIEVE GULLION FOREST PARK

- Read: Report dated 25 November 2015 from Ms M Boyle Tourism Development Officer regarding forward planning for Slieve Gullion Forest Park. (Copy circulated)
- AGREED: On the proposal of Councillor Donnelly seconded by Councillor Hearty it was agreed:
  - (a) A meeting to be arranged with Council Officials, including Estates Department and Clanyre Group, to discuss the way forward with regard to the water tank upgrade at Slieve Gullion.
  - (b) Mrs J McCann Area Community Development Officer to get an update on legal advice on the shutting of entrance and exit gates at Slieve Gullion and report back to the next meeting in due course.

#### ERT/158/2015: APPLICATION – ESMEE FAIRBURN COLLECTIONS FUND NEWRY MOURNE & DOWN MUSEUM PERFORMING ARTS COLLECTION

Read: Report dated 14 December 2015 from Ms N Cunningham Museum Curator regarding a letter of offer received from Esmee Fairburn Collections Fund in

respect of an application for funding for Newry Mourne & Down Museum Performing Arts Collection. (Copy circulated)

- AGREED: On the proposal of Councillor Stokes seconded by Councillor Donnelly it was agreed to accept the offer of funding from Esmee Fairburn Collections Fund in respect of Newry Mourne & Down Museum Performing Arts Collection.
- AGREED: It was also agreed to extend a message of thanks from Councillors to the Officers responsible for submitting this application.

# ERT/159/2015: HOLIDAY WORLD 2016 (BELFAST AND DUBLIN)

- Read: Report dated 3 December 2015 from Ms M Boyle Tourism Development Officer providing details regarding staffing arrangements at Holiday World 2016. (Copy circulated)
- AGREED: On the proposal of Councillor Burgess seconded by Councillor Hearty it was agreed:
  - (a) To note Council attendance at the Holiday World promotions and details of staff committed, as per Report dated 3 December 2015 from Ms M Boyle Tourism Development Officer.
  - (b) Any Councillors who wish to have a rota on the stand to advise Ms M Boyle Tourism Development Officer.
  - (b) Should any Elected Member wish to attend either Holiday World 2016 event in Dublin or Belfast, that they inform Ms M Boyle Tourism Development Officer.

# ERT/160/2015: KILBRONEY MASTERPLAN

Read: Report dated 4 December 2015 from Ms M Ward Director Enterprise Regeneration & Tourism regarding the Draft Masterplan for Kilbroney Park and Rostrevor Forest. (Copy circulated)

Councillor Tinnelly expressed concern regarding the lack of reference in the Masterplan made to improvements to play pitch facilities at Kilbroney Park and he felt that this part of the park should be a priority first item within the plan.

Councillor McAteer said the Council needed to revisit the lower part of the park and examine the creation of additional access and signage to indicate historical attractions and businesses in the area. Ms Ward explained the Masterplan document tabled was an Executive Summary only and that more detail was contained in the full report. She said the plan will involve significant costs therefore Officials would be seeking funding from various external bodies after which projects will then be considered for prioritisation. She added that the Active & Healthy Communities Committee would be appropriate Committee to deliver on playing pitch aspect of the plan.

### AGREED: On the proposal of Councillor Hanna seconded by Councillor Ruane it was agreed to adopt the Masterplan for Kilbroney Park and Rostrevor Forest and progress recommendation on the basis of obtaining the necessary funding for various aspects contained within the plan.

# ERT/161/2015: MOUNTAIN BIKE NI CONSORTIUM 2016-17

Read: Report dated 3 December 2015 from Ms M Boyle Tourism Development Officer regarding Mountain Bike NI Consortium 2016-17. (Copy circulated)

Councillor Tinnelly said that since the introduction of the Mountain Bike Trail in Rostrevor, there had not been any upturn in local business in the area and felt this needed to be taken into consideration if the Council are to renew the provision of this activity for a further 3 year period.

Councillor Clarke said he believed that since the introduction of Mountain Bike activities there had been an increase in the number of visitors to Forest Parks and said the Council needed to continue to market its assets and business to realise the potential of such activities in the area and make efforts to attract people to their establishments.

# AGREED: On the proposal of Councillor Clarke seconded by Councillor McAteer it was agreed:

- (a) As part of a Council Service Level Agreement with ORNI, provide £36,332 for Mountain Bike NI to provide marketing and PR support for the National Trail Centres of Rostrevor and Castlewellan for April 2016 – March 2017, subject to partner Councils contributions as required.
- (b) As part of the Mountain Bike NI consortium, seek a new sponsor. To be advertised January 2016 for a period of 3 years.

Councillor Hanna cautioned the Council to proceed with care in respect of expenditure on the Mountain Bike Trail at Kilbroney Park Rostrevor as this was a niche sport.

