

NEWRY, MOURNE & DOWN DISTRICT COUNCIL

Minutes of the Enterprise, Regeneration & Tourism Committee Meeting held on Monday 11 September 2017 at 3.00pm in the Boardroom, District Council Offices, Monaghan Row, Newry

Chairperson: Councillor P Byrne

In Attendance: **(Committee Members)**

Councillor D Hyland
Councillor R Burgess
Councillor M Carr
Councillor C Casey
Councillor W Clarke
Councillor D Curran
Councillor G Hanna
Councillor H Harvey
Councillor T Hearty
Councillor D McAteer
Councillor O McMahan
Councillor B Quinn
Councillor M Ruane
Councillor G Stokes

Also in attendance: Councillor A McMurray

Officials in Attendance: Mr L Hannaway Chief Executive NMDDC
Ms M Ward Director of Enterprise, Regeneration & Tourism
Mr J McGilly Asst. Director, Economic Regeneration & Tourism
Mr A Patterson Asst. Director, Tourism Culture & Events
Mrs M Boyle Tourism Development Officer
Mr M Mohan Senior Tourism Initiative Manager
Mrs E McParland Democratic Services Manager
Mrs P McKeever Democratic Services Officer

Others in Attendance: Representatives from Silvery Light Sailing Company
Mr Mark O'Connell, W2 Consulting

In advance of the ERT meeting, a presentation was given by representatives from the Silvery Light Sailing Company, the objective of which was to advise the Committee about their project and work, and seek financial support from for the restoration of the tall ship 'The Silvery Light'. They explained that application had been made to the Heritage Lottery Fund and in order to progress their application to the final stage and they required a significant

partner of the stature of Newry, Mourne & Down District Council to join the project in a stakeholder role. They advised they were seeking £100,000 over a 5 year period, £20,000 per annum.

The Chairperson thanked the representatives from the Silvery Light Sailing Company for their presentation and advised that as per Council policy, any decision on a financial contribution would be a matter for consideration by Council, in line with relevant policies. (They left the meeting at 3.00pm)

ERT/149/2017: APOLOGIES / CHAIRPERSON'S REMARKS

No apologies were received.

The Chairperson asked that congratulations be forwarded to ERT staff for the very successful 'Wake the Giant' festival which took place on 26 & 27 August 2017. He also recommended attending the City of Merchants Event which was due to take place on 30 September and 1 October 2017.

The Chairperson advised that the 18 October 2017 had been confirmed as the date for the BE Aerospace visit.

ERT/150/2017: DECLARATIONS OF INTEREST

No Declarations of Interest were received.

FOR DISCUSSION/DECISION

**ERT/151/2017: ACTION SHEET
MINUTES OF ENTERPRISE, REGENERATION & TOURISM
COMMITTEE MEETING
MONDAY 14 AUGUST 2017**

Read: Action Sheet arising out of the Minutes of the Enterprise, Regeneration & Tourism Committee Meeting held on Monday 14 August 2017.
(Copy circulated)

The following issues were raised:

ERT/134/2017 – Dept for Communities Funding – Regeneration Projects

Mr McGilly advised that officials were working on securing a date suitable to all parties.

ERT/142/2017 – Warrenpoint Baths

Mr McGilly advised that quotations were currently being sought.

AGREED: On the proposal of Councillor Curran seconded by Councillor McAteer, it was agreed to note the Action Sheet arising out of the

**Minutes of Enterprise, Regeneration & Tourism Committee Meeting
held on Monday 14 August 2017.**

PRESENTATIONS

**ERT/152/2017: PRESENTATION FROM MARK O'CONNELL,
SPORTS TOURISM**

Mr Mark O'Connell from W2 Consulting gave a presentation on the Outdoor Events / Sport Tourism Framework. **(copy of presentation attached)**

Following the presentation the following points were raised:

- What budget had the Council set aside for tourism.
- Would additional staff be required for the implementation of the Outdoor Events / Sports Tourism Framework
- Newry Canal had the potential to be a substantial tourist asset and this should be explored.
- Importance of grasping the opportunity to maximise the Council area's tourist potential, including maximising access to its waterways.
- Branding as "outdoor capital of Ireland" was a very positive message, reflecting well on the district.
- Concern about over emphasis on some sports, to the detriment of others, including minority sports.
- Potential issue regarding the ability to cope with the potential number of visitors wishing to stay, due to lack of bed space.
- Had a previous audit of outdoor events organised by Council been carried out and could this be built upon.

