

NEWRY, MOURNE & DOWN DISTRICT COUNCIL

**Minutes of the Enterprise, Regeneration & Tourism Committee Meeting held on
Monday 12 June 2017 at 3.00pm in the Boardroom, District Council Offices, Monaghan
Row, Newry**

Chairperson: Councillor P Byrne

Vice Chairperson: Councillor D Hyland

In Attendance: **(Committee Members)**
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 McMahon
Councillor B Quinn
Councillor M Ruane
Councillor G Stokes

Officials in Attendance: Ms M Ward, Director of Enterprise, Regeneration & Tourism
Mr J McGilly, Assistant Director of Enterprise, Regeneration & Tourism
Mr M Mohan, Senior Tourism Initiatives Manager
Mr A Patterson, Tourism NI
Miss S Taggart, Democratic Services Officer

Also in Attendance: Ms Darcie Graham AV Browne
Mr Aaron Ward AV Browne

ERT/102/2017: APOLOGIES / CHAIRMAN'S REMARKS

The following apologies were received:

Councillor M Ruane

- The Chairperson stated he was delighted to be back on the Committee and congratulated the Committee on the good work that had taken place over the last 12 months.

- The Chairperson thanked the staff of ERT and in particular the Events team for a highly successful Footsteps in the Forest event.
- The Chairperson advised a date for the BE Airspace visit would be circulated and he suggested that officers ask for site visits once a quarter to understand businesses in the area.
- The Chairperson congratulated Mr Patterson on his appointment as Assistant Director for Tourism and Arts.

ERT/103/2017: DECLARATIONS OF INTEREST

There were no declarations of interest

FOR DISCUSSION/DECISION

**ERT/104/2017: START TIME
 ERT MEETINGS JUNE 2017 – MAY 2018**

AGREED: It was agreed on the proposal of Councillor Harvey, seconded by Councillor Burgess to retain the meeting start times at 3pm and 5pm respectively with the next meeting being held at 5pm.

(Mr Mohan entered the meeting at this stage – 3.07pm)

**ERT/105/2017: ACTION SHEET
 MINUTES OF ENTERPRISE, REGENERATION & TOURISM
 COMMITTEE MEETING
 MONDAY 8 MAY 2017**

Read: Action Sheet arising out of the Minutes of the Enterprise, Regeneration & Tourism Committee Meeting held on Monday 8 May 2017.
 (Copy circulated)

The following issues were raised:

ERT/95/2017 – Former PSNI Station site – Downpatrick

Mrs Ward advised Council officials were arranging a meeting with Department for Economy and SIB and a report would be brought to the August Committee Meeting.

ERT/101/2017 – Cranfield Beach

Councillor Quinn asked for officials to have a look at replacing the turning bay with a roundabout as during warmer weather cars park in the turning bay resulting in resident being unable to get into their houses.

Hotel provision – Rostrevor

Councillor McAteer asked that the issue of a hotel in Rostrevor remain on the Action Sheet until the matter was resolved.

Mrs Ward advised an accommodation study was completed, which she would circulate to all Members, and this set the priorities for the Council in acknowledging gaps in Newry, South Armagh, Newcastle and Downpatrick.

AGREED: On the proposal of Councillor Burgess seconded by Councillor Hanna, it was agreed to note the Action Sheet arising out of the Minutes of the Enterprise, Regeneration & Tourism Committee Meeting held on Monday 8 May 2017.

PRESENTATIONS

ERT/106/2017: TOURISM MARKETING PLAN

The Chairperson advised item 16 related to the presentation and would be taken following the presentation. He invited representatives from AV Browne to make their presentation regarding a Tourism Marketing Plan.

Mr D Graham and Mr A Ward AV Browne, presented the Tourism Marketing Plan which focused on effective media and digital methods of marketing the area. A copy of the presentation was appended to the minutes.

Members raised the following issues:

- Tourism NI website was out of date - would a Council developed website be more advanced and would it be compatible?
- How can Council break into the mindset of coach and tour operators visiting the District.
- The Mourne is a famous brand - Council need to ensure when people are accessing online search engines for outdoor tourism activities that the Mourne is at the forefront. The development of a website would be a gateway into our product and can signpost people across the District to the range of activities including the St Patrick story.

