



December 13th, 2021

Notice Of Meeting

You are requested to attend the Enterprise Regeneration & Tourism Committee meeting to be held on **Monday, 13th December 2021** at **6:00 pm** in **Mourne Room Downshire Civic Centre and via Microsoft Teams.**

Committee Membership:

Councillor R Howell **Chairperson**

Councillor T Andrews **Deputy Chairperson**

Councillor R Burgess

Councillor W Clarke

Councillor D Curran

Councillor M Gibbons

Councillor G Hanna

Councillor V Harte

Councillor M Larkin

Councillor R Mulgrew

Councillor A McMurray

Councillor H Reilly

Councillor M Ruane

1.0 Apologies and Chairperson's remarks.

Cllr M Savage

2.0 Declarations of Interest.

Presentations

3.0 Presentation re: Department for Communities - Enabling Plan.

Note: All Councillors are invited to be in attendance for discussion on this item.

 *Newry Enabling Plan Presentation.PPTX*

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4.0 Action Sheet: Enterprise Regeneration & Tourism Committee Meeting - Monday 08 November 2021. (Attached)

 *Action Sheet - ERT November 2021.pdf*

Page 12

5.0 Mid Year Assessment of Business Plans 2021-2022. (Attached)

 *ERT Report - Mid Year Assessment of Business Plans 2021-22.pdf*

Page 18

 *Appx. ERT Mid Year Assessment Business Plan 2021-22.pdf*

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Enterprise, Employment and Regeneration Items

6.0 Newry Chamber Cross Border Conference. (Attached)

 *ERT Report - Newry Chamber Cross Border Conference.pdf*

Page 35

7.0 Ring of Gullion AONB - Water Improvement Grant. (Attached)

 *ERT Report - Ring of Gullion Water Improvement Grant.pdf*

Page 38

8.0 Sales Acceleration Programme Trade Visit. (Attached)

 *ERT Report - Sales Acceleration Programme Trade Visit.pdf*

Page 41

9.0 SRC Big Apprenticeship Event 2022. (Attached)

 *ERT Report - SRC Big Apprenticeship Event 2022.pdf*

Page 45

10.0 UJJ Research - Cross Border Connectivity and Cooperation. (Attached)

 *ERT Report - UJJ Research Cross Border Connectivity & Co-operation.pdf*

Page 48

Building Control & Regulations

11.0 Entertainment Licensing - Extended opening hours. (Attached)

 *ERT Report - Extension of Entertainment Licence opening hours. 2021.pdf*


Page 51

 *Appx. Licensing and Registration of Clubs(Amendment) Act(NI) 2021 - Guide.pdf*

Page 54

Exempt Information Items

12.0 Bann Road Park & Ride. (Attached)

 *EXEMPT ERT Report - Bann Rd Castlewellan Carpark Refurbishment.pdf*

Not included

 *EXEMPT Appx. A - Bann Road Castlewellan Park & Ride Business Case.pdf*

Not included

 *EXEMPT Appx. B - Bann Road Castlewellan Car Park Overview of Area.png*

Not included

 *EXEMPT Appx. C - Bann Road Castlewellan Park & Ride Site Plan.pdf*

Not included

13.0 Cleaning Services Contract for Tourism Facilities. (Attached)

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) and the public may by resolution, be excluded during this item of business.

 *EXEMPT ERT Report - Cleaning Services Contract 2022 - 2025.pdf*

Not included

 *EXEMPT Appx - Cleaning Services Contract 2022-2025 - Business Case.pdf*

Not included

14.0 Downpatrick Street Car Park Saintfield Refurbishment. (Attached)

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) and the public may by resolution, be excluded during this item of business.

 *EXEMPT ERT Report - Downpatrick Street Carpark Saintfield Refurbishment.pdf*

Not included

 *EXEMPT Appx. A - Downpatrick St Saintfield Carpark Overview of Area.png*

Not included

15.0 Greenway and Active Travel - DfI Funding. (Attached)

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) and the public may by resolution, be excluded during this item of business.

📄 *EXEMPT ERT Report - Greenway & Active Travel Funding Confirmation DfI.pdf*

Not included

📄 *EXEMPT Appx - Greenway & Active Travel DfI Funded Business Case.pdf*

Not included

16.0 Sponsorship of Management Leadership Network (MLN) Event 2022. (Attached)

📄 *EXEMPT ERT Report - Leadership Event 2022.pdf*

Not included

17.0 Photography and Videography Services. (Attached)

📄 *EXEMPT ERT Report - Videography and Photography.pdf*

Not included

📄 *EXEMPT Appx - Videography and Photography Business Case.pdf*

Not included

18.0 Project Development Resource - Levelling Up Fund. (Attached)

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) and the public may by resolution, be excluded during this item of business.

📄 *EXEMPT ERT Report - Project Development Resource - Levelling Up Fund.pdf*

Not included

📄 *EXEMPT Appx - Project Development Resource - LUF Business Case.pdf*

Not included

19.0 Small Settlement Regeneration Programme. (Attached)

📄 *EXEMPT ERT Report - Small Settlement Regeneration Programme.pdf*

Not included

20.0 Warrenpoint Pontoon. (Attached)

📄 *EXEMPT ERT Report - Warrenpoint Pontoon.pdf*

Not included

📄 *EXEMPT Appx - Warrenpoint Pontoon Repair Business Case.pdf*

Not included

21.0 Building Control Prescribed Fees Consultation. (Attached)

[ERT Report - Building Control Prescribed Fees Consultation.pdf](#) Page 69

[Appx - Building Control Prescribed Fees Consultation Responses.pdf](#) Page 72

22.0 Building Regulations Part F Consultation. (Attached)

[ERT Report - Building Regulations Part F Consultation.pdf](#) Page 75

[Appx - Building Regulations Part F Consultation responses.pdf](#) Page 79

23.0 Business Needs Survey. (Attached)

[ERT Report - Business Needs Survey.pdf](#) Page 88

[Appx 1 - Business Needs Survey.pdf](#) Page 92

[Appx 2 - Business Needs Survey.pdf](#) Page 93

24.0 DAERA Rural Business Development Grant - TRPSI Update. (Attached)

[ERT Report - DAERA Rural Business Dev Grant - TRPSI Update.pdf](#) Page 118

25.0 ERT Historic Action Tracker Sheet. (Attached)

[ERT Historic Action Tracker Sheet - for Dec Mtg 2021.pdf](#) Page 121

26.0 Marketing Plan. (Attached)

[ERT Report - Marketing Plan 2021-23.pdf](#) Page 130

[Appx - Marketing Plan 2021 - 2023 Visit Mourne.pdf](#) Page 133

27.0 Newry and Downpatrick Revitalisation Schemes. (Attached)

[ERT Report - Newry and Downpatrick Revitalisation Schemes.pdf](#) Page 165

28.0 Planning Performance Figures - November 2021. (Attached)

[Planning Committee Performance Report Nov 2021.pdf](#) Page 168

29.0 Regional Innovation Data Hub. (Attached)

[ERT Report - Regional Innovation Data Hub.pdf](#) Page 175

30.0 Trade Show Update. (Attached)

 *ERT Report - Trade Show Update 2021.pdf*

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31.0 Traditional Arts Partnership Exchange Visit. (Attached)

 *ERT Report - Traditional Arts Partnership Exchange Visit.pdf*

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Invitees

Cllr Terry Andrews
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Ms Kate Bingham
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Cllr Patrick Brown
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Cllr Robert Burgess
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Cllr Pete Byrne
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Mr Gerard Byrne
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Mrs Dorinnia Carville
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Cllr Charlie Casey
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Cllr William Clarke
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Cllr Dermot Curran
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Cllr Laura Devlin
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Ms Louise Dillon
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Cllr Cadogan Enright
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Cllr Aoife Finnegan
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Cllr Hugh Gallagher
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Cllr Mark Gibbons
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Cllr Oonagh Hanlon
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Cllr Glyn Hanna
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Cllr Valerie Harte
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Cllr Roisin Howell
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Mr Colum Jackson
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Mrs Sheila Kieran
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Cllr Mickey Larkin
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Cllr Alan Lewis
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Mr Michael Lipsett
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Cllr Oonagh Magennis
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Mr Conor Mallon
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Cllr Gavin Malone
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Cllr Cathy Mason
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Mr Johnny Mc Bride
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Colette McAteer
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Cllr Declan McAteer
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Cllr Leanne McEvoy
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Jonathan McGilly
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Cllr Harold McKee
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Patricia McKeever
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Cllr Karen McKevitt
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Cllr Andrew McMurray
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Cllr Roisin Mulgrew
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Cllr Declan Murphy
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Cllr Barra Ó Muirí
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Linda O'Hare
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Cllr Gerry O'Hare
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Cllr Kathryn Owen
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Mr Andy Patterson
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Cllr Henry Reilly
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Cllr Michael Ruane
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Cllr Michael Savage
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Cllr Gareth Sharvin
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Ms Brona Slevin
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Donna Starkey
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Cllr Gary Stokes
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Sarah Taggart
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Cllr David Taylor
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Cllr Jarlath Tinnelly
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Cllr John Trainor
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Central Support Unit
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Cllr William Walker
.....
Mrs Marie Ward
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Newry Enabling Plan



Newry Enabling Plan Key Points

- To understand private and public sector planned investment for Newry city centre and city-wide over the next five to 15 years coupled with the Council's growth aspirations.
- See if that Newry's infrastructure network can adequately support future development.
- By understanding such infrastructure constraints and opportunities it will enable the public sector to prioritise proposals and projects which shape a better place and provide a sustainable and resilient city.

The Approach

- Identified all the proposals in the planning system and/or key planned projects
- Drivers for Change
- Identify risks to achieving potential
- Develop a strategic list of proposals and actions
- Recommendations on next steps

Drivers for Change

Housing Growth

- Potential increase in need for between 3800 - 4750 new dwellings by 2035

COVID-19

- Creating more public space
- Connecting destinations through safe network of paths
- Blended approach to work

Climate Change / Net Zero Future

- Drive sustainable development
- Improved public transport
- Repurpose buildings
- Support sustainable tourism

Drivers for Change

- **Brexit**
- Strengthen North - South links
- Promote Newry as the go to hub
- Making Newry the place to live, work and visit

Changing High Street

- Planning and Place making
- Diversify the offering

Risks

- Flood Risk
- Utility Capacity
- Dominance of the car
- Congestion and parking capacity
- Climate change
- Quality green space
- Access to public transport
- External Influences (Covid 19 and Brexit)

Looking to the future

Transport and Movement

- Remove congestion - Southern Relief Road
- Rationalise car parking, better use of VMS scheme
- Better and improved frequency of services
- More active travel – improved linkage and access to greenways, cycle lanes

Water and Flood

- Foul and Sewage have capacity issues
- Significant flood risk
- Expand the capacity of the network
- Drainage Action Plan – Belfast Living with Water

Looking to the future

- **Planning and Placemaking**
- Define Newry's sense of place with community buy in
- Active safe mobility – bike lanes, increased green space
- Gateway features to reaffirm sense of place
- Plan for people
- Increase mix and density of uses

Enabling Action Plan - (Impact and Proposed Action)

- Wastewater & sewage represent major challenges to growth
- Potential to undermine projected 15,000 new homes
- Level of growth will have a significant impact on the public transport system
- Absence of accessible public transport system will increase car dependency
- NI Water to establish needs and solutions to network issues
- Collaborative partnership working
- Strategy to enhance connectivity and movement across the city
- Engagement with Translink to understand key projects being developed

Next Steps

- Action Plan
 - Transport and Movement
 - Water and Flood
 - Planning and Placemaking
- Framework for taking forward the projects
- Wide range of stakeholders
- Buy In

ACTION SHEETENTERPRISE REGENERATION & TOURISM COMMITTEE MEETINGMONDAY 08 NOVEMBER 2021

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
ERT/204/2021	AONB / GEOPARK	<p>a) To note the update provided in Report dated 08 November 2021 from Mr J McGilly, Assistant Director Enterprise Employment and Regeneration.</p> <p>b) To approve the submission of an application to Atlantic Area for Atlantic Culture Scape phase 2 – September 2022: December 2023, and approve match funding of £27,500, subject to approval of funding bid.</p>	J McGilly	Work in progress	y
ERT/205/2021	NEWRY CHAMBER OF COMMERCE EVENTS	<p>a) Newry Mourne and Down District Council support the Newry Chamber of Commerce and Trade Workplace Health and Wellbeing Conference on 30 November 2021, at a sponsorship cost of £5,000.</p> <p>b) Newry Mourne and Down District Council take 2 No. tables of 10 at the</p>	J McGilly	Completed	y

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
		<p>President's Banquet event on 19 November 2021, at a cost of £1,300 (£650 per table).</p> <p>It was also agreed that should any remaining seats be available, that they are offered to Council staff and then to the mental health charities who took part in the chairpersons recent workshop.</p>			
ERT/206/2021	WARRENPOINT MUNICIPAL PARK	To accept an extension to the Letter of Offer, if awarded by National Lottery Heritage Fund, to 30 June 2022.	J McGilly	Work in progress	y
ERT/207/2021	MASTERPLANS NEWRY EAST CITY CORE STUDY	To approve the review of the Newry City Centre Masterplan and match funding as set out in Section 4, of Report dated 08 November 2021 from Mr C Mallon Director Enterprise Regeneration & Tourism regarding the Newry City.	J McGilly	Work in progress	y

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
ERT/208/2021	AONB VISITOR ACCESS PROJECT	To approve the sum of £12,000 from the existing tourism budget to match fund £48,000 secured from the Challenge Fund for the Visitor Access Project for AONB, noting this amount is currently within available budgets.	A.Patterson	In progress	Y
ERT/209/2021	COASTAL FLAVOURS FOOD & DRINK EVENT APPOINTMENT OF FACILITATOR	To appoint a facilitator using the Tourism NI Framework to oversee all aspects of developing a new Coastal Flavours Food & Drink Safari to include new experiences and to enhance existing experiences and to market test these food and drink experiences.	A.Patterson	In progress	Y
ERT/210/2021	NEWRY CANAL STRATEGY	To liaise with Council Officials in Armagh City, Banbridge & Craigavon Borough Council to consider correspondence from Inland Waterways Association of Ireland (IWAI) Newry & Portadown Branch, with a view to investigating joint working for the future development of Newry Canal and revert back to the ERT Committee with proposals to progress this.	A.Patterson	In progress	Y

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
ERT/211/2021	REVIEW OF PROTOCOL RE: HEARING OF REPRESENTATIO NS / REFERRALS FOR LICENSING	To review and approve the revised protocol for Hearing of Representations and Referrals for Licenses and Permits, as per Appendix A, in Report dated 08 November 2021 from Mr C Jackson Assistant Director Building Control & Regulation.	C Jackson	Implemented. Complete	Y
ERT/212/2021	EXEMPT: COVID 19 RECOVERY WORKING GROUP MTG 21 OCTOBER 2021	<p>a) To support the implementation of a Jobs and Careers fair, focusing on the Hospitality and Tourism Sector,</p> <p>b) That works are carried out to improve beach access and provide facilities at coastal areas across the District including Warrenpoint, Rostrevor and Lecale.</p> <p>c) Development of a Masterplan to develop walking linkages at Quoile Downpatrick.</p>	C Mallon	In Progress	N
ERT/213/2021	EXEMPT; DOWNPATRICK & COUNTY DOWN RAILWAY - SLA	To issue a Service Level Agreement to Downpatrick and County Down Railway for the period 01 December – 31 March 2022, subject to updated COVID risk assessment, ensuring buildings are safe for visitor access and schedule of opening provision.	A.Patterson	In progress	Y

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
ERT/214/2021	EXEMPT: REVIEW OF TOURISM EVENTS	a) Carry out a full review of the existing flagship events historically delivered by Council during the Summer season. b) Make recommendations to Council on a programme of Summer event for 2022.	A.Patterson	In progress	N
ERT/215/2021	EXEMPT: RNLI LIFEGUARD SERVICES	To approve a continuation of the Agreement with RNLI Lifeguard Services for the period 2022 to 2026 inclusive, to provide lifeguard service at Tyrella, Murlough and Cranfield Beaches, subject to completion of legal formalities and approval of Service Level Agreement in Annual Programme of Service Level Agreements considered at the Enterprise Regeneration & Tourism Committee Meeting in February 2022.	A.Patterson	In progress	Y
ERT/216/2021	WARRENPOINT TOWN HALL Re:VENTILATION WORKS	To approve the allocation in the Capital Programme as outlined in Section 4.1 in Report dated 08 November 2021 from Mr A Patterson Assistant Director Tourism Culture & Events, to enable the completion of works to Warrenpoint Town Hall within the current financial year.	A.Patterson	In progress	N

Minute Ref	Subject	Decision	Lead Officer	Actions taken/ Progress to date	Remove from Action Sheet Y/N
END		*****			

Report to:	Enterprise, Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	ERT Directorate Business Plan 2021-22
Reporting Officer (Including Job Title):	Conor Mallon Director – Enterprise, Regeneration & Tourism
Contact Officer (Including Job Title):	Conor Mallon Director – Enterprise, Regeneration & Tourism

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

For decision	X	For noting only	
1.0			Purpose and Background
1.1			Directorate Business Plans form an essential part of the Council's Business Planning and Performance Management Framework, which drives and provides assurance that corporate objectives are being delivered.
1.2			Directorate Business Plans demonstrate how planned activity during 2021-22 will contribute to the achievement of strategic outcomes in relation to the Community Plan, Corporate Plan, Performance Improvement Plan and other key strategies.
2.0			Key issues
2.1			A Mid Year Assessment of each Directorate Business Plan has been undertaken in order to provide an overview of progress between April-September 2021. This exercise is an important part of the Council's statutory obligations to strengthen the way performance is monitored, reviewed and reported at all levels across the organisation.
2.2			The Mid Year Assessment of the ERT Directorate Business Plan is outlined at Appendix 1.
3.0			Recommendations
3.1			To consider and approve: <ul style="list-style-type: none"> The Mid Year Assessment of the ERT Directorate Business Plan 2021-22
4.0			Resource implications
4.1			There are no financial resource implications within this report.
5.0			Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1			<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>

5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>
5.3	<p><i>Proposal initiating consultation</i></p> <p>Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves <input type="checkbox"/></p> <p>Consultation period will be 12 weeks <input type="checkbox"/></p> <p>Consultation period will be less than 12 weeks (rationale to be provided) <input type="checkbox"/></p> <p><i>Rationale:</i> Consultation not required.</p>
6.0	<p>Due regard to Rural Needs (please tick all that apply)</p>
6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service</p> <p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed <input checked="" type="checkbox"/></p>
7.0	<p>Appendices</p> <ul style="list-style-type: none"> Appendix 1 – Mid Year Assessment of the ERT Directorate Business Plan 2021-22
8.0	<p>Background Documents</p>
	<p>Directorate Business Plan 2021-22</p>

Enterprise, Regeneration and Tourism Directorate

Mid-Year Assessment Business Plan 2021-22



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

Introduction

This report provides an overview of progress in delivering the Enterprise, Regeneration and Tourism Business Plan 2021-22 between April-September 2021, across the following service areas:

- Economic Development
- Regeneration
- Tourism Development and Promotion
- Tourism Facilities Management and Development
- Arts and Culture
- Events
- Heritage
- EU Funding
- AONB Management
- Planning Development Management and Control
- Local Development Plan
- Building Control
- Licencing
- International Relations

The delivery of the Enterprise, Regeneration and Tourism Directorate Business Plan 2021-22 supports the achievement of the following corporate objectives, and performance has been tracked using the legend below.

Invest in and support new and growing businesses, job creation and employment skills




Promote the revitalisation of our city, towns, villages and rural communities

Enhance, protect and promote our environment

Support sustainable forms of tourism which value our environment and cultural heritage



Provide accessible, high quality and integrated services through continuous improvement






Legend

Status	
	Target or objective achieved / on track to be achieved
	Target or objective partially achieved / likely to be achieved / subject to delay
	Target or objective not achieved / unlikely to be achieved

Directorate objectives, supporting actions and measures of success






Key Directorate Objectives	
Enterprise and Regeneration	<ul style="list-style-type: none"> Work with partners to lead the implementation of the Economic, Regeneration and Investment Strategy to support the development of the local economy and infrastructure to ensure the district is competitive and attractive to investors and residents.
Tourism, Culture and Events	<ul style="list-style-type: none"> Work with partners to lead the implementation of the Tourism Strategy Lead the development and implementation of Culture and Arts Strategy
Building Control and Regulation	<ul style="list-style-type: none"> A statutory duty to apply the Building Regulations and licencing obligations of Council The management of Car Park facilities owned and operated by Council
Planning	<ul style="list-style-type: none"> Provide a robust, efficient and responsive development management service within the Council Planning Department Progress the preparation and delivery of the Local Development Plan in accordance with the agreed timeframe to determine future land use planning policy across the district. Provide a robust, efficient and effective planning enforcement function within the Council Planning Department to address breaches of planning control.