Officers and Mr O'Connell replied to comments, advising:

- The tourism budget was in the region of £3m; this included staffing costs but excluded external/capital investment.
- The roles of existing staff were currently being reviewed to assess capacity for delivering any new Framework.
- The Blue Ways were being linked to those in the Armagh, Banbridge and Craigavon Council area and the towpath was a huge visitor success. The Canal could be similarly developed as a tourist asset.
- Overgrown grass along the towpath would be reported for attention by the relevant section of Council.
- Importance of Council showing it had a co-ordinated, well planned approach to its offering and a depth of experience as this would build confidence and in turn attract private sector investment.

- Bed space could be resolved in a wide variety of ways other than the more traditional – this could include airbandb, glamping, caravan and camping.
- An audit of outdoor events organised had been carried out by Council been carried out and could this be built upon.
- Council already had a number of events which could be massive with the correct level of additional marketing.
- Importance of focusing on, and maximising, those areas of strength within the district – such as the already identified Newry Destination gateway events.
- It would be important to manage the available budgets – picking out in the first instance the key winners for maximising return and these could then be built upon and expanded.
- A gap analysis audit has already taken place.

The Chair thanked Mr M O'Connell for his presentation and he left the meeting.

ENTERPRISE, EMPLOYMENT & REGENERATION

ERT/153/2017: INTERNATIONAL RELATIONS FORUM ACTION SHEET

Read: International Relations Forum Action Sheet dated 24 August 2017.
(Copy circulated)

AGREED: On the proposal of Councillor Casey seconded by Councillor McAteer, it was agreed as follows as per report dated 11 September 2017 from Mrs M Ward regarding International Relations:

- **To consider the contents of the report and to:**
- **Adopt the amended International Relations Policy, Framework and Terms of Reference.**
- **Approve participation in the music programme exchange with Southern Pines in April 2018 with attendance by the six children who participated in July 2017 (substitutions to be agreed if required), the Chair of Council, two Council Officials to travel with the children and supervise the programme.**
- **Approve the Chair of Council, one Council Official and one representative from the education sector attending the anniversary celebration of School No 7 in Kirovsk.**

- Approve the development of Sioux Falls agreement with an emphasis on business and trade.
- Approve further consideration of the City of Pawtucket request with a paper to be brought back to a future ERT Committee
- Membership of the International Relations Reference Group to be amended to include one Councillor from the Alliance Party so that there is representative from SDLP/Sinn Fein/DUP/UUP/Independents.

ERT/154/2017: BREXIT PAPER

Read: Report dated 11 September 2017 from Mrs M Ward regarding Brexit
(Copy circulated)

Councillor Curran referred to a Brexit Conference he had recently attended and requested that the representative from the N Ireland Food and Drink Association, who had addressed the Conference, be invited to a future meeting of the ERT Committee.

AGREED: On the proposal of Councillor Stokes seconded by Councillor Hyland it was agreed as follows as per report dated 11 September 2017 from Mrs M Ward regarding Brexit:

- To note the contents of the report and the research document.
- To approve the attendance by the Chair of Council and one Council Official at the Brussels launch and to also appoint Councillor P Byrne, as Chairperson of the ERT Committee to attend.
- To invite a speaker from the N Ireland Food and Drink Association to a future meeting of the ERT Committee.

ERT/155/2017: CITY DEAL

Read: Report dated 11 September 2017 from Mrs M Ward regarding City Deal
(Copy circulated)

AGREED: On the proposal of Councillor Hanna seconded by Councillor McAteer it was agreed as follows as per report dated 11 September 2017 from Mrs M Ward regarding City Deal:

- To note the contents of the report and to consider membership from Newry, Mourne and Down on the political steering group.
- Due to the short lead time it was recommended that the members of the party representative's forum, the Chair and Deputy Chair of Council and

the Chair of the Enterprise Regeneration and Tourism Committee form the membership for this Council.