The delegation responded to the queries as follows:

- There were a large number of key words relating to this District that Tourism NI's site would not be able to grasp. St Patrick for example was huge in search volumes however if people input outdoor adventure into a search engine as their key words, the aim would be to make people aware of the Mourne Mountains and Slieve Gullion then signpost them on further.
- First time visitors probably on coach tours would primarily visit Belfast or Derry however the second-time visitors would be looking for adventures further afield which would be where the website could signpost to adventures for outdoor tourism.

The Chairperson thanked the delegation for their presentation.

ERT/107/2017: MARKETING PLAN

Read: Report dated 12 June 2017 from Ms M Boyle, Tourism Development Officer regarding Marketing Plan **(Copy circulated)**

Mrs Ward presented the report which recommended that:

Councillor McAteer asked that regular updates on the types of progress and ideas that were generated on events throughout the District need to be kept on the action sheets.

Councillor Quinn stated that walking festival needed to be investigated in terms of the number of bed nights that were generated from it as people were walking in the District but not staying.

Councillor Carr stated the festivals highlighted were about outdoors and perhaps a lot of people were not looking for that type of experience.

Mrs Ward advised the Tourism strategy recognises body, mind and soul across the District and visitor experiences plans were about development all different offerings.

AGREED: On the proposal of Councillor Clarke, seconded by Councillor Hanna it was agreed as follows as per Report dated 12 June 2017 from Ms M Boyle Tourism Development Officer:

- **To provide a new website based on the key recommendation to drive NMD as the Outdoor Capital of Ireland incorporating Mountains, Myths and Maritime themes**
- **To provide and implement a Tourism Specific Marketing Plan**
- **To work on a pilot basis with the Tourism businesses during 2018 in the delivery of 3 key outdoor events – Mourne International Walking Festival, Newry Water Festival and Red Bull Foxhunt/Bike Fest and subject to evaluation consider opportunities for other tourism events.**

ENTERPRISE, EMPLOYMENT & REGENERATION

ERT/108/2017: AONB RING OF GULLION, STRANGFORD & LECALÉ

Read: Report dated June 2017 from T Hamill, D Rice & C Nolan, Managers, regarding Ring of Gullion and Strangford & Lecale Areas of Outstanding Natural Beauty. **(Copy circulated)**

AGREED: On the proposal of Councillor Hanna, seconded by Councillor Clarke, it was agreed to approve the contents of the Ring of Gullion and Strangford & Lecal Area of Outstanding Natural Beauty Management Action Plans 2017-2022, as per Report dated June 2017 from T Hamill/D Rice/ C Nolan Managers.

ERT/109/2017: STRANGFORD & LECALÉ LANDSCAPE PARTNERSHIP SCHEME

Read: Report dated June 2017 from Ms C Nolan, Strangford & Lecale Landscape Partnership Manager, regarding Strangford & Lecale Landscape Partnership Scheme. **(Copy circulated)**

AGREED: On the proposal of Councillor Curran, seconded by Councillor McAteer, it was agreed as follows regarding the Strangford & Lecale Landscape Partnership Scheme Bid, as per Report dated June 2017 from Ms C Nolan, Strangford & Lecale Landscape Partnership Manager:

- (a) To approve the Council's role as lead partner on behalf of SLLP in the Coast Connect LPS.**
- (b) NMDDC approve the submission of Phase I application as lead partner on behalf of the group.**
- (c) NMDDC approve commitment of £17k from NMDDC to the 18 month Development stage of the Coast connect Landscape Partnership scheme from November 2017 to March 2019 and the SLLP application.**

ERT/110/2017: DISTRICT MASTERPLANS

Read: Report dated 12 June 2017 from Mr J McGilly, Assistant Director of Enterprise, Regeneration & Tourism regarding an update on District Masterplans.
(Copy circulated)

Councillor Hyland queried whether the Council had any success getting the Rivers Agency on board to clean up the river and Weir project.

Mr McGilly advised the river clean up scheme was completed by the Rivers Agency on behalf of Council.

Councillor McAteer asked whether the promenade at Warrenpoint should be entirely within the Council's responsibility as it would cost a lot of money to upgrade. He stated a major injection of funds and partnership working would need to take place.

Mr McGilly advised these were working documents and if it mentioned internal project it just means the Council can drive it forward and doesn't preclude the Council from working with others to deliver the projects.