Enterprise and Regeneration			
OBJECTIVE	ALIGNMENT WITH CORPORATE PLAN		
Work with partners to support the economic recovery of the District	Invest in and support new and growing businesses, job creation and employment skills		
Action	Timescale	Status	Progress
Implement and deliver range of business mentoring and support programmes to assist/support local businesses	Q 1-4		All programmes delivering on target and to plan
Implement the councils Economic Development and Regeneration Strategy through 3 Working Groups (maybe list the groups?)	Q 1-4		Working groups established and meeting at least quarterly. Progress update to September Economic forum meeting



Progress the Belfast Region City Deal and develop programmes of activity around: 1. Skills and Employability 2. Digital and Innovation	Q 1-4		OBC completed and submitted as per plan detail on delivery mechanisms still being developed
Complete the implementation of Covid 19 Recovery Action Plan and monitor/evaluate progress – Business support	Q1&2		Shop front grants claims currently being finalised and implementation of the open space and active travel works ongoing
Complete the delivery of the: 1. Rural Development Programme 2. SEA Flag Programme	Q 1-4		Works ongoing to close RDP by 31 march 2021 Flag extended to 2023
Research, advocate for and develop proposals / action plans for future funding programmes, including: 1. Shared Prosperity Fund 2. Peace Plus 3. Levelling Up Fund 4. Community Renewal Fund 5. Rural Development 6. SEA Flag			Ongoing lobbying and development of potential applications
OBJECTIVE Deliver a programme of urban and rural regeneration initiatives/projects	ALIGNMENT WITH CORPORATE PLAN		
	Promote the revitalisation of our city, towns, villages and rural communities		
Action	Timescale	Status	Progress
Implementation of Council's Regeneration Strategy via 1. Public Realm Enhancement Schemes 2. Master Plans 3. Village Plans	Q 1-4		Ongoing works continue. Masterplan review to be rolled out in 2022
Progress the development & delivery of the following key capital projects: 1. Downpatrick Regeneration Project 2. Warrenpoint Baths 3. Warrenpoint Marina 4. Forkhill	Q 1-4		Project development continues on all projects dealing with challenges of land transfer, funding etc



5. Castlewellan Park, in partnership with NLHF and DAERA			
6. Carlingford Lough Greenway			
As lead partner, continue to implement and deliver the Full fibre NI project.	Q1-4		Project delivery remains on target to complete by March 2022
Develop the regeneration forward plan and funding strategy, exploring potential funding sources ie Levelling Up Fund, Peace Plus	Q 1-4		Ongoing
OBJECTIVE Protect and enhance the Areas of Outstanding Natural Beauty across the District	ALIGNMENT WITH CORPORATE PLAN		
	Enhance, protect and promote our environment		
Action	Timescale	Status	Progress
Continue to implement the AONB Management Plan	Q1-4		ongoing
Develop and implement Geo Park Development Plan	Q 1-4		Ongoing Geo park assessment due October 2021
As lead partner, continue to implement and manage the Atlantic Culture Scape multi-national project	Q 1-4		Ongoing as per plan




Tourism, Culture and Events			
OBJECTIVE A. Tourism Development & Promotion B. Tourism Facilities Management & Development C. Tourism Events D. Museums, Arts & Heritage	ALIGNMENT WITH CORPORATE PLAN		
	Support sustainable forms of tourism which value our environment and cultural heritage		
Action	Timescale	Status	Progress
1. Continue the delivery of Council's Tourism Strategy across the district.	Q 1 - 4		Implementation of Tourism Strategy ongoing.




2. Commence the review and development of new Tourism Strategy for 2022 - 2026	Q 4		Development of new NMD Tourism Strategy in progress. Officers engaging TNI on forthcoming NI Tourism Strategy.
3. Support local tourism & hospitality businesses to access Business Support Programmes , training & mentoring.	Q 1 - 4		Business support programmes delivered online to the local tourism and hospitality sector. Details circulated to the industry database of over 500 businesses.
4. Deliver Seasonal Destination Marketing Campaigns to support the recovery of the tourism industry & that reinforce positive visitor behaviour in tourism areas.	Q 1 - 4		3 Seasonal Digital Marketing Campaigns delivered in 2021 with £60k funding support from Tourism NI (78% of total spend). Summer campaign delivered in partnership with ORNI on positive use of the outdoors/Leave no Trace principles.
5. Develop the tourism proposition for the district and new visitor experiences with industry in line with the Tourism NI Experience Brand, including Coastal Flavours Cluster proposition.	Q 1 - 4		The Coastal Flavours Cluster has representation of 25 food and drink businesses within the region. Development ongoing of 16 new bookable, saleable experiences by March 2022.
6. Collaborate and engage with key tourism & hospitality sector stakeholders to reinforce a strong partnership approach to tourism growth and leadership during recovery from the Covid pandemic –	Q 1 - 4		Council continues to engage with business across the Mourne, Strangford and Coastal Flavour Clusters. Engagement ongoing with NI Hotels Federation & Hospitality Ulster. Council



including tourism business clusters & industry associations.			membership of NI Tourism Alliance renewed with important strategic updates shared with local industry.
7. Continue to progress proposals and business cases for the Mournes Gateway Project as part of the Belfast Region City Deal investment programme.	Q 1 - 4		Outline Business Case submitted as part of BRCD Programme.
8. Progress proposals for a Visitor Management Plan for the Mournes in partnership with tourism businesses, land owners and central Government stakeholders, to address: A. Potential environmental impact of tourism growth in rural areas B. Traffic and visitor management issues at key sites C. Maintaining and improving quality standards and visitor experience, whilst ensuring tourism growth 9. Progress proposals for a Sustainable Tourism Growth Plan for the district to ensure responsible development of our tourism offering with respect to environmental, social and economic considerations.	Q 1 - 4		Council achieved Green Flag accreditation for Kilbroney Forest Park, Slieve Gullion Forest Park and Delamont Country Park. Council was awarded Blue Flag accreditation for Cranfield, Murlough and Tyrella beaches. Key visitor management initiatives implemented in the summer included the deployment of seasonal enforcement officers at busy sites, traffic management measures, close engagement with partner agencies & engagement with land owners on seasonal car parking in popular areas. Geopark Development Plan includes focus on Sustainable Tourism as a key theme.
10. Develop & deliver a revised Tourism Events Programme in line with easing of restrictions and Government guidance of recovery of the sector.	Q 2 - 4		Tourism Events resumed for delivery in Autumn in line with easing of Covid restrictions. Funding of £50k approved for Halloween events & Christmas illumination activities across the







11. Support the recovery of the Tourism Events sector in NMDDC through a Covid recovery grant support programme			district. Covid recovery grant support programme for events agreed for delivery in Q3-4. Review of 2022/23 Tourism Events Programme to commence in Q3.
12. Continue to invest in and deliver major Tourism Capital Projects that will attract international visitors to NI and the district.	Q 1 – 4		Slieve Gullion Forest Park External Performance Space and Interpretative upgrade will complete in Q4 with investment of £950,000. Kilbroney Park Fallows Walking Trail Phase 1 will complete in Q3 with investment of £450,000 and works will commence on Phase 2 with investment of £950,000. Delamont Country Park is at design stage for improvement of visitor facilities across the site and at Tyrella Beach planning permission has been submitted for new visitor facilities.
13. Deliver the objectives of the Museums forward plan, to include a review of commercial return to the museums and engagement with local communities.	Q 1 – 4		Delivery of Museums Forward Plan ongoing.
14. Progress reopening plans for Council's Arts Centres in line with the Covid recovery, to include proposals to maximise the use of outdoor performance spaces and other alternative venues.	Q 1 – 4		Reopening of Arts Centres ongoing in line with revised Covid regulations. Covid recovery grant support programme for arts events agreed for delivery in Q3-4
15. Support the recovery of the arts sector through a Covid recovery grant support programme.	Q3		





16. Review the Arts, Culture & Heritage Strategy in line with the Covid recovery and revised priorities for the sector and formally launch the strategy.			Review of Arts, Culture & Heritage Strategy underway with launch scheduled for Q4.
17. Continue to prioritise the reorganisation of the structure within ERT to ensure delivery of tourism development, tourism events, heritage and arts development.	Q 1 - 4		Review and implementation of structures in Tourism Facilities, Museums, Arts and events ongoing.




Building Control			
OBJECTIVE The management of Car Park facilities owned and operated by Council Work with partners to deliver projects to benefit towns and villages.	ALIGNMENT WITH CORPORATE PLAN		
	Promote the revitalisation of our city, towns, villages and rural communities		
Action	Timescale	Status	Progress
Deliver the park & share - car park facility at the Bann Road site in Castlewellan in partnership with DfI Roads Service.	Q3		In progress, increased revised costs received, to be agreed with partners and procurement before commencement.
Progress work on the introduction of parking charges at selected sites	Q1 - 4		In progress,
OBJECTIVE A statutory duty to apply the Building Regulations and licencing obligations of Council. Improve the processing times of BC applications.	ALIGNMENT WITH CORPORATE PLAN		
	Provide accessible, high quality and integrated services through continuous improvement		
Action	Timescale	Status	Progress
Continue to work with agents and applicants to deliver a high level of customer service and improve response times for processing Building Control applications.	Q1- 4		Mid-year Targets achieved.








Continue to promote the Building Control online application process and improve the percentage of online applications.	Q1- 4		59% of BN and RG applications submitted online by Q2.
Complete the digitisation of building control paper records.	Q3		Concentrated on 2015 files, incomplete as furlough staff returned to their posts
OBJECTIVE A statutory duty to apply the Building Regulations and licencing obligations of Council. Work with partners to support the economic recovery of the District	ALIGNMENT WITH CORPORATE PLAN		
	Promote the revitalisation of our city, towns, villages and rural communities		
Action	Timescale	Status	Progress
Work with business owners to increase the viability of securing Pavement café Licenses throughout the District.	Q1 - 4		Additional 20 permits issued this year.








Planning			
OBJECTIVE Provide a robust, efficient and responsive development management service within the Council Planning Department	ALIGNMENT WITH CORPORATE PLAN		
	Promote the revitalisation of our city, towns, villages and rural communities		
Action	Timescale	Status	Progress
Deliver against statutory targets for major planning applications and local planning applications through a programme of performance improvement measures.	Q 1-4		Major applications; year to date average processing time of 42.6 weeks (target is 30 weeks). Local applications; year to date average processing time 17.4 weeks (target is 15 weeks).
Work with applicants and agents to deliver an efficient service that contributes to the Council's Regeneration and	Q 1-4		Work continues in the area of electronic submissions and issuing of electronic decisions.

Tourism strategies across the District.			
Work with Council Capital Projects Team and Officers to ensure the planning department contributes positively to the delivery of the Council’s capital programme across the District.	Q 1-4		Planning Department continues to engage with the capital programme projects at pre-application, application and post application stages. Priority status afforded to such projects.
Provide a robust and responsive service to Applicants, Agents, elected members and respond to complaints in accordance with council complaints procedure.	Q 1-4		Work ongoing in this regard. Working towards full compliance with Council complaint target dates.
Develop further design and planning guidance for applicants and agents	Q3		Work ongoing in this regard.
Review and implement improvements to Neighbour Notifications	Q3		Review undertaken and submissions made to DfI – Review of Planning Act. Awaiting outcome of DfI deliberations.
OBJECTIVE Progress the preparation and delivery of the Local Development Plan (LDP) in accordance with the agreed timeframe to direct future land use across the district.	ALIGNMENT WITH CORPORATE PLAN		
	Promote the revitalisation of our city, towns, villages and rural communities		
Action	Timescale	Status	Progress
Prepare a series of Planning Policy Review papers, evidence-based study reports and technical supplements to inform and support the draft Plan Strategy. Reports to be presented to Planning Committee for consideration and approval.	Q1-3		Work in respect of this action continues in line with targets.
Provide Quarterly updates on progress in the preparation of the LDP to Planning Committee.	Q1-4		Work in respect of this action continues in line with targets.

Monitor progress in the preparation of the LDP against the LDP Timetable.	Q1-4		Work in respect of this action continues.
Progress preparation of draft Plan Strategy for Council approval and publication.	Q3-4		Work in respect of this action continues. COVID continues to present challenges in terms of advancing work strands.
OBJECTIVE Provide a robust, efficient and effective planning enforcement function within the Council planning department to address breaches of planning control.	ALIGNMENT WITH CORPORATE PLAN		
	Enhance, protect and promote our environment		
Action	Timescale	Status	Progress
Meet statutory targets for bringing enforcement cases to conclusion through a programme of performance improvement measures.	Q 1-4		Year to date; 51.1% of cases concluded within 39 weeks. Working towards achieving target.
Ongoing review and implement the Council's Planning Enforcement Strategy.	Q 1-4		Work ongoing.

Measures of Success					
	Measure	Target	YTD Actual	Status	Explanation
Economic Development	Number of jobs promoted through business start-up activity (statutory)	>155	114		
	Number of jobs created and businesses supported through Council programmes	381	35.5 jobs 212 businesses supported		
	Amount of investment secured by the Council	£294k	£77k ERDF £550k Public realm		Business support grants utilised and Rural village schemes delivered

	Number of urban and rural regeneration initiatives delivered		4		All 7 delivered by year end
Building Control	Deliver the P&S facility in Castlewellan				Costs have increased & need to be agreed with Partners and Council before proceeding.
	Increase the percentage time for processing Domestic BC applications within 21 days to 80%	80%	85%		85% achieved for Q2
	Increase the percentage time for processing Commercial BC applications within 35 days to 80%	80%	92%		92% achieved for Q2
	Increase the percentage time for processing all application returns within 14 days to 85%	85%	92%		92% achieved for Q2
	Increase the percentage online BC applications from 22% to 50% in 2020/2021	50%	59%		59% of BN & RG applications submitted for Q2
	Increase the number of Pavement Café Licences issued in 2021 from 11 in 2020	11+	31		Additional 20 permits issued in 2021.
	Visitor spend (£)				Awaiting publication of latest NISRA Tourism Statistics for district. 2019 visitor spend in NMDDC - £84m.
Tourism, Culture and Events	Volume of overnight stays in the district				Awaiting publication of latest NISRA Tourism Statistics for district. 2019 visitor volume (overnights) in NMDDC – 1.56m

	Visitor satisfaction				During September 2021, the Council carried out Visitor Satisfaction Surveys for the Council's main parks and beaches. The results of both surveys are currently being analysed and will be reported in due course.
	Investment into tourism capital projects (£)				Investment of £2.2m in tourism capital projects in 2021/22FY
Planning	Average processing time for local planning applications of 15 weeks.	15 weeks	17.4 weeks		In large part due to factors beyond the control of Planning Department; consultee / agent delays
	Average processing time for major planning applications of 30 weeks.	30 weeks	42.6 weeks		In large part due to factors beyond the control of Planning Department; consultee / agent delays.
	70% of all enforcement cases concluded within 39 weeks of complaint receipt	70%	51.1%		Working towards achieving targets.
	Reduce the number of planning applications in the system for more than 12 months to 150	150	232		Working towards achieving targets. Rising numbers of applications. / Delays with consultees.
	Reduce the number of planning applications in the system for less than 12 months to 700	700	956		Working towards achieving targets. Rising numbers of applications. / Delays with consultees.
	Reduce the number of enforcement cases in the system for	450	512		Working towards achieving targets. Continuing high number of cases. Increased enforcement appeal work.

more than 12 months to 450				
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Report to:	Enterprise, Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	Newry Chamber of Commerce & Trade: Cross Border Conference, March 2022
Reporting Officer (Including Job Title):	Jonathan McGilly, Assistant Director Enterprise, Employment and Regeneration
Contact Officer (Including Job Title):	Amanda Smyth, Head of Regeneration and Business Development

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

For decision	x	For noting only	
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1.0	Purpose and Background
1.1	<p><u>Purpose</u> To approve that Council issues an SLA to Newry Chamber of Commerce and Trade for Sponsorship of £5,000 towards a Cross Border conference to be held in March 2022</p> <p><u>Background</u> This event is delivered in partnership between Newry Chamber of Commerce and trade and Dundalk Chamber of Commerce and Trade. Newry Mourne and Down District Council have been one of the principal sponsors of the annual cross border conference. There is always significant interest in the conference with attendees averaging 400-500 over the last few years.</p>
2.0	Key issues
2.1	<p>For the 2022 Cross Border Conference both Chambers will shape the conference agenda to focus on sustaining and building cross border trade and cooperation. It will be a valuable opportunity to demonstrate the area as a gateway region on the island and the need for the further development of trade and cooperation for the benefit of local businesses.</p> <p>The conference will also provide businesses with advice, guidance and support on some of the key issues they face. The programme will combine political opening addresses and specialist speakers on key aspects of north south trade and cooperation, setting out the shape of future cross-border cooperation and trade for local businesses.</p> <p>The conference is currently being planned for Wednesday 9th March 2022 at the Carrickdale Hotel. However dependent on public health guidelines at the time, the date may change, and the conference may be a hybrid / online event</p>

	<p>A sponsorship request of £5,000 is requested towards this conference. Council Chairperson will be invited to jointly open the conference with Louth Council;</p> <ul style="list-style-type: none"> • Council will be involved in all pre publicity for the conference • Council will be included in the conference press release • Information on council business programmes will be circulated to the participants of the conference. • A representative from NMDDC will be given the opportunity to address the audience at the Conference.
3.0	Recommendations
3.1	To approve that Council issues an SLA to Newry Chamber of Commerce and Trade for Sponsorship of £5,000 towards a Cross Border conference to be held in March 2022
4.0	Resource implications
4.1	£5,000 from existing budgets
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>

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

Report to:	Enterprise Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	Ring of Gullion AONB Water Improvement Grant
Reporting Officer (Including Job Title):	Jonathan McGilly Assistant Director of Enterprise, Employment and Regeneration
Contact Officer (Including Job Title):	Therese Hamill AONB and Geopark Officer

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

For decision	x	For noting only	
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1.0 Purpose and Background

1.1 Purpose

- To note that Council have successfully received £25,500 at up to 85% of eligible costs from Northern Ireland Environment Agency through their Water Improvement Fund.
- To approve a Service Level Agreement of £2,500 value with the Dundalk Institute of Technology for delivery of their H2O Hero's Education Programme with schools in the Ring of Gullion area, including engagement with local secondary schools in GIS mapping of the rivers

Background

An application was submitted to NIEA to deliver a project to help improve the water quality by re-engaging the community with their local water resources and encourage a better understanding of the importance of water in the local environment.

The project is aligned to the RoG Management Action Plan.

The project focuses on the rivers and lakes associated with the Ring of Gullion AONB (Area of Outstanding Natural Beauty).