TOURISM, CULTURE & EVENTS

ERT/156/2017: SPORTS TOURISM OUTDOOR FRAMEWORK

Read: Report dated 14 August 2017 from Mr A Patterson, Assistant Director Tourism, Culture and Events regarding Sport Tourism Outdoor Events Framework **(Copy circulated)**

AGREED: On the proposal of Councillor Hearty seconded by Councillor Hyland, it was agreed as follows as per report dated 14 August 2017 from Mr A Patterson regarding the Sports Tourism Outdoor Framework:

- To accept the Sports Tourism Framework and link delivery with Marketing plan implementation

ERT/157/2017: DOWN COUNTY MUSEUM BRITISH MUSEUM PROPOSAL 2018

Read: Report dated 11 September 2017 from Mr A Patterson, Assistant Director Tourism, Culture and Events regarding Down County Museum partnership with British Museum: request for capital improvements to facilitate loans relating to St Patrick and Sir Hans Sloane. **(Copy circulated)**

AGREED: On the proposal of Councillor Burgess seconded by Councillor Curran it was agreed as follows as per report dated 11 September 2017 from Mr A Patterson regarding Down County Museum partnership with British Museum: request for capital improvements to facilitate loans relating to St Patrick and Sir Hans Sloane.

- That Committee and Council support the request by Down County Museum to go ahead with important loans of material for two proposed major displays from the British Museum, relating to the world of St Patrick (in 2019) and the world of Sir Hans Sloane (in 2020).
- If this approval is given, work will be undertaken to determine the extent and full cost of the required improvements to Gallery 5 and Gallery 6 at Down County Museum in 2018, in order to maximise the potential of the Museum to attract major loan exhibits and consequently major publicity and visitor attendance in 2019 and 2020. Work to the galleries would be subject to the rates process.

ERT/158/2017: TOURISM MARKETING PLAN DEVELOPMENT

Read: Report dated 11 September 2017 from Mr A Patterson, Assistant Director Tourism, Culture and Events regarding Marketing Plan and Campaign Development. **(Copy circulated)**

Councillor Carr expressed concern at the financial implications of employing the services of an external marketing company to undertake the marketing plan and asked if this could be done by Council staff.

Mr Patterson replied that research showed that the most cost effective option was to employ a professional marketing agency. The marketing plan would have to differentiate this region and provide clear reasons why international visitors should stay. Professional marketing agencies are used by other local authorities such as Belfast and Causeway and is the most cost effective way to reach international visitors through promotion in overseas media platforms.

AGREED: On the proposal of Councillor Hanna seconded by Councillor Burgess it was agreed as follows as per report dated 11 September 2017 from Mr A Patterson regarding the Marketing Plan and Campaign Development:

- **Approval to tender for the services of a marketing agency to develop a marketing plan, and to implement specific campaigns and initiatives, that will drive tourism growth in the Newry, Mourne and Down district, for a period of 1 year with the option of renewal for a further two years on an annual basis subject to satisfactory performance.**

**ERT/159/2017: GREEN TOURISM
- TOP 100 DESTINATIONS ON EUROPE**

Read: Report dated 11 September 2017 from Mr A Patterson, Assistant Director Tourism, Culture and Events regarding Green Tourism – Top 100 Green Destinations in Europe **(Copy circulated)**

AGREED: On the proposal of Councillor Clarke seconded by Councillor McAteer it was agreed as follows as per report dated 11 September from Mr A Patterson Assistant Director Tourism, Culture and Events regarding Green Tourism – Top 100 Green Destinations in Europe.

- **Council note the content of the report and approve the attendance of the Chair of Council and One Official at the Global Green Destinations conference and Gala Dinner on 28-30 September 2017 in Cascais, Portugal**

ERT/160/2017: SPORT NI OUTDOOR INCLUSIVE BEACHES

Read: Report dated 11 September 2017 from Mr A Patterson, Assistant Director Tourism Culture & Events regarding Sport NI Everybody Active 2020 Outdoor Spaces – Inclusive Beaches **(Copy circulated)**

Councillor Quinn expressed concern at the current road infrastructure at Cranfield Beach and asked that this issue be addressed. This item was noted.

AGREED: On the proposal of Councillor Hanna seconded by Councillor Carr it was agreed as follows as per Report dated 11 September from Mr A Patterson Assistant Director Tourism Culture & Events regarding Sport NI Everybody Active 2020 Outdoor Spaces – Inclusive Beaches.