# ERT/162/2015: GRAPHIC DESIGN SERVICES RE: <u>ST PATRICK'S INTERNATIONAL FESTIVAL 2016</u>

Read: Report dated 14 December 2015 from Mr M Mohan Senior Tourism Initiatives Officer seeking approval to use Armagh City Banbridge & Craigavon Borough Council's internal graphic design service to deliver the design and print aspect of the St Patrick's International Festival 2016. (Copy circulated)

- AGREED: On the proposal of Councillor Hanna seconded by Councillor Burgess it was agreed to approve the use of Armagh City Banbridge & Craigavon Borough Council's internal graphic design service to deliver the design and print aspect of the St Patrick's International Festival 2016.
- **Noted:** It was noted the brand would be agreed via a joint working group initiative and Councillors would have an opportunity to see the brand prior to any decision being agreed.

#### ERT/163/2015: USE OF WARRENPOINT SQUARE RE: ELMER BELL DIZZYLAND FUNFAIR

- Read: Report dated 3 December 2015 from Ms B Magill Administration Officer regarding a request by Elmer Bell Dizzyland Funfair, to use of a portion of Warrenpoint Square by Bells Amusements in 2016. (Copy circulated)
- AGREED: On the proposal of Councillor Hearty seconded by Councillor Donnelly it was agreed to approve a request from Elmer Bell Dizzyland Funfair to use a portion of land in Warrenpoint Square for amusements for a period of time at:
  - St Patrick's Day
  - Easter
  - Maiden of the Mournes Festival.

**Exact location to be confirmed subject to Environmental Improvement Scheme contract progression.** 

# ERT/164/2015: WORKS AT NEWRY TOWN HALL – PHASE II

- Read: Report dated 14 December 2015 from Mr G McVeigh Surveyor regarding works at Newry Town Hall Phase II. (Copy circulated)
- AGREED: It was agreed to note the contents of Report dated 14 December 2015 from Mr G McVeigh Surveyor, regarding works at Newry Town Hall – Phase II.

### ERT/165/2015: TOURISM STRATEGY TASK & FINISH PROJECT BOARD

Read: Report dated 4 December 2015 from Ms M Boyle Tourist Development Officer providing an update regarding the Tourism Strategy Task & Finish Project Board. (Copy circulated)

#### AGREED: It was unanimously agreed as follows:

- (a) A detailed report on the content of the Service Level Agreement with ORNI (Outdoor Recreation NI) to be brought to the ERT Committee following consultation with the AHC department to include details on budget, maintenance of trails and customer facing role. The Service Level Agreement to also incorporate the recommendation agreed by Council regarding Mountain Bike NI.
- (b) The Events Report to be updated to include events on Camlough Lake, Ring of Gullion Landscape Partnership Events and to advise on towns/villages which would benefit. Opportunities to link GI sites into the Festival of Flight to be considered and opportunity to include the Curragh event on the schedule to be considered.
- (c) Opportunities to run a chefs competition involving local Colleges as part of Year of Food & Drink to be considered.

# <u>Geotourism</u>

**Noted:** It was noted an application had been submitted to (UNESCO) United Nations Educational, Scientific and Cultural Organisation regarding Geotourism.

Councillor Hearty said tourism was a top priority and he highlighted the importance of the Geotourism project. He said the Council should be taking all measures to ensure this major project was followed up by relevant Council Officers and he asked that UNESCO be informed of the names of the Council Officers who will be responsible for the application.

Ms Ward advised that UNESCO had been informed of the change of Officers and a Members Working Group in respect of the Geotourism Project would be set up in early January 2016 and a further detailed report will be tabled at the ERT Committee Meeting in January 2016 regarding progress on the Geotourism funding application.

Councillor Tinnelly concurred with Councillor Hearty and asked that it be recorded that he was disappointed that the two personnel who had been working on the Geotourism application were no longer in post with expertise being lost.

Councillor McAteer expressed similar sentiments to that of Councillor Tinnelly regarding the 2 former Geotourism staff members and said their level of professionalism would be very hard to replace.

# Festival of Flight

Councillor Harvey asked if the Festival of Flight could be held on one day as opposed to being ran over a 2 day period.

AGREED: It was agreed the Festival of Flight event could be discussed at the Special Rate Estimates Workshop regarding Events 2016-17, to be held prior to the Council Meeting regarding Rate Estimates on Friday 15 January 2016.

Councillor Mulgrew wished everyone a nice Christmas.

The meeting concluded at 7.35pm.

For consideration at the Council Meeting to be held on Monday 4 January 2016.

# Signed: Councillor R Mulgrew Vice Chairperson

#### Signed: Ms M Ward Director of Enterprise Regeneration & Tourism