2.0 This project will

- provide a suite of farmers who will have the information needed to undertake the five steps to manage nutrients in 400 fields close to the water bodies in the Ring of Gullion AONB which will help to improve water quality and comply with legislation. 95% of the rivers had issues with nutrients in water.
- provide the science outreach education programme - H2O Heroes, which is a programme developed by Dundalk Institute and piloted with primary school students in a rural community in Co. Cavan, Ireland. This will now be delivered to 8 schools

	<p>in the Ring of Gullion creating classrooms full of H2O Heroes who have a better awareness of water catchments and water quality issues.</p> <ul style="list-style-type: none"> • to work with the local secondary school on a GIS mapping project of the rivers. • To offer 30 rain gauges to community groups and schools in the Ring of Gullion. • To use the drone footage collected, surveying carried out by Dundalk IT and landowners to map barriers, invasive species, fencing needed. <p>The funding has to be claimed by the 31st March 2022. This grant is 85% funded. The match funding will be made up of volunteer time from a Master Student's Work Experience.</p>
3.0	Recommendations
3.1	<ul style="list-style-type: none"> • To note that Council have successfully received £25,500 at up to 85% of eligible costs from Northern Ireland Environment Agency through their Water Improvement Fund. • To approve a Service Level Agreement of £2,500 value with the Dundalk Institute of Technology for delivery of their H2O Hero's Education Programme with schools in the Ring of Gullion area, including engagement with local secondary schools in GIS mapping of the rivers
4.0	Resource implications
4.1	<p>The cost of this project is £25,500 which is 85% funded through NIEA's Water Quality Improvement Fund.</p> <p>Match funding of £4,500 is via volunteer time / contribution in kind</p> <p>There is no financial cost to council.</p>
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p>

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

Report to:	Enterprise, Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	Sales Acceleration Programme Trade Visit - Civic Delegates
Reporting Officer (Including Job Title):	Jonathan McGilly Assistant Director of EER
Contact Officer (Including Job Title):	Amanda Smyth Head of Regeneration and Business Development

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

For decision	X	For noting only	
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1.0	Purpose and Background
1.1	<p><u>Purpose</u> To approve the attendance of the Chairperson (or their nominee) and one Officer at the two Sales Accelerator Programme Trade Visits: the first to be held in Edinburgh for 2 nights (1st – 3rd February 2022 - proposed dates), with the second to be held in South of Ireland (dates / venue to be agreed).</p> <p><u>Background</u> The Sales Accelerator Programme is a joint ERDF funded programme with NMDDC and Lisburn and Castlereagh City Council which commenced in September 2021. There are 3 core elements to the programme, as defined below. Parts A and B are funded at 80% grant rate through ERDF. Part C is funded through Councils;</p> <ul style="list-style-type: none"> • Part A: Increasing Sales Academy • Part B: Growing New Markets • Part C: Export Visits <p>Part C of the the programme with involve 6 trade visits to both GB and RoI for SME participants, 4 led by LCCC and 2 led by NMDDC. The first RoI trade mission will be to Cork from 25th to 27th January 2022 and will be headed by LCCC. NMDDC will head up the first GB trade mission to Edinburgh on 1st to 3rd February 2022. A second Trade visit led by NMDDC will be to South of Ireland and will take place later in 2022, with location and final dates to be agreed.</p>
2.0	Key issues
2.1	<p><u>Edinburgh Trade Visit</u> The Edinburgh trade mission will involve a total of 10 owner-managers. All of whom will be travelling to Edinburgh to meet with potential customers.</p>

	<p>All SMEs have already been recruited and are undergoing intensive training in advance of travelling to Scotland. This training includes skills development workshops, one to one mentoring support and bespoke sales training. Through this training, the owner-managers will be as ready as they can be to meet and engage with prospective customers outside Northern Ireland as credibly and as confidently as possible.</p> <p>Prior to the trade mission, the appointed delivery agent will also be carrying out bespoke sales prospecting on behalf of each owner-manager in order to identify and schedule meetings with potential customers in each case. We anticipate that each owner-manager will have 4 meetings with potential customers in Edinburgh and the surrounding regions during their time in Scotland.</p> <p>Each participant will therefore have his / her own schedule of meetings for the duration of the trip, with the meetings taking place at the premises of the potential customers that the participant is seeking to do business with.</p> <p>Whilst participants will therefore follow their own tailored itineraries during the day, they will meet up in the evenings at the hotel where the trade mission will be based.</p> <p><u>Civic Representation</u> There is an opportunity for civic representative attendance on the Trade Visits; If attending, civic representation will have the opportunity to meet with the SMEs involved in the trade mission and whilst there, conduct civic duties which can be discussed, agreed and arranged prior to the visit. The delivery agent will arrange suitable meetings or attendance at appropriate events at during the dedicated time frame.</p> <p>The trade mission elements of the programme are not ERDF funded but were included in the budget allocation and will cover the costs of the participating businesses. There will however be an additional cost for the civic representatives for flights, accommodation and meals. A budget of £2,000 is available for both Trade Missions.</p>
3.0	Recommendations
3.1	To approve the attendance of the Chairperson (or their nominee) and one Officer at the two Sales Accelerator Programme Trade Visits: the first to be held in Edinburgh for 2 nights (1 st – 3 rd February 2022 - proposed dates), with the second to be held in South of Ireland (dates / venue to be agreed).
4.0	Resource implications
4.1	Indicative cost for two civic representatives to include flights, accommodation and meals is £2,000 which have been allowed for in the approval budget / Council contribution for the programme.

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

7.0	Appendices
	n/a
8.0	Background Documents
	n/a

Report to:	Enterprise, Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	Council's involvement and support in SRC Big Apprenticeship Event 2022
Reporting Officer (Including Job Title):	Jonathan McGilly, Assistant Director Enterprise, Employment and Regeneration
Contact Officer (Including Job Title):	Elaine McAlinden, Regeneration and Business Support Development Officer

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

For decision	<input checked="" type="checkbox"/>	For noting only	<input type="checkbox"/>
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1.0	Purpose and Background
1.1	<p><u>Purpose</u> To seek approval for issue of a Service Level Agreement (SLA) to Southern Regional College (SRC) for sponsorship towards the delivery of their Big Apprenticeship Event scheduled to take place during Northern Ireland Apprenticeship Week 2022 in February 2022, at a cost of £5,000.</p> <p><u>Background</u> Apprenticeships can improve local economic growth in a number of ways. They improve the skills, wages and future career progression of participating individuals and have a positive impact on the productivity of those firms taking on apprentices.</p> <p>The Department for the Economy recently confirmed that NI Apprenticeship week will now take place from the 7 – 13 February 2022 and will build on NI Apprenticeship week 2021. Officers are working closely with SRC, SERC, key business representatives and local employers to find new and innovative ways to support potential apprentices and employers to maximise the opportunities of apprenticeships locally.</p>
2.0	Key issues
2.1	<p><u>Big Apprenticeship Event 2022</u> The SRC Big Apprenticeship Event offers a platform to school leavers and parents to gather information on the various local opportunities for obtaining qualifications, developing skills and securing employment. It also offers employers a platform to promote their Apprenticeship and Higher-Level Apprenticeship (HLA) vacancies as well as promoting their business and any other job vacancies – thereby bringing the two markets together. Those in attendance are afforded the opportunity to speak with local employers and FE College staff to ensure they make an informed choice regarding the next steps post GCSE and A Level (or equivalent). During the</p>

	<p>event, there is the opportunity for student/employer engagement, and a request for booking an appointment with an employer. Local employers are supported to recruit and retain suitably skilled and motivated employees. SRC facilitate employer/student discussions in the days weeks following the event.</p> <p>In 2021, the Big Apprenticeship event was a hybrid event, with panellists in a studio and employers, students' and parents joining virtually. In April 2021, the event attracted 29 employers, over 1118 attending apprenticeship events online and 143 new applications for apprentices. NMDDC saw the biggest increase in registrations with 52% of those in attendance from the District. Due to the ongoing Covid 19 pandemic, it is anticipated the 2022 model will have a similar delivery model.</p> <p>In previous years, Newry Mourne and Down District Council have been a key sponsor of the event (in collaboration with Armagh, Banbridge and Craigavon Borough Council). The request is for Council to sponsor the 2022 Big Apprenticeship event at a cost of £5,000</p>
3.0	Recommendations
3.1	To seek approval for issue of a Service Level Agreement (SLA) to Southern Regional College (SRC) for sponsorship towards the delivery of their Big Apprenticeship Event scheduled to take place during Northern Ireland Apprenticeship Week 2022 in February 2022, at a cost of £5,000.
4.0	Resource implications
4.1	1) Cost of the Big Apprenticeship Event to Council is £5,000 which is available within existing budgets.
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p>

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

Report to:	Enterprise Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	UJ Research - cross-border connectivity and cooperation
Reporting Officer (Including Job Title):	Jonathan McGilly Assistant Director of Enterprise, Employment and Regeneration
Contact Officer (Including Job Title):	Amanda Smyth Head of Regeneration and Business Development

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

For decision	x	For noting only	
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1.0	Purpose and Background
1.1	<p><u>Purpose</u> To approve an amendment to the Council’s Memorandum of Understanding with Ulster University to include the completion of a research on cross-border connectivity and cooperation” at a cost of £12,000</p> <p><u>Background</u> Council has a MOU in place with Ulster University, renewed on an annual basis, for the supply of research and data analysis penetrating to the performance and future outlook of the NMD local economy. The MOU is also a vehicle for the undertaking of research and analysis as required to inform the future development and direction of key priorities.</p> <p>An opportunity has been identified to undertake a piece of research “Mapping cross-border connectivity and cooperation” under this MOU.</p>
2.0	<p>Key issues The idea of a new research study is driven by a number of factors.</p> <ul style="list-style-type: none"> • The changed context created primarily by Brexit and the NI Protocol, but also the Covid-19 pandemic and subsequent fledgling economic (and community) recovery. • The revival of the Dublin/Belfast Economic Corridor proposition and the opportunities that will arise from this co-operation • A natural need, a decade after the MoU was signed to assess current cross-border relationships in the area and to review the existing priority themes outlined above. <p>The mapping exercise will therefore cover:</p> <ul style="list-style-type: none"> • The scope and scale of existing cooperation at the NMD/Louth level

	<ul style="list-style-type: none"> The strengths, challenges, opportunities and future focus for this cooperation
3.0	Recommendations
3.1	To approve an amendment to the Council’s Memorandum of Understanding with Ulster University to include the completion of a further research on cross-border connectivity and cooperation at a cost of £12,000
4.0	Resource implications
4.1	£12,000 which is available within current budgets
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>
5.3	<p><i>Proposal initiating consultation</i></p> <p>Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves <input type="checkbox"/></p> <p>Consultation period will be 12 weeks <input type="checkbox"/></p> <p>Consultation period will be less than 12 weeks (rationale to be provided) <input type="checkbox"/></p> <p><i>Rationale:</i></p>

6.0	Due regard to Rural Needs (please tick all that apply)
6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed <input type="checkbox"/></p>
7.0	Appendices
	N/A
8.0	Background Documents
	N/A

Report to:	Enterprise, Regeneration and Tourism committee
Date of Meeting:	Monday 13 December 2021
Subject:	Entertainment Licensing - Extended opening hours
Reporting Officer (Including Job Title):	Colum Jackson Assistant Director ERT
Contact Officer (Including Job Title):	Fintan Quinn HOS Licensing

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

For decision	<input checked="" type="checkbox"/>	For noting only	<input type="checkbox"/>
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1.0	Purpose and Background
1.1	<p><u>Purpose</u> To consider to content of this report and agree to the recommendations in section 3.1</p> <p><u>Background</u> As you may already be aware the Minister for the Department of Communities introduced changes to the Liquor Licensing legislation (Licensing and Registration of Clubs Act NI 2021) and the first phase came into effect on the 1 Oct 2021. Full details of the Act are available at legislation.gov.uk. However, the key changes include:</p> <ul style="list-style-type: none"> • Pubs and Hotels can apply to open until 2am up to 104 nights/year, • Smaller pubs and Registered Clubs can open to 1am up to 104 nights/year, • Drinking up time will increase to 1 hour, • Restrictions on opening hours over Easter will be removed, • Opening hours on Sunday evenings will be the same as any other night, • Flexibility around opening hours for bars at major events, • Cinemas will be able to apply for a liquor licence to serve drink to customers watching a film and • Sporting clubs will be able to use their grounds for functions up to 6 times/year. <p>This is not the full list of amendments but an extract of what is included.</p> <p>The owners of these venues can apply to the County Court at the granting of a liquor licence or to the Magistrates Court at any point in the future for the extended opening hours provided they serve substantial refreshments or have an Entertainment Licence.</p> <p>There are also powers to revoke a late licence for various reasons for example causing undue inconvenience to local residents.</p>

	<p>Applications can also be submitted to the PSNI for adhoc late nights up to 20 nights/year in conjunction with Entertainment or substantial refreshments provided on those 20 nights.</p> <p>The issue for the Council to consider is the alignment of closing time for liquor and Entertainment for those applicants seeking further additional permitted hours to ensure that entertainment is provided during the opening time, ie extend entertainment to either 2am or 3am depending upon the type of licence applied for.</p>
2.0	Key issues
2.1	<p>Councillors need to be aware of the issues with residents living in close proximity to Licensed premises and the requests for extended opening hours to 2 or 3am in association with the provision of Entertainment.</p> <p>To be aware of the potential for complaints from residents in these circumstances which could be considered as criteria for refusals.</p>
3.0	Recommendations
3.1	<p>To take into consideration the extended opening hours that can be applied for under the amendments to the Act and to process applications for extended Entertainment.</p> <p>Officers recommendation would be to process requests in line with current practices. ie to approve extended hours applications under delegated authority and to refer refusals to committee for consideration.</p>
4.0	Resource implications
4.1	Officers time processing the additional permitted hours Entertainment applications, Police referrals and possible referrals to committee.
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i>

	<p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>
5.3	<p><i>Proposal initiating consultation</i></p> <p>Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves <input type="checkbox"/></p> <p>Consultation period will be 12 weeks <input type="checkbox"/></p> <p>Consultation period will be less than 12 weeks (rationale to be provided) <input type="checkbox"/></p> <p><i>Rationale:</i> N/A the Department of Communities have already carried out the public consultation process.</p>
6.0	Due regard to Rural Needs (please tick all that apply)
6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed <input type="checkbox"/></p>
7.0	Appendices
	Copy of the Licensing and Registration of Clubs (amended) Act (NI) 2021 Guide.
8.0	Background Documents
	N/A



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**LICENSING AND REGISTRATION OF CLUBS
(AMENDMENT) ACT (NORTHERN IRELAND)
2021**

GUIDE

October 2021

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that came into effect on 1 October 2021

INTRODUCTION

This guide outlines the provisions of the *Licensing and Registration of Clubs (Amendment) Act (Northern Ireland) 2021* (the Act) which received Royal Assent on 26 August 2021. **The changes will come into effect in phases over the next few years with Phase 1 on 1 October 2021.**

It will be of particular interest to the licensed trade, registered clubs, courts and police but should be a useful source of information for district councils, the legal profession and the general public.

The information contained in this guide should not be treated as a complete and authoritative statement of the law which is contained only in the Act and regulations made under it. This guide will be updated as and when outstanding provisions are due to come into effect.

As licensing law is a complex piece of legislation, licence holders may wish to engage the services of a solicitor in terms of bringing any applications through the courts. It is the responsibility of the licence holder to ensure that they, their servants and agents, are fully aware of their requirements under licensing law.

Copies of the Act and associated regulations may be purchased from the Stationery Office at www.tsoshop.co.uk or by contacting the TSO Customer Services on 0870 6005522. Alternatively, this legislation may be accessed at legislation.gov.uk.

Department for Communities

Social Policy Unit

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Background

The Department for Communities is responsible for the policy and legislation relating to the retail sale and supply of alcoholic drinks in Northern Ireland.

The current law dates back to 1996 and its reform was one of the Minister for Communities' priorities on her appointment, and the Executive's under the New Decade New Approach Deal. The Licensing and Registration of Clubs (Amendment) Bill 2016, the previous attempt to reform licensing, was nearing the end of its Committee Stage when it fell with the dissolution of the Assembly in January 2017.

The aim of licensing law is to try and strike a balance between the controls which are necessary for the protection of public health and the preservation of public order, the demand for individual freedom of choice and the opportunity for local businesses to continue to provide a high level of service to their customers, which will ensure that Northern Ireland has a more flexible and modern licensing framework to respond to changing expectations and lifestyles.

The Act amends the Licensing (Northern Ireland) Order 1996 (the Licensing Order) and the Registration of Clubs (Northern Ireland) Order 1996 (the Clubs Order).

The key changes include*:

- Pubs and Hotels can apply to open until 2am up to 104 nights per year;
- Smaller pubs will be able to open to 1am up to 104 nights per year;
- Drinking-up time will be increased to 1 hour;
- All additional restrictions on opening hours over Easter weekend will be removed;
- Opening hours on Sunday evenings will be the same as any other night;
- There will be flexibility around opening hours for bars at major events;
- A new category of licence will be created for local producers of craft beers, ciders and spirits;
- Cinemas will be able to apply for a liquor licence and serve drink to customers watching a movie;
- Sporting clubs will be able to use their grounds for functions up to 6 times per year;
- Registered clubs will be able to open to 1am up to 104 nights per year;

- Self-service of alcohol and sales by vending machines will be prohibited;
- Restrictions will be placed on off-sales drinks promotions;
- Loyalty schemes will not be able to award or redeem points for the sale of alcoholic drinks

***The changes made by the Act will not come into operation at the same time. This guide will be updated as and when outstanding changes are due to come into effect.**

Overview of the changes coming into effect from 1 October 2021

PART 1 LICENSING

Section 1: Removal of additional restrictions at Easter

Easter weekend permitted hours now mirror what is available for any other weekend throughout the year.

Section 1 amends Article 30 of the Licensing Order (Occasional licences), Article 42 (General permitted hours), Article 44 (Additional permitted hours), Article 45 (Authorisations for additional permitted hours), Article 47 (Extension licences) and Article 50 (Restrictions as to sales for consumption off premises) by removing all references to Good Friday and Easter Sunday.

The above Articles relate to the permitted hours for the sale of intoxicating liquor under the authority of an occasional licence or in licensed premises (both on and off-sales).

Section 2: Removal of restrictions on late opening for on-sales on Sunday

This section brings the end of general and additional permitted hours on any Sunday into line with those permitted on any other day (11pm with general permitted hours, 1am the following morning with additional hours, or 2am the following morning in pubs and hotels with further additional permitted hours).

Opening times for on-sales on Sundays (12.30pm) and Christmas Day hours (12.30pm -10pm) remain the same.

Section 2 amends Article 30 of the Licensing Order (Occasional licences), Article 42 (General permitted hours), Article 44 (Additional permitted hours), Article 45 (Authorisations for additional permitted hours) and Article 47 (Extension licences) and removes the restrictions on late night permitted hours on a Sunday (currently restricted to 10pm with general permitted hours or 12 midnight with additional hours) for premises licensed for the sale and consumption of intoxicating liquor on the premises.

Section 3: Public houses and hotels: further additional hours

This section allows certain pubs and hotels to apply for an additional hour up to 104 times per year.

Section 3 introduces new Articles 44A and 44B in the Licensing Order in relation to further later opening for public houses and hotels.

The new Article 44A (Order for further additional permitted hours) gives a court¹ or clerk of petty sessions a power, in certain circumstances, to extend later opening by one hour in public houses or hotels which are structurally adapted to provide

¹ an application can be made to the county court at the grant of a licence application or a magistrates' court at any point in the future

entertainment and/or substantial refreshment and which hold a court order for later opening under Article 44.

This means that on a night that a pub or hotel has an Article 44 order in place (until 1am), an order under Article 44A permits later opening for an additional one hour (2am).

On a night that a pub or hotel, which has an Article 44 order but not for that night, an order under Article 44A also permits later opening for three hours in premises (11.00pm – 2.00am).

Musical or other entertainment and/or substantial refreshment must be provided throughout the later opening just as if an order under Article 44 applied that day.

A late licence granted under an Article 44A may be made for a maximum of 104 days in any year (twelve month period) but may not be made for Christmas Day.

The Department may, subject to the approval of the NI Assembly, make regulations in the future to change the number of days on which orders under Article 44A may be made.

The new Article 44B (Orders under Article 44A: revocation, modification etc.) provides powers for a magistrates' court to revoke or modify an order for further later opening or to place terms and conditions on an order.

These powers mirror the powers a court has for later opening made under Article 44. The reasons why it may be necessary to revoke or modify a late opening order are if the business was conducted in such a manner to cause undue inconvenience to local residents, or that the hours caused undue inconvenience to local residents, or that the part of the premises mentioned in the order wasn't being used for the purposes of providing entertainment and/or substantial refreshment.

A licence holder applying to a court of summary jurisdiction for an order under 44A is required to follow the process set out in Schedule 9 to the Licensing Order (procedure for certain applications), including placing a notice of the application in local newspapers and display the notice on or near the premises.

The administrative court forms to apply to the county and magistrates' courts for an order under Article 44A which will allow pubs and hotels to apply for further additional permitted hours can be downloaded from the DfC website at <https://www.communities-ni.gov.uk/publications/licensing-and-registration-clubs-amendment-act-ni-2021-guide>

Section 4: Alignment of closing time for liquor and entertainment

This section ensures that entertainment stops at the end of drinking-up time.²

Section 4 adds a new Article 44C in the Licensing Order (Alignment of closing time for liquor and entertainment) to ensure that the entertainment provided during later opening under Article 44, or further later opening under Article 44A, is not allowed to continue after the end of "drinking-up time". This ensures that entertainment must end at the latest at 2.00am when an Article 44 order applies and 3.00am when an Article 44A order applies.