Councillor Casey asked that the LOTS scheme be looked at again in order to improve the look of the streets, particularly in Newry.

Councillor Carr queried whether officials had spoken with the developer recently about the provision of a hotel at Warrenpoint marina.

Mrs Ward advised officers continue to work on this however they can only try to influence some of the schemes on the action plan and do not control them all.

Councillor McAteer advised the prioritising of Southern Relief Road over Narrow Water Bridge should not occur as Tourism is a top priority for the Council and the Narrow Water Bridge would be an integral part of developing the tourism product.

Councillor Clarke stated Castle and Islands Parks need to be identified for improvements and within Castle Park the development could become an activity tourism hub for families at relatively little cost. Indoor leisure provision was also missing from the action plan and should be included.

AGREED: On the proposal of Councillor Stokes, seconded by Councillor McAteer, it was agreed to note the contents of Report dated 12 June 2017 from Mr J McGilly, Assistant Director of Enterprise, Regeneration & Tourism regarding an update on District Masterplans.

ERT/111/2017: CASTLEWELLAN FOREST PARK

Read: Report dated June 2017 from Ms S Keenan, Project Development Officer regarding Castlewellan Forest Park. **(Copy circulated)**

AGREED: On the proposal of Councillor Hanna, seconded by Councillor Clarke, it was agreed as follows, as per Report dated June 2017 from Ms S Keenan Project Development Officer, regarding Castlewellan Forest Park:

- The Terms of Reference of the Task and Finish Board are amended to allow a chair to remain in place for 12 months as opposed to 6 months for the purposes of consistency.
- Taking over the Castle is not part of the application. It will need to be integrated to some extent however.
- No additional roads are recommended. The preferred option is bringing traffic into the car park from the Bann Road but will require a study to determine feasibility.
- Management of the Park- Council are required to develop a proposal to discuss with FSNI. A draft lease will need to be prepared prior to submission of a round one application. It is recommended that Council and FSNI now engage in respect of this matter. Various external reports need to be commissioned prior to the submission of a round one application. These reports include the following;
 - Biodiversity Survey and statement of significance.
 - Garden and Arboretum Survey, initial Plan, and statement of significance.
 - Feasibility Study in respect of the use of Built Heritage in first court yard at the Grange and visitor facilities at Bothy Yard.
 - Traffic Survey and Car-Park Study.

ERT/112/2017: MGL CO-OPERATION PROJECT
• **DERRYMORE HOUSE, BESSBROOK**
• **MOOREHALL CO MAYO**

Read: Report dated 12 June 2017 from Mr J McGilly, Assistant Director of Enterprise, Regeneration & Tourism regarding an MGL Co-Operation Project for the regeneration of Derrymore House and Moorehall, Co. Mayo. **(Copy circulated)**

AGREED: On the proposal of Councillor Harvey, seconded by Councillor Stokes, it was agreed as follows as per Report dated 12 June 2017 from Mr J McGilly, Assistant Director of Enterprise, Regeneration & Tourism regarding an MGL Co-Operation Project for the regeneration of Derrymore House and Moorehall, Co. Mayo:

(a) To approve contents of the report and approve to proceed to tender for the appointment of a consultancy team for the Derrymore House and Moorehall Co-operation project, and subject to securing funding and tender being within budget, following assessment Council proceed to award contract.

(b) It was also agreed in line with the design of the Derrymore House Cooperation project, to re-engage site owners, ie, National Trust, in discussions regarding lease/development agreements, to the satisfaction of the funder and submit a Planning Application for the agreed design proposals.

TOURISM, CULTURE AND EVENTS

ERT/113/2017: SOCIAL ENTERPRISE PROGRAMME (PHASE II)

Read: Report dated 12 June 2017 from Mr M Patterson, Tourism NI, regarding Social Enterprise Programme Phase 2. **(Copy circulated)**

AGREED: On the proposal of Councillor Hanna, seconded by Councillor McAteer, it was agreed to approve the additional activity and outputs for the Social Enterprise Programme (phase II), as per Report dated 12 June 2017 from Mr A Patterson, Tourism NI.