- To agree to a formal agreement between Newry, Mourne and Down DC and Mae Murray Foundation to facilitate the preparation of a business case to Sport NI to provide an inclusive destination at Cranfield Beach subject to agreeing logistics of storage and letting of equipment.
- Subject to a successful bid to Sport NI provide partnership funding of 25% equating to £4675.60 and assistance with planning application by Mae Murray Foundation if required

ERT/161/2017: GATEWAY TO MOURNES STUDY

Read: Report dated 11 September 2017 from Mr A Patterson, Assistant Director Tourism, Culture and Events regarding Mourne Mountain Gateway Study **(Copy circulated)**

AGREED: On the proposal of Councillor Burgess seconded by Councillor McAteer it was agreed as follows as per Report dated 11 September 2017 from Mr A Patterson, Assistant Director Tourism, Culture and Events regarding Mourne Mountain Gateway Study.

- Approval of the vision document and progression to the next stage of development of the project which may include undertaking a detailed traffic management survey; detailed market, financial and economic feasibility study and developing designs in more detail for Environmental Impact Assessment, as required.

FOR NOTING

On the proposal of Councillor Burgess seconded by Councillor McAteer it was agreed to 'note' the following reports:

ERT/162/2017: ACTION TRACKER SHEET

Read: ERT Action Tracker Update Sheet. **(Copy circulated)**

Agreed: It was agreed to note the ERT Action Tracker Sheet

ERT/163/2017: SCHEME OF DELEGATION (Copy circulated)

Read: Scheme of Delegation for Enterprise, Regeneration and Tourism from April 2017 to end March 2018

Agreed: It was agreed to note Scheme of Delegation for Enterprise, Regeneration and Tourism from April 2017 to end March 2018.

ERT/164/2017: RDP SLIEVE GULLION APPLICATION

Read: Report dated 21 August 2017 from Mrs M Ward regarding the Update on NIRDP 2014- 2020 Priority 6 Rural Tourism – Slieve Gullion Forest Park Application

Agreed: It was agreed to note Report dated 21 August 2017 from Mrs M Ward regarding the Update on NIRDP 2014- 2020 Priority 6 Rural Tourism – Slieve Gullion Forest Park Application

**ERT/165/2017: DOWN COUNTY MUSEUM AND SLIEVE GULLION
- VISITOR EXPERIENCE GRADING**

Read: Report dated 11 September 2017 from Mr A Patterson regarding Tourism NI Quality Grading of Down County Museum and Slieve Gullion Forest Park

Agreed: It was agreed to note Report dated 11 September 2017 from Mr A Patterson regarding Tourism NI Quality Grading of Down County Museum and Slieve Gullion Forest Park

ERT/166/2017: TOURISM PERFORMANCE STATISTIC 2016

Read: Northern Ireland Local Government District Tourism Statistics 2016 (published 6 July 2017)

Agreed: It was agreed to note Northern Ireland Local Government District Tourism Statistics 2016 (published 6 July 2017)

ITEM TAKEN IN CLOSED SESSION

ERT/167/2017: Arts & Craft Provision – Slieve Gullion Forest Park

Agreed: On the proposal of Councillor McAteer seconded by Councillor Hearty it was agreed to exclude the public and press from the meeting during discussion on this matter which related to exempt information 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).

Read: Report dated 11 September 2017 from Mr A Patterson regarding Arts & Craft provision – Slieve Gullion Forest Park

Agreed: On the proposal of Councillor Hearty seconded by Councillor Stokes it was agreed the Committee come out of closed session.

Agreed: When the Committee came out of closed session the Chairperson reported it had been agreed on the proposal of Councillor Hearty seconded by Councillor Stokes to agree to a sublease by Forest Service of lands at Slieve Gullion Walled Garden for an Arts and Crafts unit, subject to agreeing the operational details around opening times in peak service

There being no further business the meeting concluded at 4.50pm.

For consideration at the Council Meeting to be held on Monday 2 October 2017.

Signed: **Councillor P Byrne**
Chairperson of Enterprise Regeneration & Tourism Committee

Signed: **Ms M Ward**
Director of Enterprise Regeneration & Tourism Committee