Section 5: Police authorisations for additional hours

This section does two things;

- allows pubs which have an Article 44 order in place to apply to the police for ad-hoc late opening, up to 20 times per year; and
- increases the number of times smaller pubs, (which are not structurally adapted and therefore can't apply for an Article 44 order), can apply to the police for late opening from 20 to 104.

Article 45(1) of the Licensing Order (authorisations for additional permitted hours) is amended to allow police to authorise later opening (11.00pm- 1.00am), in pubs which have a court order for later opening under Article 44, on a day that is not covered in the Article 44 order.

These pubs can apply for the ad-hoc late nights up to 20 times in any year, and must continue to provide entertainment and or substantial refreshment on the ad-hoc nights granted by the police.

A new Article 45(2A) increases the number of authorisations to pubs not holding an order for later opening under Article 44 from 20 days to 104 days in any year. Multiple dates may be included in one application to the police.

A new Article 45(2B) provides the Department with a power to make regulations [subject to the approval of the NI Assembly] to change the number of days in which orders under Article 45(2) or (2A) may be made.

It is important to note that subsection (4) inserts new paragraphs (4) to (8) to Article 45 to require a licence holder applying for an authorisation under this Article, to display a notice of the application on or near the relevant premises during the three weeks before the first occasion to which the application relates.

² If a licence holder wishes to continue entertainment beyond drinking-up time, any order for additional (or further) additional permitted hours is invalidated, and the sale of intoxicating liquor must cease at 11pm.

A copy of the notice must also be served on the district council.

An administrative form of notice that pubs can use to comply with the requirement to display under Article 45 can be downloaded from the DfC website at <https://www.communities-ni.gov.uk/publications/licensing-and-registration-clubs-amendment-act-ni-2021-guide>

Applications should be addressed to the district licensing officer, or the duty inspector, of the local police district in which the premises is situated.

Furthermore, there is provision for complaints from the police, council or any person owning or residing in premises within the vicinity, to be made to the courts where undue inconvenience is caused to local residents as a result of a late night authorisation. Courts are given the power to revoke an authorisation, modify the hours of an authorisation, or make an authorisation subject to such terms and conditions as it thinks fit, including those requested by the district commander of the police of the district in which the premises are situated.

Section 6: Extension of “drinking-up time”

This section increases drinking-up time from 30 minutes to 1 hour.

Section 6 amends Article 46 of the Licensing Order (Exceptions from prohibition of sale etc., of intoxicating liquor outside permitted hours).

Subsection (1) amends Article 46(1) which provides for the duration of the “drinking-up time” at the end of normal opening hours or later opening in licensed premises, substituting the current “30 minutes” with “60 minutes”.

Subsection (2) provides the Department with a power to make regulations to allow “drinking-up time” to revert to 30 minutes, subject to the approval of the NI Assembly

Section 8: Licensed race tracks: Sunday sales

This section allows the sale of intoxicating liquor at licensed race tracks on a Sunday.

Section 8 amends Article 42 of the Licensing Order (General permitted hours) to permit “licensed race tracks”³, within the “place of public entertainment” category of premises which may be granted a liquor licence, to sell intoxicating liquor on Sundays (not including Christmas Day) from 30 minutes before the entertainment and 30 minutes after, between the hours of 12.30pm and 11.00pm.

Section 21: Minimum price for alcohol

This section places a duty on the Department of Health to, within 3 years of whole of this Act coming into operation, bring forward to the Assembly, legislation introducing minimum pricing for the sale and supply of intoxicating liquor and to prohibit its sale or supply below that price.

It is expected this Act will come into operation in phases between 2021 and 2023.

Section 23: Independent review of licensing system including surrender principle

³ As defined in Article 2 of the Licensing Order place of public entertainment (c) premises on a licensed track within the meaning of the [1985 NI 11.] Betting, Gaming, Lotteries and Amusements (Northern Ireland) Order 1985

This section places a duty on the Department for Communities to appoint an independent person, within one year of this Act receiving Royal Assent, to undertake a review of the licensing system.

Subsections (2) and (3) set out the areas to be covered by the review and stipulate that the appointed person must report and make recommendations within two years of their appointment.

Subsections (4), (5) and (6) require the Department to lay the report of the review before the Assembly, publish the report, and, within six months of publication, produce and publish an action plan to address the recommendations of the review report.

Subsections (7) and (8) give the Department the power to modify by regulation the time periods by which the review and the Department's response must be completed, subject to the approval of the Assembly.

Section 24: Annual publication of the number of licences

This section requires the Department for Communities to publish an annual statement of the number of liquor licences in force for public houses and off-licences and any trends which may be observed from these numbers.

Licensed public houses are to be listed by district electoral area or, where feasible, by reference to smaller areas within each of those areas.

Section 27: Removal of exemption for angostura bitters

This section effectively includes angostura bitters, a product of high alcohol content which is used to flavour a wide variety of drinks and food, in the definition of intoxicating liquor. This means that they may only be sold in licensed premises, or in the licensed part of premises.

PART 2 - REGISTRATION OF CLUBS

Section 30: Removal of additional restrictions at Easter

Easter weekend permitted hours now mirror what is available for any other weekend throughout the year.

Section 30 amends Article 24 (general permitted hours), Article 25 (consumption of liquor after permitted hours) and Article 26 (authorisations for special occasions) of the Clubs Order to remove all Easter restrictions.

This corresponds with changes made for licensed premises in Section 1 of the Act.

Section 31: Removal of restrictions on late opening on Sunday

This section brings the end of general and extended permitted hours on any Sunday into line with those permitted on any other day (11pm with general permitted hours, and 1am the following morning for special occasions).

Opening times on Sundays (12.30pm) and Christmas Day hours (12.30pm -10pm) remain the same.

Section 31 amends Article 24 of the Clubs Order (general permitted hours) and Article 26 (authorisations for special occasions) and removes the restrictions on late night permitted hours on a Sunday (currently restricted to 10pm and 12pm respectively) for registered clubs.

Section 32: Extension of “drinking-up time”

This section increases drinking-up time from 30 minutes to 1 hour.

Section 32 amends Article 25 of the Clubs Order (consumption after permitted hours of liquor supplied during those hours) to create similar provisions for the duration of the “drinking-up time” in private members’ clubs to those set out in Section 6 of the Act in relation to licensed premises⁴.

Section 33: Increase in number of authorisations for special occasions

This section increases the number of late nights a club can apply to the police for.

Section 33 amends Article 26 of the Clubs Order (authorisation for special occasions) to increase the number of authorisations which can be granted by the police to any club in any year from 85 to 104.

Subsection (2) inserts new paragraphs (2A) and (2B) to Article 25 to give the Department the power to modify by regulation, subject to Assembly approval, the number of authorisations which can be granted for the time specified.

It is important to note that subsection (3) inserts new paragraphs (5) to (9) to Article 26 to require a person applying for an authorisation under this Article, to display a notice of the application on or near the club premises for which the authorisation is sought during the three weeks before the first occasion to which the application relates.

A copy of the notice must also be served on the district council.

An administrative form of notice that registered clubs can use to comply with the requirement to display under Article 26 can be downloaded from the DfC

⁴ See page 7 of this guide for Section 6

website at <https://www.communities-ni.gov.uk/publications/licensing-and-registration-clubs-amendment-act-ni-2021-guide>

Applications should be addressed to the district licensing officer, or the duty inspector, of the local police district in which the premises is situated.

Furthermore, there is provision for complaints to be made from the police, council or any person owning or residing in premises within the vicinity, to the courts where undue inconvenience is caused to local residents as a result of a late night authorisation. Courts are given the power to revoke an authorisation, modify the hours of an authorisation, or make an authorisation subject to such terms and conditions as it thinks fit, including any which may be requested by the district commander of the police of the district in which the club premises are situated.

PART 3 - GENERAL

Section 42: Guidance

This section places a duty on the Department for Communities to produce and publish guidance on the effects of the licensing legislation and the registration of clubs legislation, the effects of the provisions of this Act and the practical implementation of Part 1, and any other matters it considers appropriate in relation to those issues.

Section 43: Review

This section requires the Department for Communities to review and report on each of the provisions in Parts 1 and 2 of this legislation as soon as is practicable after the third anniversary of the commencement of that provision and thereafter, at least once in every five years. The Department is required to lay each of these reports before the Assembly, and must then publish the reports.

The Department has a power to make regulations to discontinue these requirements, but not from any date earlier than the tenth anniversary of the Act receiving Royal Assent. The regulations cannot come into operation unless and until approved by the Assembly.

SCHEDULES

Schedule 1: Minor and consequential amendments

Schedule 1 to the Act details the minor and consequential amendments to the Licensing Order and the Clubs Order contained within the Act.

Paragraph 19 of Schedule 1 introduces a new paragraph 13A to Schedule 1 of the Clubs Order (provisions to be included in rules of club) to clarify that the policy intent of paragraph 13 of that Schedule (day membership at sporting clubs) is to allow

persons to use the facilities of the club on the day in question only if the person engages in sporting activities of the club on that day.

Report to:	Enterprise, Regeneration and Tourism Committee
Date of Meeting:	Monday 13 December 2021
Subject:	Public Consultation on the Building Regulation prescribed fees
Reporting Officer (Including Job Title):	Colum Jackson Assistant Director ERT
Contact Officer (Including Job Title):	Patrick Hobson Senior Building Control Surveyor

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

For decision	<input type="checkbox"/>	For noting only	<input checked="" type="checkbox"/>
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1.0	Purpose and Background
1.1	<p><u>Purpose</u> To Note the content of this report</p> <p><u>Background</u></p> <p>Article 13 of the Building Regulations (Northern Ireland) Order 1979 (as amended) allows district councils to charge fees for the performance of prescribed functions in relation to building regulations.</p> <p>The Department of Finance, through the Building (Prescribed Fees) Regulations (Northern Ireland) 1997 (as amended) (the Fees Regulations), sets the fees that can be charged by district councils for plans applications, inspections, regularisation and type approval functions in relation to applications for building regulations approvals for the construction, renovation or alteration of buildings.</p> <p>The Fees Regulations have not been amended since 2013 and although fees Schedule 3 (predominantly non-domestic applications) are based on the cost of works and have increased as construction costs have increased, the fees set out in Schedule 1 and 2 have not altered since that time.</p> <p>Therefore, the Department is consulting on proposals to uplift the fees set by Schedule 1 and 2 of the Fees Regulations as an interim measure alongside a wholesale review of the Fees Regulations.</p> <p>Details can be accessed as follows: http://www.finance-ni.gov.uk/consultations/consultation-building-prescribed-fees-amendment-regulations-northern-ireland-2022</p>
2.0	Key issues
2.1	

	<p>The Fees for the submission of Building Control applications are prescribed by the Department of Finance and have only increased once since 1997, last revised in 2013.</p> <p>The Department are conducting this public Consultation with a proposal to uplift the fees in two stages in 2022 and 2023 with a full review of the fees regulations within the next 5 years.</p>
3.0	Recommendations
3.1	<p>For Noting</p> <p>The Council is broadly in favour of the proposed uplift in the Building Control fees for Schedule 1 and 2 applications in a two-phase process with a full review proposed within the next 5 years.</p>
4.0	Resource implications
4.1	The Proposal will financially assist the Council with the enforcement of the Building Regulation function.
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>

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

Prescribed Fees Consultation. Draft Response.

Q1. Would you support a move to a 100% cost recovery Model, where the user pays the full cost incurred by councils of processing building control applications rather than ratepayers subsidising the service?

Yes

The Council would be supportive of a move to achieving 100% cost recovery. If it is the intention of the Department that Building Control achieve 100% cost recovery the Council would request the Department to consider a mechanism to uplift Fees in line with inflation on a yearly basis rather than as at present reviewing the fee scales on an 'ad hoc' basis with years between reviews.

Fees have not incrementally increased over time and Regulations have changed considerably, fees currently do not cover anywhere close to the proportion of prescribed functions they were originally established to.

It is anticipated and accepted, Ratepayers will continue to subsidise a significant proportion of other Building Control functions such as administration and enforcement of legislation with Dangerous Structures, Energy Performance of Buildings, Postal Numbering and Street naming etc.

The Council would request the Department to review all aspects of 'fee exemptions' if the intent is to achieve 100% cost recovery. As many 'fee exempt' applications require assessment and inspection on site, which is currently ratepayer borne.

Q2. Are there any other aspects of the Fees Regulations you feel should be included in the review?

Yes

While the Council supports the proposed increases in Fees the Council notes the following:

- The proposals are for a 2 phase uplift. Previous experience has shown that while the 1st phase has been adopted and implemented the 2nd phase was never implemented. The Council would seek reassurances from the Department that both phases will be implemented.
- The Council was given to understand that a complete overhaul of the Fees Legislation was to be undertaken by the Department and considers these proposals to amend Schedules 1 & 2 as an interim solution only. The Council would ask the Department to give an undertaking that it will completely review the Fees Legislation and set out a timetable for providing new consultation proposals for consideration.
- The Council would request the Department to review all aspects of 'fee exemptions' if the intent is to achieve 100% cost recovery. As many 'fee exempt' applications require assessment and inspection on site, which is currently ratepayer borne.

Q3. Do you agree with the Department's proposals to increase fees for Schedule 1 by 17.5% from 1st April 2022?

Yes

However, this would be conditional on assurances being given on the approval of this increase in 2022 and that this is followed by the further increase proposed for 2023 with a definite timeline given for a total review of the fees legislation and implementation of new legislation within a 5 year period from now and provided that the end result achieves a 100% cost recovery model at that time.

The Council is supportive of any increase to close the gap to 100% cost recovery. However, the proposals do not consider the cumulative additional work associated with the proposed amendments to guidance in Parts E & F which are/have been consulted on and which are likely to be introduced within the year 2022/2023.

Q4. Do you agree with the Department's proposals for a further increase in Schedule 1 fees from 1st April 2023 that would result in an overall increase of 35% on these fees as they are now?

Yes

The Council is supportive of the second uplift and understands the need to introduce these uplifts in 2 phases rather than as a single larger uplift. However, would seek assurances from the Department that the proposed second uplift will be implemented in 2023. It is the Council's view that this second uplift should be termed as a 'minimum uplift' and that the impact of the amendments introduced during the year should be reviewed and factored in to this second uplift. It is noted that amendments to R will not impact on Schedule 1.

Q5. Do you agree with the Department's proposals to increase fees for Schedule 2 by 17.5% from 1st April 2022?

Yes

The Council is supportive of any increase to close the gap to 100% cost recovery. See also comments given in response to Q3.

Q6. Do you agree with the Department's proposals for a further increase in Schedule 2 fees from 1st April 2023 that would result in an overall increase of 35% on these fees as they are now?

Yes

The Council is supportive of the proposed second uplift. However, would seek assurances from the Department that the proposed second uplift will be implemented in 2023. See also comments to given in response to Q4.

Q7. Do you agree with the analysis/principal assumptions, costs and impacts set out in the draft RIA?

Yes

The Council would comment as follows;

- The RIA assumptions are based on maintaining the 'status quo' and do not consider Amendments being introduced over the next 2-3 years.

- The Council is also aware that the Department is in the early stages of consulting on a Northern Ireland equivalent of the Building Safety Programme with a range of stakeholders including Building Control which will have a major impact on the Councils' Building Control Department. As the Fees Legislation as it is currently constituted only covers a limited number of Building Control functions as outlined in Paragraph 1.9 of the consultation document the Council would ask the Department to consider how the impacts of the Building Safety programme is to be funded given its aim of Building Control achieving 100% cost recovery. To this end the Council would ask the Department to completely review the Fees Legislation and widen the scope of the Legislation to consider such aspects of the Service being or to be provided that is outside that of the functions outlined in paragraph 1.9.

Report to:	Enterprise, Regeneration and Tourism Committee
Date of Meeting:	Monday 13 December 2021
Subject:	Consultation Proposals for amendment of the Building Regulations Technical Booklet Guidance to Part F (Conservation of fuel and power)
Reporting Officer (Including Job Title):	Colum Jackson Assistant Director ERT
Contact Officer (Including Job Title):	Patrick Hobson Senior Building Control Surveyor

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

For decision	For noting only	x
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1.0	Purpose and Background
1.1	<p><u>Purpose</u></p> <p>The Department of Finance are conducting a public consultation on the amendments to Technical Booklet F of the Building Regulations (conservation of fuel and power) To increase the energy efficiency of new buildings in NI.</p> <p><u>Background</u></p> <p>Consultation Proposals for amendment of Technical Booklet Guidance to Part F (Conservation of fuel and power)</p> <p>This consultation sets out Department of Finance (DoF) proposals to uplift guidance on energy efficiency and carbon performance requirements for new buildings.</p> <p>Three options are considered:</p> <ul style="list-style-type: none"> • Option 1: do nothing • Option 2: a 25% betterment of the current emission targets for all new dwellings and a 15% betterment for new buildings other than dwellings; and • Option 3: a 40% betterment for new houses, and 25% for new flats and 15% for new buildings other than dwellings <p>Option 2 and 3 also propose improved minimum standards for building fabric and encourage more air-tightness testing. Further proposals, to take into account updated methodologies and software currently under consideration in other regions, are expected to follow in subsequent phases.</p> <p>DoF is seeking comments and views of interested parties on the proposed changes. Your views will help to inform the development of final policy proposals prior to the</p>

	<p>DoF Minister bringing these forward for consideration by the NI Executive and assembly.</p> <p>Details can be accessed as follows: http://www.finance-ni.gov.uk/consultations/consultation-proposals-amendment-technical-booklet-guidance-part-f-conservation-fuel-and-power</p>
2.0	Key issues
2.1	An increase in the energy efficiency of new buildings will have long term financial benefits for the owner/occupiers of the buildings and will reduce the carbon emissions.
3.0	Recommendations
3.1	<p>For Noting</p> <p>The Council is broadly supportive of Option 3, the recommendation to provide a 40% betterment for new houses and 25% for new flats and 15% for new buildings other than dwellings within NI.</p>
4.0	Resource implications
4.1	<p>While we are supportive of the proposals, we accept that the improvements in standards will have an impact on the construction costs for any future projects undertaken by the Council. However, these costs would be offset by the efficiencies in the long term running costs along with the reduction in CO2 emissions into the environment.</p> <p>The consultation does not address the additional time to be taken for Building Control staff to assess applications at the plan checking or site inspection stages.</p>
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p>

	<p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>
5.3	<p><i>Proposal initiating consultation</i></p> <p>Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves <input type="checkbox"/></p> <p>Consultation period will be 12 weeks <input type="checkbox"/></p> <p>Consultation period will be less than 12 weeks (rationale to be provided) <input type="checkbox"/></p> <p>The Consultation is being conducted by the DoF</p> <p><i>Rationale:</i></p>
6.0	Due regard to Rural Needs (please tick all that apply)
6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed <input type="checkbox"/></p> <p>The Rural Needs Impact Assessment is being conducted by the DoF.</p>
7.0	Appendices
	Appendix A, copy of the response to the consultation.
8.0	Background Documents
	Details can be accessed as follows: http://www.finance-ni.gov.uk/consultations/consultation-proposals-amendment-technical-booklet-guidance-part-f-conservation-fuel-and-power

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Q1: Do you agree that it is sensible to prioritise the proposed amendments to Technical Booklets F1 and F2 guidance in advance of awaiting outcomes around the development of new UK NCMs, software and proposed building regulations uplifts?

- **Yes**

The Council is supportive of introducing the uplift at the earliest possible opportunity. If we don't take these steps to prioritise these amendments now and wait for future changes in the UK it will mean that we will have to make a double jump to stay in line with the rest of the UK and the RoI who implemented changes in 2016.

- **No**

If no, please explain your reasoning.

Q2: Do you agree that additional manual checks of current software reports will be manageable in practice to demonstrate compliance in relation to the new requirements for:

a) the betterment of the TER;

b) an air-tightness performance no greater than 10 m³/(h.m²) at 50Pa; and

c) new U-value limits for building fabric (see paragraph. 5.59 on this below)?

- **Yes**

The Council accepts with reservations that as an interim measure, additional workloads will be put on the Building Control Staff in carrying out these checks but would have concerns that the updated NCMs are introduced as soon as possible and do not impose a medium to long term burden on Technical Staff.