ERT/114/2017: RE-DEVELOPMENT OF CAR PARKS - BALLYNAHINCH

Read: Report dated 12 June 2017 from Mr J McGilly, Assistant Director of Enterprise, Regeneration & Tourism regarding re-development of Car Parks at Ballynahinch. **(Copy circulated)**

AGREED: On the proposal of Councillor Harvey, seconded by Councillor Burgess, it was agreed as follows as per Report dated 12 June 2017 from Mr J

McGilly, Assistant Director of Enterprise, Regeneration & Tourism regarding re-development of Car Parks at Ballynahinch:

- (a) To note reference to carparks in the Draft Off-Street Car Parking Strategy and agree to proceed with this proposal in advance of agreeing Off-Street Car Parking Strategy.**
- (b) Council to appoint consultants to work up and manage two Development Briefs of Lisburn Street South and Lisburn Street North sides ensuring that proposals bear in mind the constraints and that car parking spaces and access was retained.**
- (c) Relevant department commences work to relocate bonfire.**

ERT/115/2017: CITY DEAL

Read: Report dated 12 June 2017 from Mr L Hannaway, Chief Executive regarding Belfast Growth Region. **(Copy circulated)**

AGREED: **On the proposal of Councillor Hanna, seconded by Councillor Curran, it was agreed to note the progress on the strategic collaboration with Belfast City Council, Ards and North Down and Antrim and Newtownabbey and agree to on-going participation to progress this initiative, as per Report dated 12 June 2017 from Mr L Hannaway Chief Executive.**

ERT/116/2017: BREXIT

Read: Report dated 12 June 2017 from Mr L Hannaway, Chief Executive regarding Council Action in respect of Brexit Update. **(Copy circulated)**

AGREED: **It was agreed on the proposal of Councillor McAteer, seconded by Councillor Hyland to note the activity in relation to the preparation for Brexit negotiations and agree the direction of travel in relation to solutions, as per Report dated 12 June 2017 from Mr L Hannaway Chief Executive.**

ERT/117/2017: ERT BUSINESS PLAN

Read: Report dated 19 June 2017 from Ms M Ward, Director of Enterprise, Regeneration & Tourism regarding the ERT Business Plan. **(Copy circulated)**

AGREED: **It was agreed on the proposal of Councillor Stokes, seconded by Councillor Hanna to approve the ERT Business Plan for the period 2017-18.**

TOURISM CULTURE & EVENTS

ERT/118/2017: LEASE – TENNIS PAVILION - ROSTREVOR TENNIS CLUB

Read: Report dated 12 June 2017 from Ms B Magill , Administration Officer regarding Lease of Pavilion to Rostrevor Tennis Club. **(Copy circulated)**

AGREED: On the proposal of Councillor Hyland, seconded by Councillor Clarke it was agreed to agree to a proposed 20 year lease from 1 March 2017 of the pavilion building to Rostrevor Tennis Club at peppercorn rent, as per Report dated 12 June 2017 from Ms B Magill Administration Officer.

ERT/119/2017: HALLOWEEN & CHRISTMAS EVENTS

Read: Report dated 12 June 2017 from Mrs M Ward, Director of Enterprise, Regeneration and Tourism regarding Halloween and Christmas Events Support 2017/18 **(Copy circulated)**

Members asked if officials could ensure invitations were sent out to the various events organised throughout the District, particularly at Christmas time and to ensure Council meetings were not held on the same day as these

In response to Members regarding invitations being sent out for events and clashes with Council Meetings, Mrs Ward advised generally invitations were not sent out for events, however the Chairperson of Council would be invited to attend. She also stated it would be very difficult to guarantee that Council meetings were not held on the same day as the events due to the huge number of events to be scheduled in, particularly over Christmas.

AGREED: On the proposal of Councillor Clarke, seconded by Councillor Hanna, it was agreed to approve the following community led organisations to organise and deliver Halloween and Christmas events in their respective towns with the support of Council officials from the ERT Directorate, as per Report dated 12 June 2017 from Mrs M Ward, Director of Enterprise, Regeneration and Tourism regarding Halloween and Christmas Events Support 2017/18:

- **Ballynahinch (Halloween & Christmas) – Ballynahinch Community Collective in partnership with Ballynahinch Lyons.**
- **Crossmaglen (Halloween & Christmas) – Crossmaglen Community Association**
- **Downpatrick (Halloween) – Downpatrick Community Collective**
- **Kilkeel (Halloween & Christmas) – Kilkeel Development Association**
- **Newcastle (Christmas) – Chamber of Commerce**
- **Warrenpoint (Halloween & Christmas) – Safer Warrenpoint Project (Halloween), Chamber of Commerce (Christmas)**

(Councillors Burgess and Harvey left the meeting at this stage – 5pm)

**ERT/120/2017: TRAIL NETWORK
ROSTREVOR FOREST**

Read: Report dated 12 June 2017 from Ms M Boyle, Tourism Development Officer regarding a trail network for Rostrevor Forest. **(Copy circulated)**

AGREED: **On the proposal of Councillor Hanna, seconded by Councillor McAteer, it was agreed to tender for the services of a suitably qualified company to oversee the procurement and delivery of the design and build contract for a trail network in Rostrevor Forest, as per Report dated 12 June 2017 from Ms M Boyle, Tourism Development Officer.**

ERT/121/2017: IAGTO CONFERENCE

Read: Report dated 12 June 2017 from Ms M Boyle, Tourism Development re: the IAGTO Conference to be held 26-29 June 2017, North Carolina. **(Copy circulated)**

AGREED: **On the proposal of Councillor Carr, seconded by Councillor Curran, it was agreed that a Council official attend the IAGTO North America Golf Tourism from 25-28 June 2017.**

FOR NOTING

ERT/122/2017: MAKE IT LOCAL INITIATIVE

Read: Report dated 12 June 2017 from Ms M Ward, Director of Enterprise, Regeneration & Tourism re: the Make It Local Initiative. **(Copy circulated)**

AGREED: **On the proposal of Councillor Hyland, seconded by Councillor Hanna, it was agreed to note Report dated 12 June 2017 from Ms M Ward, Director of Enterprise, Regeneration & Tourism re: the Make It Local Initiative.**

ERT/123/2017: SCHEME OF DELEGATION – ERT

Read: Report on Scheme of Delegation for ERT Department April 2017 to present. **(Copy circulated)**

AGREED: **On the proposal of Councillor Hyland, seconded by Councillor Hanna, it was agreed to note the Report on Scheme of Delegation for ERT Department April 2017 to present.**

ERT/124/2017: BUSINESS START UP PROGRAMME

Read: Report dated 12 June 2017 from Mr J McGilly, Assistant Director of Enterprise, Regeneration & Tourism regarding NI Business Start Up Programme **(Copy circulated)**

AGREED: On the proposal of Councillor Hyland, seconded by Councillor Hanna, it was agreed to note Report dated 12 June 2017 from Mr J McGilly, Assistant Director of Enterprise, Regeneration & Tourism regarding NI Business Start Up Programme.

ERT/125/2017: CARLINGFORD GREENWAY

Read: Report dated 12 June 2017 from Ms C Murphy, Countryside/Rights of Way Officer regarding Update on the Development of Carlingford Greenway **(Copy circulated)**

AGREED: On the proposal of Councillor Hyland, seconded by Councillor Hanna, it was agreed to note Report dated 12 June 2017 from Ms C Murphy, Countryside/Rights of Way Officer regarding Update on the Development of Carlingford Greenway.

ERT/126/2017: OFCOM MOBILE PHONE SUMMIT

Read: Report dated 12 June 2017 from Mr M Patterson, Enterprise Development Officer regarding Ofcom Mobile Phone Summit report. **(Copy circulated)**

AGREED: On the proposal of Councillor Hyland, seconded by Councillor Hanna, it was agreed to note Report dated 12 June 2017 from Mr M Patterson, Enterprise Development Officer regarding Ofcom Mobile Phone Summit report.

**ERT/127/2017: LOUTH & NEWRY, MOURNE & DOWN JOINT COMMITTEE MEETING
- 22 MARCH 2017**

Read: Report of Louth & Newry, Mourne & Down Joint Committee Meeting held on 22 March 2017 **(Copy circulated)**

AGREED: On the proposal of Councillor Hyland, seconded by Councillor Hanna, it was agreed to note Report of Louth & Newry, Mourne & Down Joint Committee Meeting held on 22 March 2017.

There being no further business the meeting concluded at 5.09pm

For consideration at the Council Meeting to be held on Monday 3rd July 2017.

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

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