Paragraph 2.35A of the proposed TB F1 and Paragraph 2.47A and 2.47B of TB F2 allow for the relevant betterment of the TER and is covered under Regulation 43B, but would have some concerns that Regulation 40 indicates 'a target carbon dioxide emission rate for that building shall be calculated using a national calculation methodology' (NCM). Unless the NCM definition is amended to include these new proposals it and Part F will be in contradiction to each other. The Department is asked to consider some advisory note that both Regulations must demonstrate compliance.

No

If no, please explain your reasoning and provide supporting evidence or alternative solutions on what alternative assessments should be introduced.

Q3: Do you agree that the new guidance should apply from three months of publication of the guidance and from as early in 2022 as practicable?

- **Yes**
- **No**

If no, please explain your reasoning and provide evidence for an alternative timescale.

Q4: Do you agree that Option 1 should be dismissed?

- **Yes**
- **No**

If not, please provide the evidence and basis for why the current standards are appropriate and should be retained.

Q5: Do you agree that the above proposals provide an appropriate interim step, which can be implemented quickly?

- **Yes**
It is the experience of the Council that Contractors building in the Council area in general are already achieving the u-value standards and air-tightness performances being suggested. The Council would have concerns that it is stated in the guidance that the better standards are expected to lead to a greater use of renewable generation technologies and would question if the expertise/availability and capacity within industry is available at present. If the Industry does not currently have the required expertise/Availability and capacity to absorb these changes this may have a negative impact on future development and the construction industry, which is already experiencing difficulties with supply of materials and rising costs.
- **No**

If no, should they be more onerous or less onerous? Please explain your reasoning and provide supporting evidence for alternative suggestions, taking into account that further review is planned for 2022/23.

Q6: Do you prefer Option 3 (40% betterment of the TER for houses, 25% for flats and 15% for new non-domestic buildings), or are the standards outlined in Option 2 (25% betterment of the TER for all dwellings and 15% for buildings other than dwellings) preferred?

- ~~Preference is for Option 1 (do nothing)~~
- ~~Preference is for Option 2~~
- Preference is for Option 3

It is the Councils' preference to support Option 3, as this option should bring N.I. more in line with rest of UK and Ireland.

- ~~None of the above~~

If answering 'None of the above', please take into account and advise if proposals described here should be delayed or halted, in order to progress in line with your suggestions.

Q7: Do you agree that the definition of 'flat' in regulation 2 provides a sufficiently clear discrimination of the building types to enable the different betterment rates to be applied to houses (40%) and flats (25%)?

- Yes
The Council agrees with the definition of flat in Regulation 2, which recognises the difference between a flat and a house. However, for further clarity, Regulation 32(2) could also be used as the definition of a Dwelling House. ("Dwelling house" means a dwelling on one or more storeys which is detached or forms part of a building from all other parts of which it is divided only vertically and does not include a flat)
- No

If no, please explain your reasoning.

Q8: Do you agree that the proposed DER requirement for a 25% betterment of the TER should be applied to flats?

- **Yes**

The Council agrees with a 25% betterment rate for flats as a workable interim measure based on current electrical grid capacity limitations and the design constraints of flats as opposed to houses.

- **No**

If no, should they be more onerous or less onerous? Please explain your reasoning and provide supporting evidence for alternative suggestions, taking into account that further review is planned for 2022/23 and that other building regulation proposals are likely to impact some flats.

Q9: Do you agree with the heat pump costing assumptions (see Annex A in the Regulatory Impact Assessment (RIA)), the 10% incident rate estimate for flats and the proposed level of uptake for heat pumps in houses, used in our modelling (see Annex C in RIA), appropriate?

- **Yes**

The Council has no evidence-based information to offer an informed opinion on heat pump costing assumptions.

- **No**

If no, please provide the basis for an alternative rationale, which should apply.

Q10: Do you agree that the Department should make any necessary adjustment to attend to replicating the treatment of heat pumps proposed under Part L revisions in England for non-domestic buildings?

- **Yes**

- **No**

If no, how should the Department avoid overshooting England's requirements in this regard?

Q11: Do you have any data or modelling that would be useful in helping to assess the likely cost impacts on specific building types under the proposals?

- **Yes**

- **No**

The Council has no evidence-based data or modelling that would be useful in helping to assess the likely cost impacts on specific building types under the proposals.

If yes, please provide a summary of the information and if/how the Department may contact you to engage further.

Q12: Do you support the overall proposals for buildings other than dwellings, including proposed BER requirement for a 15% betterment of the TER for new non-domestic NZEB buildings?

- **Yes**

The Council is supportive of this proposal as an interim measure and based on information provided the 15% betterment is the most appropriate level to apply across all non-domestic building types, subject to the potential review in 2022/23.

- **No**

If no, should the proposals be more onerous or less onerous? Please explain your reasoning and provide supporting evidence for alternative suggestions, taking into account that further review is planned for 2022/23.

Q13: Do you agree that adopting the 2013 edition of the Non-Domestic Building Services Compliance Guide is worthwhile and would be at negligible cost to current practice?

- **Yes**

The Council is supportive of adopting the 2013 edition of the Non-Domestic Building Services Compliance, as this guide will align Northern Ireland with the rest of UK. The Council does not have any evidence regarding potential additional costs over the current practices.

- **No**

If no, please provide evidence to explain where this would be difficult or how cost assumptions should be revised.

Q14: Do you agree that the guidance revising the limiting U-values is worthwhile and workable for industry and enforcement?

- Yes
- No

If no, please explain your reasoning.

Q15: Do you agree that the revisions to guidance on thermal bridging are a helpful clarification of current processes?

- Yes
- No

If no, please explain your reasoning.

Q16: Do you agree with the removal of the default values for airpermeability of 15 m³/(h.m²) currently permitted?

- Yes

The Council is generally supportive of this proposal as this will allow for more accurate energy performance rating of buildings. However, the Council has concerns over 2 aspects in relation to this proposal:

- *Where testing of 'as built' air permeability is not being proposed, the penalty of adding an addition 2 to the results of those houses that have been tested as a percentage of the 'backstop' of 5 is far greater than that currently imposed. Effectively, this will force all developers to air test all Buildings newly constructed.*
- *With better 'U' Values being introduced and tighter air leakage the Council is concerned that indoor air quality will suffer as there are no corresponding ventilation requirements being proposed for Part K of the Building Regulations. The Council would request that the Department address this issue as a matter of urgency.*

- No

If no, please explain your reasoning.

Q17: Do you agree that the overall proposed changes on fabric standards are helpful to support a 'fabric-first' approach?

- Yes
- No

If no, please explain your reasoning and what should be done, taking into account that any significant review may delay implementation

Q18: Do you agree that the guidance on non-export connections is helpful?

~~Yes~~

- No

If no, please explain your reasoning.

The guidance states (paragraph 2.16E) that designers should provide detailed reports on the proposed system and this should be prepared by a suitably qualified person with experience in "electrical energy demand profiles of buildings and the performance of the particular renewable generation technology involved". Local Authority Building Control staff may not have the expertise currently to determine if this information is reasonable.

Also in reality the proposals are expecting each developer to take a gamble on whether NIE will or won't accept an exported connection. Depending on the outcome it will have an impact on the design of buildings. Developers/applicants are looking for certainty in their process. Are NIE likely to give a decision that early in process?

It is the Councils' view that NIE export/non-export connections issues should be considered and addressed when a Planning Application is lodged and the outcome of which is then submitted as part of the Building Regulations Application and not form part of the Building Control assessment.

Q19: Do you have any comment on our impact assessment and its key assumptions?

- **Yes**

The RIA has not made any reference to the impact on Local Authority Building Control Departments for the additional assessment time to confirm compliance and any additional inspections associated with this. It is noted that there is also a Public consultation regarding proposals to uplift the Prescribed Fees but that consultation makes no reference to the additional cumulative impact of these proposals and various other changes to guidance being proposed.

- **No**

If no, please explain your reasoning and suggest alternatives calculations.

Final question: General suggestions and observations

Q20: Have you any suggestions or observations that do not fit into the preceding questions?

- **Yes**

While the Council is generally supportive of the move towards zero carbon buildings there are various concerns the Council would ask the Department to consider. As previously stated there is concerns around the contradiction between Regulation 40 and Regulation 43B.

The "National calculation methodology" definition needs to be amended to include these new uplifts

It is stated in the guidance that the better standards are expected to lead to a greater use of renewable generation technologies. The Council would have concerns that the expertise/availability and capacity within industry is not available at present which may have a negative impact on Development and the construction industry.

This District has a large rural area which is likely to be disadvantaged as it won't have access to gas and NIE infrastructure capable of feeding back into grid. The Council would suggest that a compensatory grant scheme or similar scheme should be examined for heat pumps in rural areas.

Many of these proposals precariously hinge around getting NIE approval to export. Is this likely to happen early enough in the building design stage to allow for inclusion in proposals? To this end, The Council would suggest this aspect should be considered at the Planning Application stage.

The Council does have concerns about the impact these proposals will have on indoor air quality and would urge the Department to consider and review uplifts to Part K. The Council would also suggest that similarly to Part F, demonstration of compliance should be introduced to Part K at Completion Stage. We also think the U Value uplift for extensions/alterations could have been considered as part of this consultation.

- **No**

If yes, please provide them with this response.

Report to:	Enterprise Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	NMD Business Needs Survey 2021 Findings
Reporting Officer (Including Job Title):	Jonathan McGilly Assistant Director
Contact Officer (Including Job Title):	Patricia McPolin Business Intelligence Officer

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

For decision	For noting only	X
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1.0	Purpose and Background
1.1	<p><u>Purpose</u> To note the update provided on findings from the Business Needs Survey 2021.</p> <p><u>Background</u> NMD Business conducted a survey to better understand the needs of local businesses within the next 12 months and to determine how NMDDC can assist with the development and growth of local businesses throughout the area.</p> <p>Findings from the survey were acquired from pre-start, start-up and existing businesses, and provide direction for the support NMDDC can put in place to meet the needs of the local business community up to December 2022 within which timeframe the Council's current ERDF funded programmes are in place.</p>
2.0	Key issues
2.1	<p>Overall, the survey produced positive responses from local businesses throughout the area</p> <ul style="list-style-type: none"> • Positively the majority of respondents 63.5% will be seeking mentoring support within in next 12 months, particularly in the areas of strategic planning (36.5%); marketing (32.7%); and sales development (23.1%). • Of those seeking mentoring support 48.6% would prefer virtual 1-2-1 delivery, followed by 37.1% preferring face-to-face in person mentoring and workshops preferred by 11.4%. • Reassuringly, the majority of businesses, 61.5% are planning on recruiting additional staff in the short to medium term and 72% of these respondents would consider an apprentice. • However, the issue of skills shortages, experienced by 55.8% of respondents, particularly in digital skills (36.5%); Production (15.4%); and Administration (13.5%), and business owners past experience of Apprenticeship

Programmes is very much an area to be investigated further and discussed with the respective providers and partners.

- The issue of staffing and skills is third (16%) in the top 3 challenges facing businesses in the Newry, Mourne and Down District Council area; with finance and costs being the second (19%); topped by sales and marketing being cited as the number one challenge (33%) in the next 12 months.
- 65.4% are willing to seek financial support to develop their business. In the main, 34.6% of funding will be sought to assist with capital cost; and 30.8% towards training and skills development in the short to medium term. Of those seeking financial support, 28.8% sought will be towards operational costs.
- Businesses continue to reach out to Newry, Mourne and Down District Council for assistance, therefore as a result of the findings, the topics, delivery methods and provisions available will be promoted by NMD Business to ensure timely support is readily available to the local business community. The methods of communication to local businesses will mirror the respondents preferred methods of email (80%); ezine (38.5%); and Facebook (38.5%) along with other communication channels.
- With an overwhelming 92% of respondents at some level confident for the future of their business, the findings are an endorsement of the dedication and drive of our indigenous businesses to develop, post pandemic and emerge with vigour and determination.

Recommendations categorised in accordance with the Regeneration and Economic Development 3 main strategic priorities are listed below.

1 Entrepreneurship, Growth and Innovation:

- Focus on the mentoring support available to the local business community to grow their businesses through the current suite of business development programmes with particular attention to assisting with the anticipated challenges identified.
- Continue to promote the current supports offered, with particular attention given to the key topics identified in the findings such as strategic planning; marketing; and sales development
- Identify suitable financial assistance for local businesses and continue to promote the same for the purposes of assisting with capital costs and training and development costs.

2 Employability and Skills:

- Continue to work in collaboration with regional colleges in identifying skills gaps and measures to address any shortages through the promotion of, for example suitable Apprenticeship pathways.
- Establish a Labour Market Partnership to address issues of local business regarding assessing business needs; reskilling and upskilling the labour force; and showcasing local indigenous businesses.


3 Regeneration and Modern Infrastructure:

	<ul style="list-style-type: none"> • Ensure continued communication with the business community throughout the Newry, Mourne and Down District area regarding regeneration and infrastructure. • Promote available funding to assist with the regeneration of our local villages, towns and city. <p>The full Business Needs Survey 2021 report is available as an appendix to include infographic.</p>
3.0	Recommendations
3.1	To note the update provided on findings from the Business Needs Survey 2021.
4.0	Resource implications
4.1	N/A
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>
5.3	<p><i>Proposal initiating consultation</i></p> <p>Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves <input type="checkbox"/></p> <p>Consultation period will be 12 weeks <input type="checkbox"/></p> <p>Consultation period will be less than 12 weeks (rationale to be provided) <input type="checkbox"/></p> <p><i>Rationale:</i></p>
6.0	Due regard to Rural Needs (please tick all that apply)

6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed <input type="checkbox"/></p>
7.0	Appendices
	<p>1: Info graphic summarising report findings 2: Business Needs Survey report</p>
8.0	Background Documents
	N/A


Appendix 1

NMD BUSINESS SURVEY FINDINGS SEPTEMBER 2021




65.4% will seek financial support


61.5% will seek grant assistance



34.6% funding required for capital investment




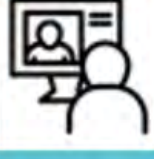
30.8% funding required for skills investment




63.5% will seek mentoring

Top 3 priority topics






48.6% prefer virtual mentoring

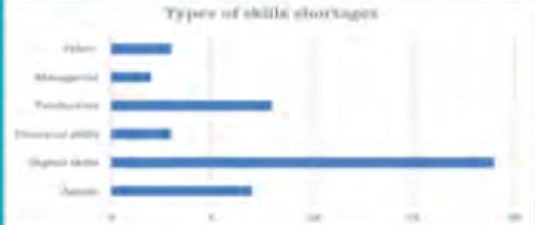


37.1% prefer face-to-face mentoring




55.8% have experienced skills shortages

Types of skills shortages

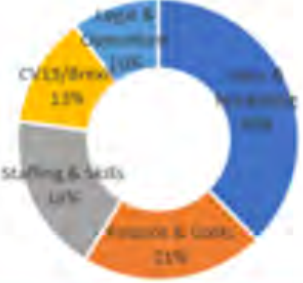


61.5% are planning recruitment within the next 12 months




72% would consider recruiting an apprentice

Top 5 challenges facing businesses within the next 12 months



92% Are confident for the future



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



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

93



NMD Business Survey

Results

September 2021



1.0 Introduction

Newry, Mourne and Down District Council is committed to providing the most appropriate support to assist local businesses navigate through economic recovery to growth.

Newry, Mourne and Down District Council conducted the survey in order to better understand the needs of local businesses within the next 12 months and to determine how we can assist with the development and growth of local businesses.

Findings from the survey have been acquired from pre-start, start-up and existing businesses, and as outlined below will provide direction for the support Newry, Mourne and Down District Council can put in place to meet the needs of the local business community.

This survey can inform the period of time up to December 2022 within which timeframe the Council's current ERDF funded programmes are in place.

2.0 Methodology

NMD Business issued the on-line survey in late June and early July 2021 which was disseminated through the NMD Business database and shared the on social media platforms of both NMD Business and Newry, Mourne and Down District Council.

Additionally, key stakeholders shared the survey to their respective followers to include Down Business Centre; Newry and Mourne Co-operative and Enterprise Agency; and Chambers of Trade and Commerce.

Findings for this report were collated from the 52 responses obtained to provide an analysis of the current business needs to include:

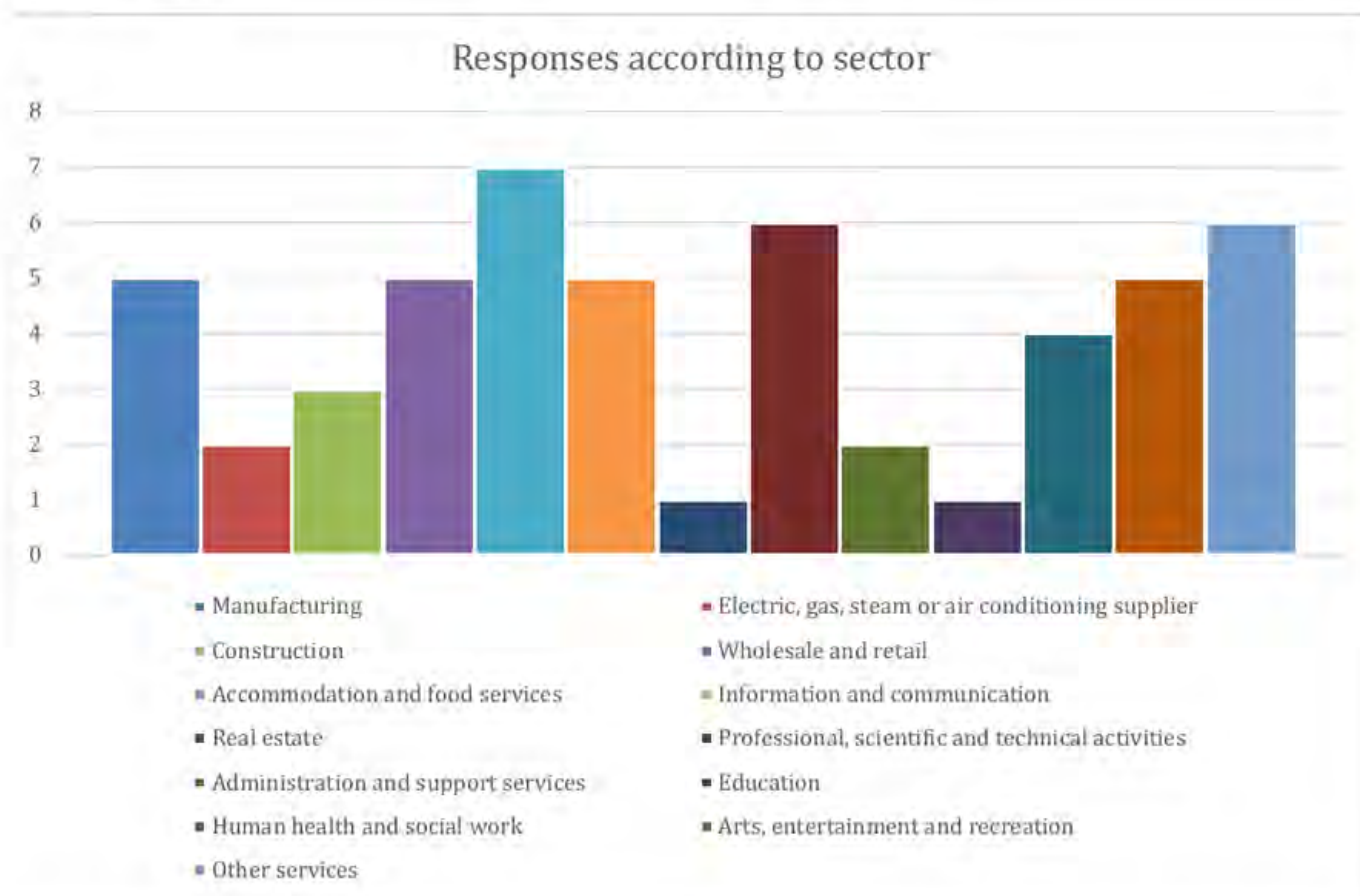
- financial supports
- purpose of acquiring finance
- areas of mentoring sought
- skills shortages
- recruitment
- apprenticeship programmes
- challenges
- additional business support services

Key findings of the survey are depicted in appendix 1.



3.0 Findings

3.1 Business Sector



The highest responding sector to the survey was accommodation and food (13.5%); then Professional, scientific and technical activities (11.5%); and jointly followed by Manufacturing (9.6%); Wholesale and Retail (9.6%); Information and Communication (9.6%) and Arts, Entertainment and recreation (9.6%).

There were no responses received from the following sectors:

- Agriculture, forestry, or fishing
- Mining and quarrying
- Water supply, sewerage, waste management
- Transport and storage
- Financial and insurance
- Public administration and defence



3.2 Legal Status



The majority of responses were obtained from limited companies (50%); followed by sole traders (36.5%); and partnerships (11.5%). Only 1 (1.9%) respondent had a legal status of a Social Enterprise. Given this breakdown, the findings therefore provide an indication of the key needs of sole traders; partnerships and limited companies from throughout the Newry, Mourne and Down District Council area.

3.3 Employees

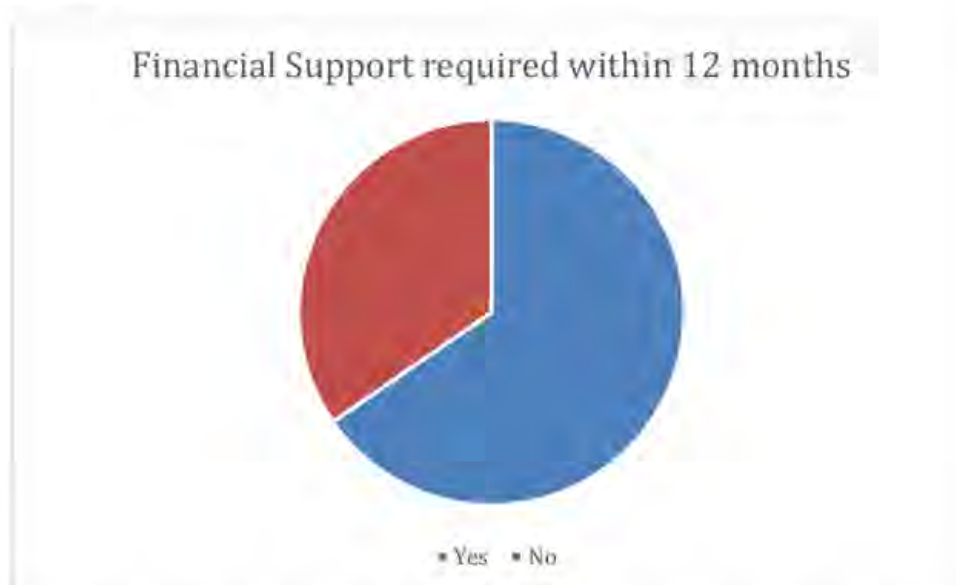




Of the responses received 28.8% had zero employees (excluding the business owner); 48.1% had 1 – 9 employees; 21.2% had 10-49 employees; and 1.9% had 50-249 employees.

As the overwhelming majority of businesses throughout the Newry, Mourne and Down District Council area are considered to be micro businesses, the survey findings therefore indicate that the responses are a reflection of micro businesses based in the District.

3.4 Financial Support



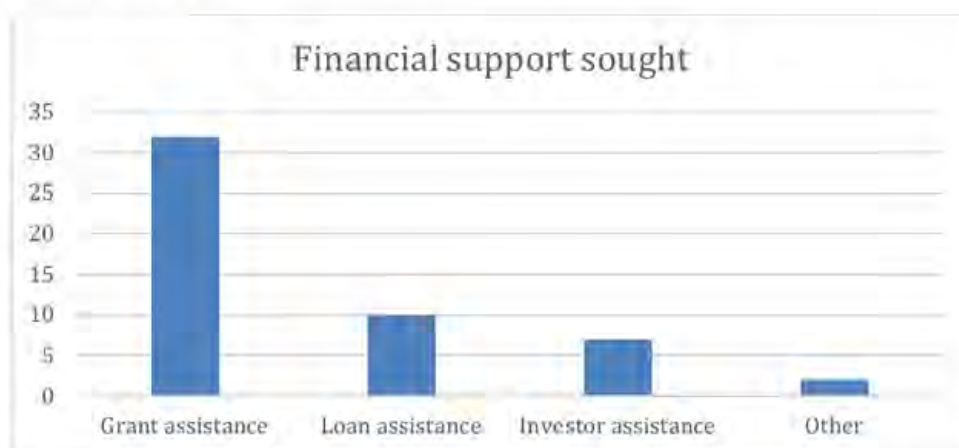
With 65.4% of respondents stating they would be actively seeking financial support in the next 12 months, there is a clear need to ensure that suitable business supports are promoted to the business community.

This is a positive response providing evidence that businesses are willing to take ownership and invest in the recovery and growth of their businesses. Furthermore, the response would indicate that businesses are hopeful of recovery and determined to succeed during this turbulent period.

This result also correlates to the type and frequency of enquiries received through the NMD Business communication channels.



3.5 Types of Financial Support



The obvious preferred choice of support sought is grant assistance accounting for 61.5% of respondents. This is followed by 19.2% choosing loan assistance and 13.5% seeking investor assistance.

Recent grant assistance has been offered to local businesses throughout the District in the form of:

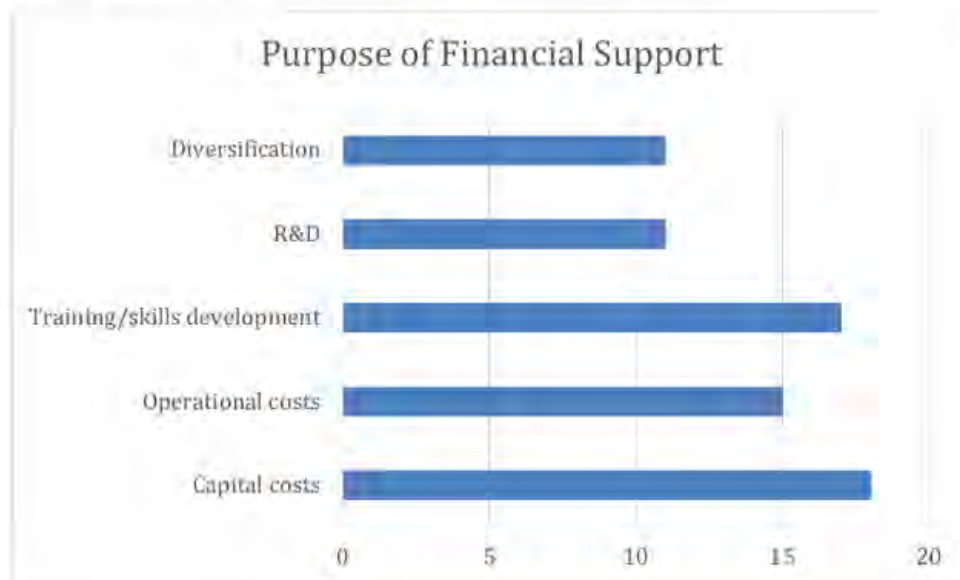
- CV19 Compliance Business Grant (£1.03m)
- Shop Enhancement scheme 2021/2022 (lower Hill Street, Newry £275k; Church Street, Downpatrick £220k)
- Rural Business Development Grants 2021 (£253k).

The remaining 3.8% of respondents selected "other", which were defined as:

- "Commercial finance" and
- "Reduction or removal of commercial rates".



3.6 Purpose of Financial support



The most popular reason for seeking financial support relates to capital costs purposes (34.6%); followed by training and skills development (30.8%); and operational cost (28.8%). This would indicate that the majority of businesses want to invest in capital items and develop their staff, both of which are positive in the development of local businesses across the District.

The need to support operational costs however is concerning as it could indicate that business income generated is not adequate to cover the operational costs of the business. This could be attributed to either additional costs post pandemic or post Brexit transition period, or perhaps both. However, without further investigations, the reasons to seek financial support to cover operational costs are only assumed at this stage.

It is unlikely that businesses will receive grant aid or financial support for ongoing operational business costs for example rent, rates, energy costs, however there could be a need in the future to provide guidance regarding identifying operational efficiencies and adapting to alternative suppliers or procedures.

Both "Research and Development" and "Diversification" are jointly cited to be reasons financial support is required for 21.2% of respondents. This is a positive response showing local businesses are willing to innovate in order to develop and grow their businesses.

Newry, Mourne and Down District Council are currently working with the Department for Communities for the establishment of a Labour Market Partnership that will deliver reskilling and upskilling of the local labour market.



3.7 Business Mentoring Support



Positively 63.5% of respondents confirmed they are actively or will be, within the next 12 months, seeking business mentoring support.

NMD Business currently have a number of free business mentoring programmes available to businesses based in the Newry, Mourne and Down District Council area offering support spanning a range of topics and issues.

It is therefore vitally important to promote these programmes to the local business community and that they are aware of the support available to them as a business owner based in Newry, Mourne and Down District Council.

Further research would need to be conducted to establish the reason 36.5% of respondents would not be seeking mentoring support. Possible suggestions could be they have already obtained mentoring support; they are unsure what mentoring support is available to them; they do not wish to discuss their business with externals; or a general fear factor.



3.8 Areas of mentoring required



Respondents had an opportunity to choose the top 3 areas of mentoring support they would require within the next 12 months. The top 5 priority areas for support were:

1. Planning/strategy/growth (36.5%)
2. Marketing/Social Media marketing (32.7%)
3. Sales Development (23.1%)
4. Branding (17.3%)
5. Management/skills development; E-Commerce; and Technology/R&D/Innovation/Digitisation jointly (15.4% each)

Conversely the key areas identified with the least uptake for mentoring support were:

1. Employment/managing employees and Operations/Legal/Compliance (5.8% each)
2. Obtaining finance; Financial management; Exporting/identifying new markets; and customer service (7.7% each)
3. Tendering (9.6%)

The results from the survey regarding the topics of mentoring required are aligned to the enquiries received by NMD Business on a regular basis and all of which are currently adequately provided for through the following programmes of support:

Business Growth Programme – provides bespoke specialist business support to enhance competitiveness in local and export markets, therefore participants can seek support in areas such as Planning/strategy/growth; Marketing; Branding; Management/skills development; E-Commerce; and Technology/R&D/Innovation/Digitisation. As part of the Business Growth programme a thematic programme on “Branding” was delivered in July 2021.



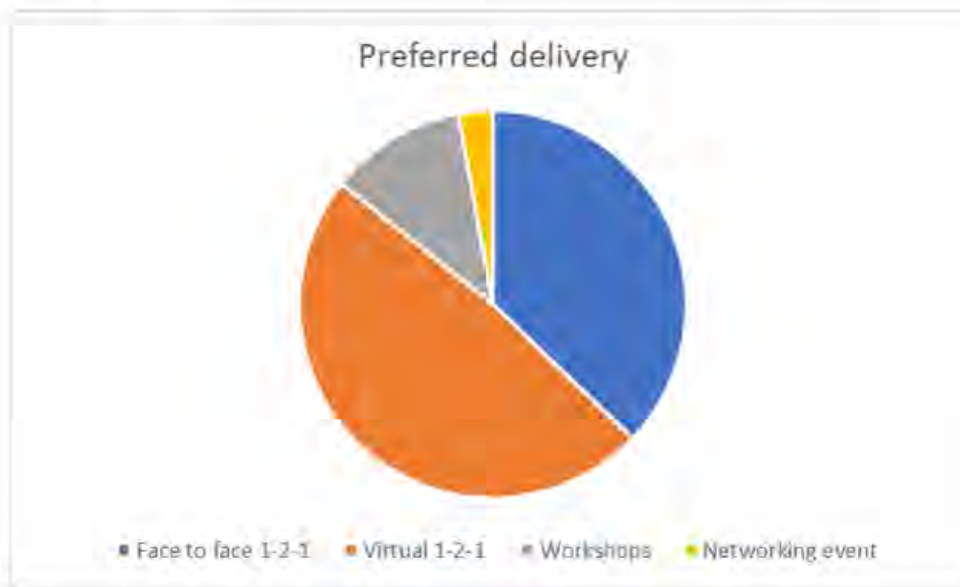
Tender for Growth/Supply Chain Programme – helps businesses to target and bid for new tendering opportunities by providing the necessary skills and confidence to identify tenders in specific fields.

Digital Growth Programme – designed to give businesses valuable advice and support from experts to enhance digital capabilities and develop knowledge in new and existing platforms to include Social Media marketing.

Sales Accelerator Programme - provides trade focused mentoring, group mentoring and exposure to support the growth of small businesses in generating new sales at home in NI and in GB and RoI markets. Ideally placed to assist with Sales Development requirements.

Digital Transformation Programme - drive digital inclination, whilst demystifying various advanced digital technologies and tools through high quality ideation support and put in place a digital acceleration plan for core participants. Enabling business transformation to incorporate digital technology into business operations. Due to launch Autumn 2021.

3.9 Preferred delivery



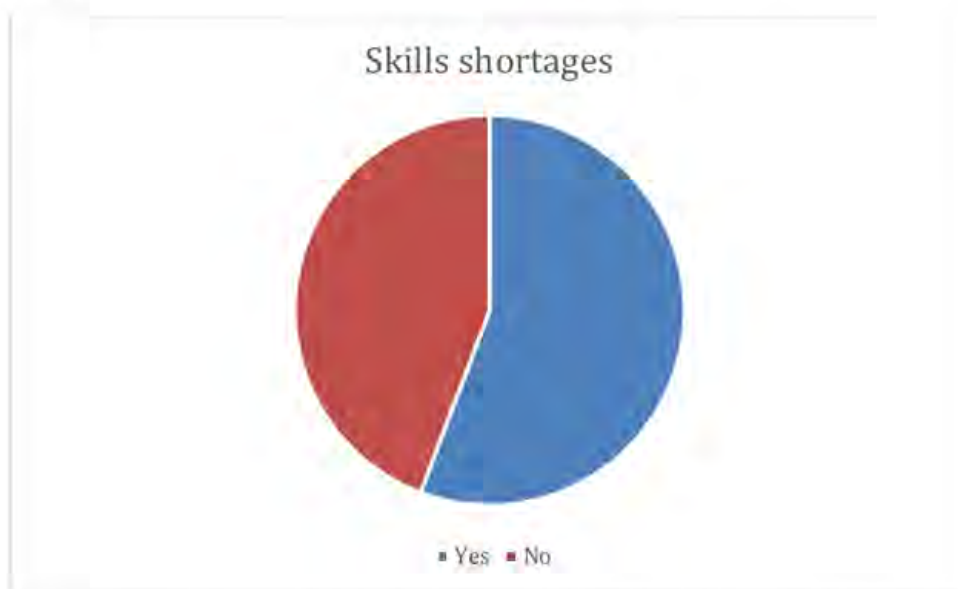
Respondents primarily prefer virtual 1-2-1 delivery of mentoring support as reflected in the 48.6% result. This could be due to the time efficiencies on travel or indeed the added physical protection which online mentoring provides whilst we emerge from the pandemic.

However, this is closely followed by 37.1% stating their preferred delivery is face-to-face 1-2-1 mentoring, which would certainly assist with building rapport between the participant and mentor.



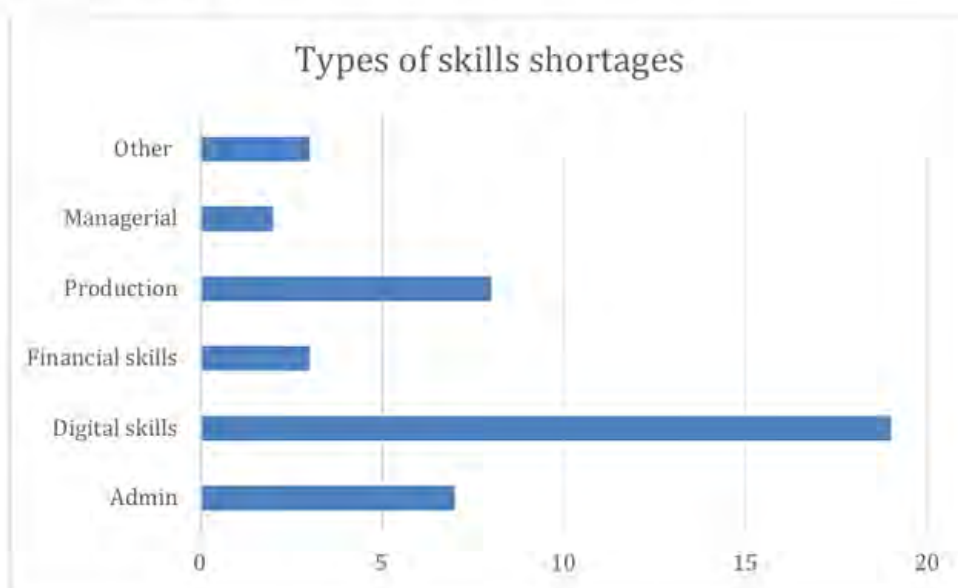
Workshops were the preferred method for 11.4% and only 2.9% cited networking events as their choice. This potentially shows that virtual fatigue has not yet peaked for all participants if they are not keen to get back to attending workshops or networking events.

3.10 Skills shortages



A staggering 55.8% of respondents have experienced skills shortages in their respective businesses. The following point details the types of skills shortages experienced.

3.11 Types of skills shortages





The overwhelming skills shortage by respondents relates to digital skills, with 36.5% choosing this option. Followed by production/line operatives (15.4%) and Administration (13.5%).

Financial skills and managerial skills accounted for 5.8% and 3.8% respectively. The "other" types of skills referred to are:

- Sales
- Front of house employees/waiters and bar staff
- Welding and fabrication

Whilst it is disappointing that the businesses have experienced skills shortages, this particular point could be investigated further to establish the route the employees took to employ staff and if they engaged with any of the local training providers.

Regional colleges are providing courses in the majority of skills shortages provided, namely:

- Digital Skills
- Administration skills
- Financial skills
- Management skills
- Welding and fabrication skills

Additionally, Newry, Mourne and Down District Council's work regarding the Labour Market Partnership under the strategic objective of Skills and Employability will assist in addressing specific regional skills shortages. The Labour Market Partnership is a new initiative with an anticipated launch in Winter 2021.

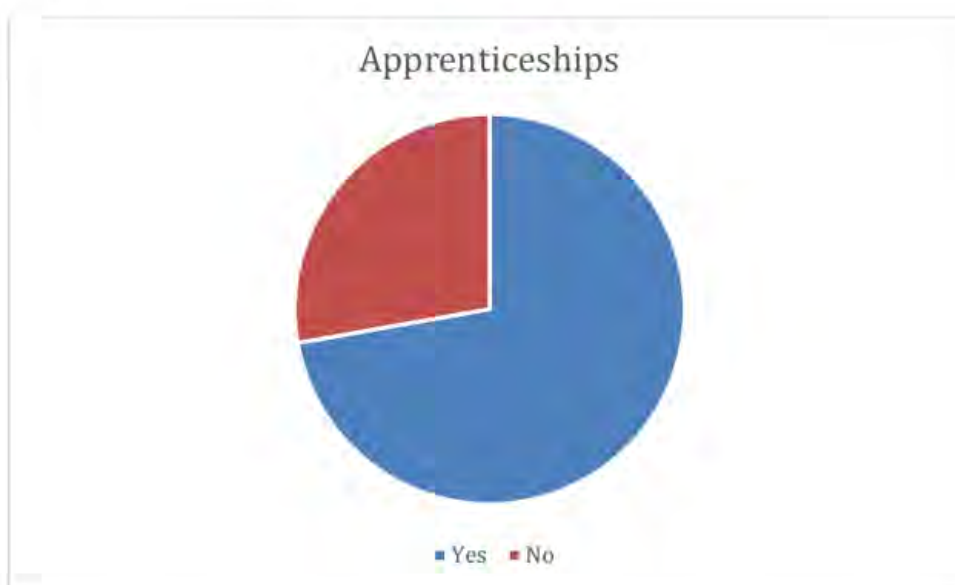
3.12 Recruitment





Positively 61.5% of respondents are planning on recruiting new employees within the next 12 months. This is yet another hopeful sign that businesses are experiencing recovery and are willing to invest in new employees.

3.13 Apprenticeships



Of those respondents who plan to recruit new employees within the next 12 months, 72% would consider recruiting an apprentice through an Apprenticeship Programme. This positive response is evidence of the value employers place on apprentices and the support they themselves could receive from the apprenticeship provider.

Furthermore, it shows that details of Apprenticeship programmes need to be shared and promoted to potential employers regularly to ensure such a pathway is a potential route to develop skills and ensure business needs are met. Apprenticeships need to be promoted to local businesses as a viable option.

3.14 Apprenticeship concerns

Of the 28% of respondents planning to recruit a new employee within 12 months but are unwilling to consider recruitment of an apprentice through an appropriate Apprentice Programme, outlined the following concerns:

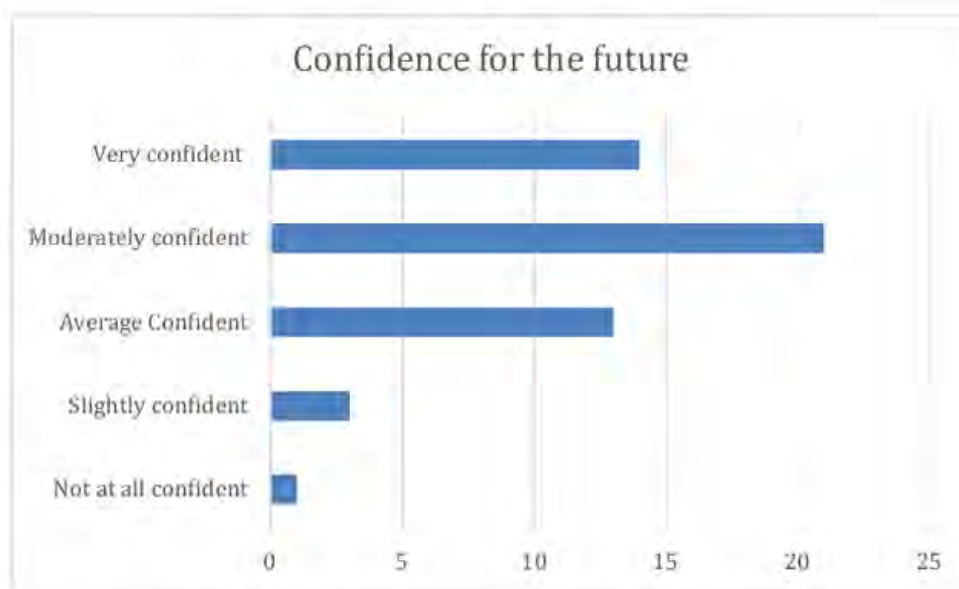
- We have used it previously.
- Too bureaucratic and driven by colleges. Reduces our authority and makes management difficult for our joiners. Also, our material is not standard material and may not be transferable to joinery generally.



- We require specialist trained employees, perhaps if we had more employees and could resource training an apprentice this might be interesting.
- Covid
- Red tape.
- Need to increase sales to be able to afford the costs of an apprentice.
- The time it takes to manage them.
- Don't have a suitable placement in terms of hours to roles.
- Had an apprentice who had little to no interest in learning and just didn't seem to grasp what was required despite several months training.
- Having an apprentice that you are relying on that doesn't show up for work, isn't motivated and that takes up a lot of time training.

These responses would suggest that a small number of employers with their previous experience of apprenticeship programmes are not advocates of Apprenticeship Programmes for various reasons. This is an area which could be discussed with apprenticeship providers to ensure mechanisms are adapted so that apprenticeship schemes operate to the benefit of both the employer and the apprentice. Apprenticeships need to be promoted to local businesses as a viable option.

3.15 Confidence



Positively 40% of respondents are moderately confident about the future of their business within the next 12 months. Followed by 27% who are very confident and 25% who are confident. These combined results of 92% are reassurance that local businesses throughout the Newry, Mourne and Down District Council area are feeling hopeful in the short to medium term.

Only a combined 8% are slightly or not at all confident for the future of their business within the next 12 months. These particular respondents are from the Services; Accommodation and



Food; Retail; and Education sectors and all have cited in some form that their concerns are regarding Covid-19 and the restrictions which were in place when the survey was completed.

3.16 Challenges

Respondents had the opportunity to list the top 3 challenges facing their business within the next 12 months, raw data responses are outlined in appendix 2.

Given the vast array of responses to this open-ended question, a further analysis shows the challenges outlined by respondents can be categorised into:

- Staffing/skills
- Finance/costs
- Legal/operational
- Sales/marketing
- Economy/strategy/growth
- Covid-19/Brexit
- Infrastructure/location



As shown in the chart above the top 3 challenges facing local businesses within the next 12 months relate to:

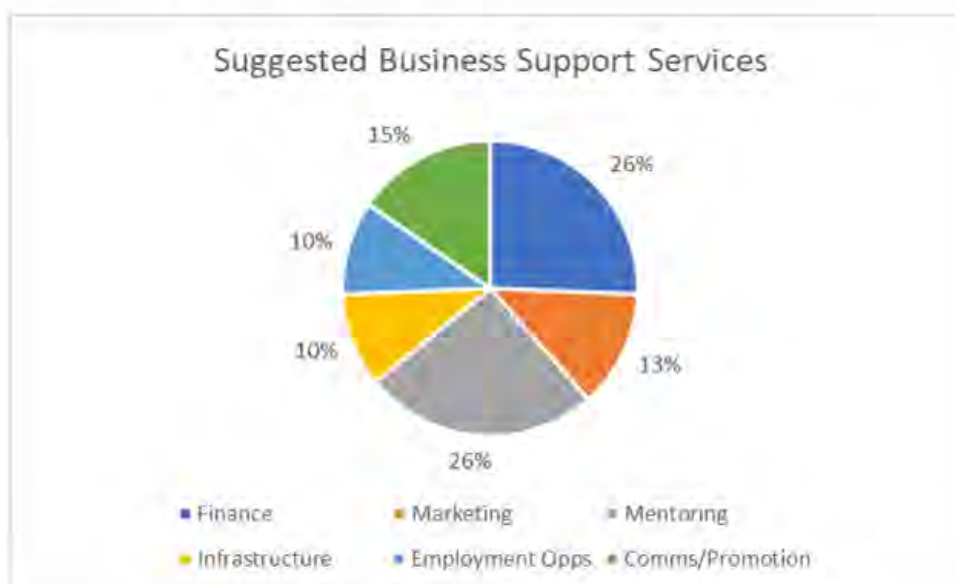
- 1 Sales and marketing - 33%
- 2 Finance and costs – 19%
- 3 Staffing and skills – 16%



3.17 Business Support Services

When asked for other suggestions as to how NMD Business could provide an enhanced business support service to assist with the development and growth of their business, respondents provided an array of answers, available at appendix 3.

Based on the varying open-ended responses, there are certainly issues outlined which NMD Business are already providing; issues which are not within the remit of NMD Business, however some could be escalated to the appropriate department/authority; and other issues which could be investigated further with a view to being adopted as part of the delivery to enhance the business support services currently offered.

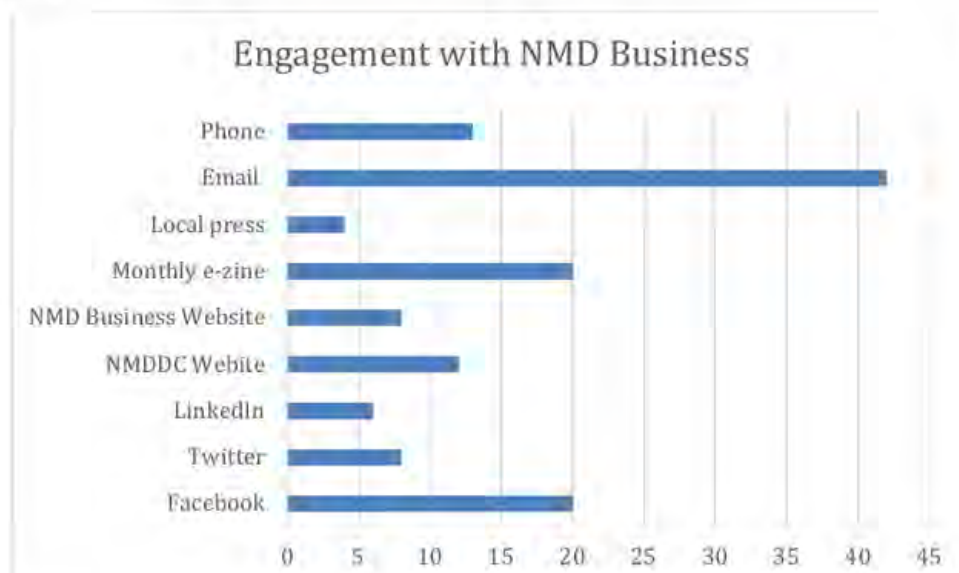


As outlined in the chart above the main categories of suggested business support services required specifically relate to:

- Finance
- Marketing
- Mentoring
- Infrastructure
- Employment Opportunities
- Communication/promotion



3.18 Engagement



The most popular engagement method with NMD Business is via email at 42%; followed jointly by the monthly ezine and Facebook at 20% each.

Given the findings show a level of engagement with each of the methods outlined, NMD Business will continue to disseminate information to local businesses through all of the channels mentioned.

It is interesting to note all the channels selected, with the exception of one, being local press, are all digital platforms. The traditional platform of local press was the least selected communication method of the respondents.

3.19 Further discussion

Positively 65% of respondents provided their contact details to further discuss business support initiatives and/or Apprenticeship programmes currently available through NMDDC.

NMD Business will follow up with those respondents who provided their contact details.

This will allow for further discussions and to build up a rapport between Newry, Mourne and Down District Council and the local business community.



4.0 CONCLUSION

Overall, the survey has produced positive responses from local businesses throughout the Newry, Mourne and Down District Council area, primarily that 65.4% are willing to seek financial support to develop their business. In the main, 34.6% of funding will be sought to assist with capital cost; and 30.8% towards training and skills development in the short to medium term. Of those seeking financial support, 28.8% sought will be towards operational costs.

Positively the majority of respondents 63.5% will be seeking mentoring support within in next 12 months, particularly in the areas of strategic planning (36.5%); marketing (32.7%); and sales development (23.1%).

Of those seeking mentoring support 48.6% would prefer virtual 1-2-1 delivery, followed by 37.1% preferring face-to-face in person mentoring and workshops preferred by 11.4%.

Reassuringly, the majority of businesses, 61.5% are planning on recruiting additional staff in the short to medium term and 72% of these respondents would consider an apprentice.

However, the issue of skills shortages, experienced by 55.8% of respondents, particularly in digital skills (36.5%); Production (15.4%); and Administration (13.5%), and business owners past experience of Apprenticeship Programmes is very much an area to be investigated further and discussed with the respective providers and partners.

The issue of staffing and skills is third (16%) in the top 3 challenges facing businesses in the Newry, Mourne and Down District Council area; with finance and costs being the second (19%); topped by sales and marketing being cited as the number one challenge (33%) in the next 12 months.

Businesses continue to reach out to Newry, Mourne and Down District Council for assistance, therefore as a result of the findings, the topics, delivery methods and provisions available will be promoted by NMD Business to ensure timely support is readily available to the local business community. The methods of communication to local businesses will mirror the respondents preferred methods of email (80%); ezine (38.5%); and Facebook (38.5%) along with other communication channels.

With an overwhelming 92% of respondents at some level confident for the future of their business, the findings are an endorsement of the dedication and drive of our indigenous businesses to develop, post pandemic and emerge with vigour and determination.



5.0 RECOMMENDATIONS

Key recommendations categorised in accordance with the Regeneration and Economic Development 3 main strategic priorities are listed below.

5.1 Entrepreneurship, Growth and Innovation

1. Focus on the mentoring support available to the local business community to grow their businesses through the current suite of business development programmes with particular attention to assisting with the anticipated challenges identified.
2. Continue to promote the current supports offered, with particular attention given to the key topics identified in the findings such as:
 - strategic planning
 - marketing
 - sales development
3. Identify suitable financial assistance for local businesses and continue to promote the same for the purposes of assisting with capital costs and training and development costs.

5.2 Employability and Skills

1. Continue to work in collaboration with regional colleges in identifying skills gaps and measures to address any shortages through the promotion of for example suitable Apprenticeship pathways.
2. Establish a Labour Market Partnership to address issues of local business regarding assessing business needs; reskilling and upskilling the labour force; and showcasing local indigenous businesses.

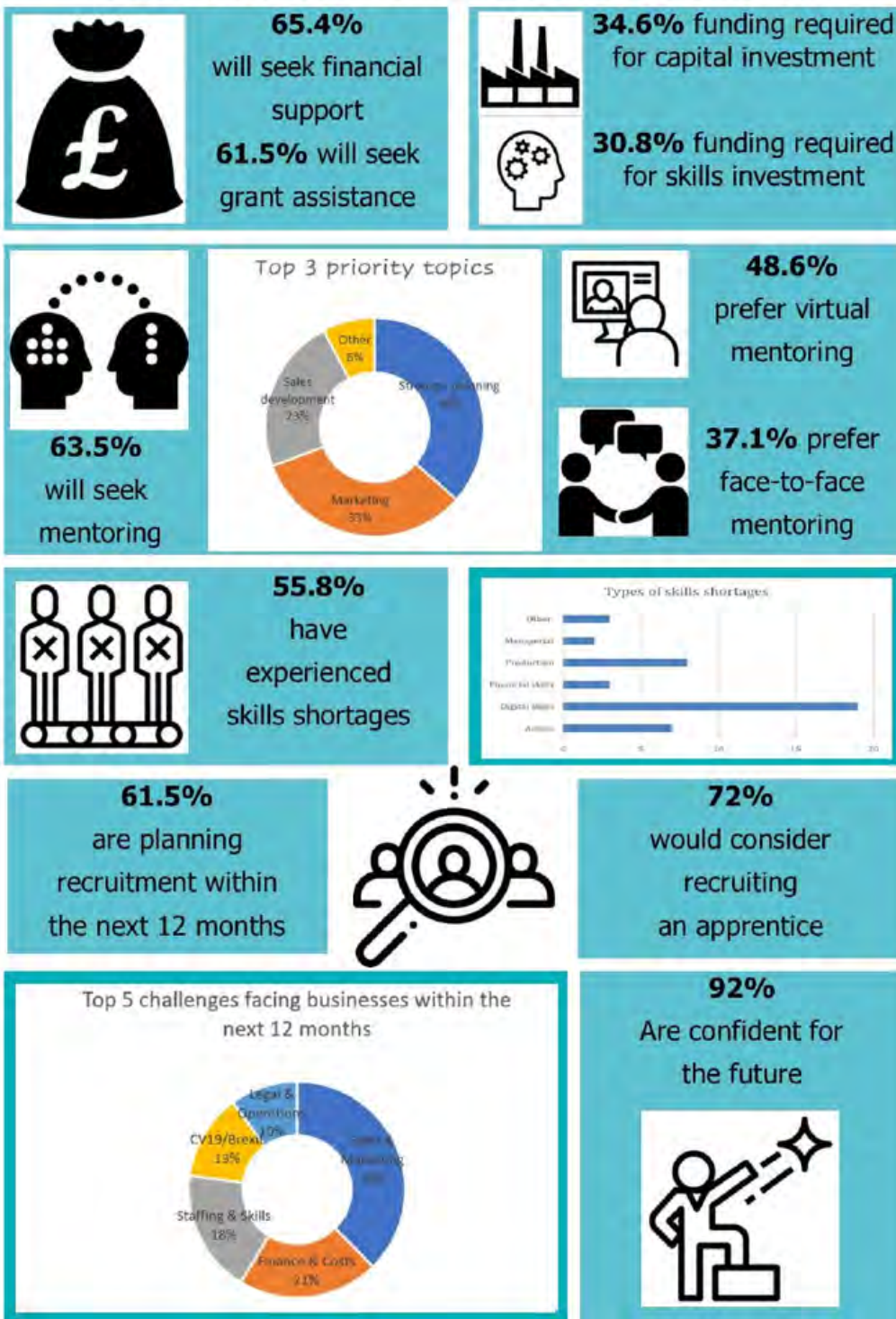
5.3 Regeneration and Modern Infrastructure

1. Ensure continued communication with the business community throughout the Newry, Mourne and Down District area regarding regeneration and infrastructure.
2. Promote available funding to assist with the regeneration of our local villages, towns and city.



APPENDIX 1 – INFOGRAPHIC

NMD BUSINESS SURVEY FINDINGS SEPTEMBER 2021





APPENDIX 2 - CHALLENGES

Respondents detailed the challenges facing their business within the next 12 months as:

- Labour costs; Red tape strangulation; Centralisation in Newry
- Finance; Dev resources; Time management
- Keeping social media channels updated; Attracting overseas visitors; Being able to manage workload by myself
- Market conditions
- Marketing
- Planning strategy and growth; Sales and marketing; Staffing
- Apprentice recruitment; Skilled worker recruitment; E-commerce/social media development
- Lockdown hit us hard and we have struggled to survive – we are hoping that things will pick up now that restrictions are easing
- South Armagh broadband is terrible; Roads are appalling; Transport to South Armagh is terrible
- Investment; Brand awareness; Digital awareness
- The economy and its direct impact on the construction sector; The cost of insurance; The absence of a good mobile signal, this has always negatively affected my business
- Material supplies; Workspace; Skills
- Footfall; Current restrictions; What is going to happen if we have to close again
- Covid restrictions; Increased costs; Lack of consumer confidence
- Digital marketing; Cross border trade; Management
- Larger digital competition; Skilled labour; Restrictions
- Finding substantial work
- Whether the long-term effects of the pandemic will still affect my business; Finding finance to update my equipment
- Parking access; Business turnover#
- Rezoning land to accommodate retirement homes; Encouragement for inward investment to small towns outside of Newry; Employment is a major factor to survival; Superfast fibre broadband to all homes and businesses so no one is disadvantaged or excluded from progress due to where they live or work
- Inflation; Further Brexit red tape; recruitment
- Another lockdown; Cashflow; Increase in running costs
- Increasing sales; Increasing marketing reach; Financial sustainability
- Establishing routes to market within GB/NI/ROI; Dealing with HRC; Developing an export business
- Stock supply and price; Staff and HR; Banking charges
- CV restrictions returning; Competition within marketplace; Marketing
- Securing new business; Cash management
- Economical



- Flags; Finance; Covid
- It will be challenging to maintain a full service to our customers during the time of the pandemic but if there are no further closures, we are confident of the support of all members
- Staff recruitment; Provision of training in a busy environment; Increasing costs
- As a food delivery business, it is very hard to recruit reliable drivers to cover daily shifts
- Staying ahead of the competition; Developing a greater share of the UK market; Selling myself and product with confidence
- Footfall; Spending; Trends
- Capacity; Skills; Time management
- Restrictive guidelines
- Covid uncertainty within retail resulting in delay purchasing decisions; Finance
- Increased operating costs; Falling sales in the print sector; Competition from online providers
- Cash flow; Government legislation on green energy; New customer advertising costs
- Time spent on marketing; Time spent learning and implementing marketing processes; Time spent on implementation of digitising programmes
- Getting grants for growth
- Material costs
- New business; Cash flow; Premises
- Lack of resources specifically staff shortages, equipment shortages and suitable vehicles to purchase; Financial combination of slow payments from clients and high hiring costs; Continual growth is putting pressure on cashflow; Uncertainty of the work/lack of contracts. Contacts are coming up for tender, but staff have a lack of experience in the tendering process.
- New business
- Recruitment; Tourism; Covid 19
- Parts supply; Labour supply; Speed of payment
- Recruiting experienced welders and fabrications; Improving manufacturing and production efficiency; Cashflow to support increased sales growth through bespoke projects
- Staff shortages; Staff skills; International travel impacted by Covid
- New projects; Training and Development opportunities; Continual improvement



APPENDIX 3 – ENHANCED BUSINESS SUPPORT SERVICES

When asked for other suggestions as to how NMD Business could provide an enhanced business support service to assist with the development and growth of their business, respondents stated:

- Network with finance professionals like accountants who deal with hundreds of clients.
- I'm not very confident with social media and would need someone to teach me the very basic skills to be able to post on my sites.
- Advice
- I would benefit greatly from 1 to 1 business mentoring from someone within arts and culture, education, or tourism over the coming year to support my business in the start-up period. Access to or advice on start-up business premises would be very useful and it would signpost to opportunities to obtain grant funding and help with accessing suitable funding.
- Look at all services throughout South Armagh
- Promotion of company online presence
- Support the local economy by encouraging the local council and attendant agencies (roads, water, nature) to make faster planning decisions and be much more supportive of small businesses. Newry's survival as a viable town depends on this. Without local work many people will leave the area.
- Mentoring support provided was very helpful post covid – would love some more of that please.
- Warrenpoint is very much in the background and needs to have more advertising also talking about a one-way system would destroy the businesses in Warrenpoint. Businesses should have a say in this i.e., have a meeting with NMDDC and kept up to date with what is happening.
- We are new to the business community and would appreciate any training, help, support, or guidance
- Online and marketing support
- Open up the procedures for how you procure architects for public works. Quality over cost, and more realistic requirements in terms of turnover and PI.
- I offer photography workshop classes to various groups – if there were financial support to help purchase a projector and screen it would mean that I could take my talks/workshops on the road as well as use other means of communication such as Zoom.
- How can we get a closer link with further education colleges to bring people into work.
- Use my business and similar bone fide news websites in the council area to reach out in a constructive way to their readership i.e. support the channels that are already established small businesses that seek more support from Council which in turn will benefit the wider business sector.
- The small rural grant is very helpful. We have received one which was very useful and could identify other projects which would make a huge difference to us. We could also



do with help in marketing our products for export. Not mentoring as that seems to be more of a box ticking exercise by mentors.

- Definitely require marketing and social media help.
- Small grant scheme to enhance product
- Rates support
- Need to bring overseas staff shortage of staff (chefs) is the big challenge for hospitality.
- Reopening grants
- Having the availability of people to talk to is important. The issue of getting through your automated system to talk to someone is an issue and is frustrating only because the service provided when eventually reaching an employee has been very satisfactory.
- The support we have availed of has been very good.
- I would like to see more businesses signing up to our food delivery service and more customers using the delivery service.
- I need advice and small funding to produce a video. My main customer is in the Social care field in the UK. To increase my market share I need to sell myself. Larger NGOs tend to follow my initiatives however they have a budget and team to reach out to more organisations.
- Practical support is the most useful of business support that can be provided.
- Lifting restrictions my business would be thriving having now to turn away clients daily.
- Newry and Mourne has a plethora of successful business people who have been there and done it, it would be better if possible if you could attract some of these to volunteer their time to mentor aspiring businesses. I know it is challenging but it would create far more value to those businesses wanting to grow beyond Newry and Mourne. Marketing experts, exporting experts, business growth experts and similar experts can only get you so far if they have never actually done it with their own business before. The support NMDDC provide is brilliant don't get me wrong, but nothing beats advice and support from successful business people.
- A property and shopfront enhancement grant/scheme, removal of commercial rates for small businesses until the fallout from Covid and re-building of local business has been verifiably established. A scheme for shop owners to convert the upper floors of their property or vacant property into living accommodation to increase the town centre population. More hotel accommodation in the city centre. Promotion of a café culture. Street markets at Christmas, Summer and Halloween. Support and promotion for local producers of craft style products, farmers market style i.e., bread, confectionery, cheese, vegetables, meat, anything else made and sold locally would have a low carbon footprint.
- Additional funds for marketing and advertising.
- Although I am nearing one year in business, I was frustrated to find I couldn't access some programmes due to only being in my first year. Most of the help and assistance from programmes is vital within the first year.
- We are a gymnastics and trampoline club looking to grow to a size where we can afford to lease a permanent facility. Need to plan the interior of the facility. Cost it, then apply for capital grants to cover the cost.

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



Comhairle Ceantair

an Iúir, Mhúrn agus an Dúin 117

Newry, Mourne and Down
District Council

- More start-up business units.
- I used mentoring support previously and found this really helpful. Not sure if a business can avail of this on more than one occasion. Would be helpful to have support communicated better.
- 1-2-1 virtual calls to check in with the business would be helpful.
- It would be great to see financial courses for business owners and more promotion of local businesses in the area.

Report to:	Enterprise Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	DAERA Rural Business Development Grant Scheme 2021
Reporting Officer (Including Job Title):	Jonathan McGilly Assistant Director - Enterprise, Employment & Regeneration
Contact Officer (Including Job Title):	Patricia McPolin Business Intelligence Officer

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

For decision	For noting only	X
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1.0	Purpose and Background															
1.1	<p><u>Purpose</u> To note the update provided on the Rural Business Development Grant Scheme 2021 regarding application numbers and total grant value awarded</p> <p><u>Background</u> NMDDC have administrated the delivery of 2 Rural Business Development Grant Schemes in 2019/20 and 2020/21 funded by The Department of Agriculture, Environment and Rural Affairs (DAERA). The grant aid awarded over the last 2 financial years is as follows:</p> <table border="1"> <thead> <tr> <th></th> <th>Grant aid awarded</th> <th>Businesses receiving Grant</th> </tr> </thead> <tbody> <tr> <td>2019/2020 – pilot scheme</td> <td>£70,667.99</td> <td>19</td> </tr> <tr> <td>2020/2021</td> <td>£165,749</td> <td>59</td> </tr> <tr> <td>2021/2022</td> <td colspan="2">Underway</td> </tr> <tr> <td>Total</td> <td>£236,4163.99</td> <td>78</td> </tr> </tbody> </table> <p>Delivery of a 3rd Rural Business Development Grant Scheme for 2021 is currently being administered by NMDDC.</p>		Grant aid awarded	Businesses receiving Grant	2019/2020 – pilot scheme	£70,667.99	19	2020/2021	£165,749	59	2021/2022	Underway		Total	£236,4163.99	78
	Grant aid awarded	Businesses receiving Grant														
2019/2020 – pilot scheme	£70,667.99	19														
2020/2021	£165,749	59														
2021/2022	Underway															
Total	£236,4163.99	78														
2.0	Key issues															
2.1	<p>Funded under the Department of Agriculture, Environment and Rural Affairs' Tackling Rural Poverty and Social Isolation Programme (TRPSI), the Rural Business Development Grant Scheme 2021 aims to assist in tackling poverty and social isolation within deprived rural areas.</p> <p>The Rural Business Development Grant Scheme 2021 was designed to support rural micro businesses to develop, sustain and recover from the Covid 19 Pandemic whilst contributing towards the TRPSI's objectives of alleviating financial poverty by enhancing entrepreneurship and growth; and by supporting micro businesses in rural areas.</p>															

Capital grants up to £4,999 providing a maximum of 50% grant rate were available for applications from existing micro enterprises (less than 10 employees) based in rural areas of Newry, Mourne and Down District Council. Through this scheme, the capital grants will assist businesses in their recovery efforts by providing capital assistance funding for new equipment/machinery; computer equipment and software; e-commerce websites; and Covid-19 business recovery equipment. Eligibility criteria included applicants who had not previously received funding under the previous TRPSI schemes in 2019 and 2020.

The indicative budget for NMDDC was £137,500 to include administration costs, however given the positive response to applications within the NMDDC area a higher budget was secured of £212,000 which enabled Council to award grants to those successful applications.

APPLICATIONS	TOTAL VALUE
140 applications received	N/A
89 applications assessed as eligible (Eligible applications, received before the deadline and containing all necessary documentation)	N/A
79 Letters of Offer issued (To applicants who scored above the 65% threshold at assessment stage)	N/A
68 Letters of Offer accepted (Applicants who wish to proceed with their project as outlined in their respective schedule of expenditure)	£212k

Next Steps:

- All projects must be completed, paid for by applicants, and cleared through their bank account by 17th December 2021
- All claims must be submitted to Council with the necessary documentation by 14th January 2022
- Officers are currently processing claims as they are submitted

3.0	Recommendations
3.1	To note the update provided on the Rural Business Development Grant Scheme 2021 regarding application numbers and total grant value awarded
4.0	Resource implications
4.1	No financial cost to Council other than current Officer resources.
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i>

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

HISTORIC**ACTION TRACKER SHEET****ENTERPRISE REGENERATION AND TOURISM COMMITTEE****(For Noting at ERT December 2021)**

121

ITEM	SUBJECT	DECISION	REFERRED TO	ACTION TAKEN	REMOVE FROM ACTION SHEET Y/N
		October 2019			
ERT/138/2019	CARLINGFORD LOUGH GREENWAY	<p>(a) The Council proceed to commence the PQQ contractor procurement stage for the Northern section of the Carlingford Lough Greenway.</p> <p>(b) Council Officers to update Councillor McMurray regarding plans for Greenways at Comber/Downpatrick.</p>	J McGilly	<p>Negotiations ongoing with landowners and funder. Revised submission submitted to funders May 2020. Planning submitted and awaiting decision. SEUPB considering additional funding bid. Economic appraisal completed and with SEUPB and DfI</p>	N

ITEM	SUBJECT	DECISION	REFERRED TO	ACTION TAKEN	REMOVE FROM ACTION SHEET Y/N
		(AUGUST 2020)			
ERT/095/2020	CAR PARK BANN ROAD CASTLEWELLAN	To progress the proposed redevelopment of the Bann Road parking area in collaboration with DFI and approve the submission of a planning application for a change of use for the area concerned.	C Jackson	Seeking committee approval for increased costs – to be considered at Dec 2021 ERT	N
		SEPTEMBER 2020			
ERT/129/2020	(Historic Action) NEWCASTLE HARBOUR	A paper be brought to a meeting of the Enterprise Regeneration & Tourism Committee Meeting outlining proposals to move forward with the regeneration of Newcastle Harbour.	J McGilly	Work in progress, Following September ERT Working group to be established to progress in line with Master plan review for Newcastle	N
		(JANUARY 2021)			
ERT/010/2021	WARRENPOINT FRONTSHORE PR SCHEME	1. Members area asked to accept the broad Concept Design proposals as presented by AECOM, with suggested adjustments and proceed to a Consultation Process in early 2021.	J McGilly	Scheme consultation launched April 2021	N

ITEM	SUBJECT	DECISION	REFERRED TO	ACTION TAKEN	REMOVE FROM ACTION SHEET Y/N
		<ol style="list-style-type: none"> 2. Officers report on feedback from the consultation process to the Task and Finish Group, before proceeding to finalise the design for submission to planning. 3. Officers complete and submit the Economic Appraisal to Council and the Department For Communities for consideration of the funding package for the scheme. 4. Members approve the Business Case to carry out a Site Investigation Survey and other smaller surveys costs as required to prepare for the planning submission. 5. Once completed officers will present the DFI One Way system proposal for Warrenpoint at a future meeting of Crotlieve Cllrs in early 2021. 		Scheme approved following consultation now moving to submit planning and complete Economic Appraisal	
		(MARCH 2021)			
ERT/051/2021	WARRENPOINT BATHS	<ol style="list-style-type: none"> 1. Council continue to ensure that ongoing measures are taken to monitor and address Health and Safety concerns as they arise at the existing Baths Structure. 2. Council officials to continue discussions with potential funders given the development of new funding programmes - Peace Plus; Shared Prosperity Fund; NLHF, Tourism NI, etc, based on the 	J McGilly	Cavanagh Kelly currently working on SOC for project as approved for planning Draft report due mid September	N

ITEM	SUBJECT	DECISION	REFERRED TO	ACTION TAKEN	REMOVE FROM ACTION SHEET Y/N
		<p>development of the facility as per the planning approval that is currently in place on the site.</p> <p>3. Council officials proceed with appointment of a consultancy team to prepare a business case / economic appraisal on the existing Council approved scheme based on the Planning approval in place for the Warrenpoint Baths site.</p>			
ERT/093/2021	LEVELLING UP FUND	<p>1. The Council do not submit an application in the current call for 18 June 2021 Levelling Up Fund, but explore and develop initiatives that best fit the criteria utilising the Development fund that will become available early summer.</p> <p>2. In respect of CRF, the Council explore potential joint funding bids with FE sector aligned to economic development and regeneration strategy.</p>	J McGilly	Work in progress	N
		(AUGUST 2021)			
ERT/136/2021	NOTICE OF MOTION RE: MOTORHOME STRATEGY	To note the contents of Report dated 09 August 2021 from Mr A Patterson, Assistant Director Tourism, Culture & Events, and to approve for officers to	A Patterson	In progress	Y

ITEM	SUBJECT	DECISION	REFERRED TO	ACTION TAKEN	REMOVE FROM ACTION SHEET Y/N
		<p>consult with several key stakeholders to inform the development of the Terms of Reference for a future Motorhome Strategy for the District.</p> <p>To amend the wording of the Notice of Motion to read:</p> <p><i>" With the ever increasing numbers of Motorhome owners and campers opting to use car parks and other locations for overnight stays in Newcastle, Council acknowledge the signs of tension that are now growing between local residents and those wishing to use public spaces for overnight stays. Council recognise that freedom camping has become unsustainable at some key areas. In turn this is placing operational and environmental pressure on visitor attractions originally designed for day time recreational use only. Council develop a public space overnight stay strategy which includes both</i></p>			

ITEM	SUBJECT	DECISION	REFERRED TO	ACTION TAKEN	REMOVE FROM ACTION SHEET Y/N
		<i>motorhomes and tents for Newry Mourne and Down Council region, encompassing Newry and the main towns, villages and rural areas."</i>			
ERT/137/2021	NOTICE OF MOTION RE: REVIVAL OF DOWNPATRICK TOWN CENTRE	<p>To note Report dated 09 August 2021 from Mr J McGilly, Assistant Director Enterprise, Employment & Regeneration, and proceed as follows:</p> <ul style="list-style-type: none"> ▪ Officers carry out a detailed options appraisal in partnership with local elected Members and business representatives, looking at the most suitable option going forward, that best represents the need of the Town Centre. ▪ Report back to the ERT Committee with findings of the options appraisal exercise. 	J McGilly	Work in progress. Follow p meeting held with Downpatrick Councillors. Survey of key stakeholders to be undertaken	n
		(SEPTEMBER 2021)			

ITEM	SUBJECT	DECISION	REFERRED TO	ACTION TAKEN	REMOVE FROM ACTION SHEET Y/N
ERT/178/2021	SUBMISSIONS TO DFI RE: GREENWAY AND ACTIVE TRAVEL PROJECTS	<p>Given their importance to the District's tourism industry, Task and Finish Working Groups be set up for:</p> <ul style="list-style-type: none"> - Development of Greenways - Newcastle Harbour <p>An update be provided to Councillor Stokes regarding the application in respect of Newry Greenway.</p>	J McGilly	Work in progress	N
		(OCTOBER 2021)			
ERT/183/2021	LABOUR MARKET PARTNERSHIP	<p>a) To note that Council have prepared and submitted to the Department for Communities, a Strategic Assessment and Action Plan for implementation of a Labour Market Partnership (LMP) across the District.</p> <p>b) To approve the Business Case for the Labour Market Partnership Action Plan.</p> <p>c) To approve that Council now procure and appoint external delivery agents to implement the range of initiatives outlined in the business case, and approved for funding by Department for Communities.</p>	J McGilly	Work in progress	n

ITEM	SUBJECT	DECISION	REFERRED TO	ACTION TAKEN	REMOVE FROM ACTION SHEET Y/N
		<p>d) To approve the acceptance of Department for Communities Letters of Offer for Labour Market Partnership / Skills and Employability activity, including administration and operational costs.</p> <p>e) To approve the development and submission of a Labour Market Partnership Strategic Assessment & Action Plan for the 2022/2023 financial period, with details on same to be tabled at a further meeting of Council.</p>			
ERT/185/2021	REPORT OF WARRENPOINT FRONT SHORE PUBLIC REALM SCHEME TASK & FINISH – 05/10/2021	<p>To accept the following recommendations arising from the Warrenpoint Front Shore Public Realm Scheme Task and Finish Steering Group Meeting held on Tuesday 05 October 2021:</p> <ul style="list-style-type: none"> • To extend the Public Consultation process for the proposed Breakwater Scheme. • To note the Task & Finish Steering Group are in agreement to proceed based on a phased approach, to the overall delivery of a Warrenpoint Front Shore / Breakwater Public Realm Scheme. • A separate report on the project and it's 	J McGilly	Work in progress	n

ITEM	SUBJECT	DECISION	REFERRED TO	ACTION TAKEN	REMOVE FROM ACTION SHEET Y/N
		<p>cost options, to be take to the next Meeting of the Council's Strategic Finance Working Group.</p> <ul style="list-style-type: none"> The project proceeds to RIBA Stage 4 with it's Consultants, to ensure that the contractor for Phase 1 is appointed and in place to meet the required funding commitment. 			
ERT/189/2021	EXEMPT: ST PATRICK'S DAY 2022	To approve recommendations contained in Report dated 11 October 2021 from Mr A Patterson Assistant Director Tourism Culture & Events, to deliver St Patrick's Day parades and associated events in March 2022.	A Patterson	In progress	Y
END					

Report to:	Enterprise, Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	Update: Visit Mourne Marketing Plan 2021-23
Reporting Officer (Including Job Title):	Andy Patterson Assistant Director Tourism, Culture and Events
Contact Officer (Including Job Title):	Michelle Boyle, Head of Product Development & Visitor Experience

For decision	For noting only	x
1.0	Purpose and Background	
1.1	<p><u>Purpose</u> To note the contents of this paper on the Tourism Marketing Plan for the district for 2021-23.</p> <p><u>Background</u> Council launched a new destination website www.visitmournemountains.co.uk in April 2021. The Council's Tourism Marketing Plan has been updated for 2021-23 with the main objective of promoting the local tourism industry & visitor experiences within the district.</p>	
2.0	Key issues	
2.1	<p>Due to the COVID-19 pandemic, there are a number of key challenges facing the Tourism sector however having this marketing plan will continue to drive the success of the district's tourism growth.</p> <p>Overview The Tourism Marketing Plan has three main objectives, as follows: 1) Position the district as a premier Tourism destination on the island of Ireland, through campaigns in Northern Ireland and Republic of Ireland markets 2) Position the district as a sustainable Tourism destination 3) Build loyalty amongst visitors to the district</p> <p>Two key performance indicators included in the plan are an increase in visitor spend and duration of stay within the Newry, Mourne and Down district however this will need to be viewed in the context of the pandemic.</p> <p>The Marketing Plan will mirror the activity of Tourism NI and Council will continue to work closely with TNI on supporting the 'Embrace a Giant Spirit' brand. Set in the context of Northern Ireland (NI), Tourism NI research conducted in Summer 2021, tells us that consumer confidence is increasing and that amongst NI</p>	

	<p>residents, 33% are considering a day trip, 27% a short break and 15% a longer break in Autumn/Winter. There is also an increase in visitors from the Republic of Ireland and during the Summer 2021, 48% of ROI visitors were doing so for the first time which is very encouraging, given our positioning.</p> <p>Looking ahead to Spring and Summer 2022, priorities for Tourism in this area focus on the mountains, myths and maritime. In doing so, Visit Mourne is perfectly positioned to promote outdoor spaces and all the parts that make us unique, alongside Tourism NI under the 'Embrace a Giant Spirit' brand.</p> <p>Giant Experiences will form a large part of our plan going forward as we work with the Tourism industry through the COVID-19 recovery and create immersive experiences connecting visitors with the locals, the landscape and our culture.</p>
3.0	Recommendations
3.1	To note the contents of this paper on the Tourism Marketing Plan for the district for 2021-23.
4.0	Resource implications
4.1	Budget for marketing activity profiled in annual ERT Departmental Budgets.
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p> <p>The policy (strategy, policy initiative or practice and / or decision) will be subject to equality screening prior to implementation <input type="checkbox"/></p>

5.3	<p>Proposal initiating consultation N/A</p> <p>Consultation will seek the views of those directly affected by the proposal, address barriers for particular Section 75 equality categories to participate and allow adequate time for groups to consult amongst themselves <input type="checkbox"/></p> <p>Consultation period will be 12 weeks <input type="checkbox"/></p> <p>Consultation period will be less than 12 weeks (rationale to be provided) <input type="checkbox"/></p> <p><i>Rationale:</i></p>
6.0	<p>Due regard to Rural Needs (please tick all that apply)</p>
6.1	<p>Proposal relates to developing, adopting, implementing or revising a policy / strategy / plan / designing and/or delivering a public service</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>Rural Needs Impact Assessment completed <input type="checkbox"/></p>
7.0	<p>Appendices</p>
	<p>PDF copy of the Visit Mourne Marketing Plan 2021-23</p>
8.0	<p>Background Documents</p> <p>N/A</p>



**Mourne
Mountains
& Ring of Gullion**

VISIT MOURNE

TOURISM MARKETING PLAN 2021 - 23

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01
EXECUTIVE
SUMMARY

EXECUTIVE SUMMARY

The outlook for tourism in Northern Ireland is optimistic, with predictions that a return to 80% of 2019 levels could be achieved by the end of 2022.

While the Covid-19 pandemic has, and will continue to, impact the Visit Mourne destination, the possibility to rebuild the value of tourism through the opportunity now offered by the staycation market is important.

Visit Mourne with its three Areas of Outstanding Natural Beauty supports sustainable travel, and offers opportunities to engage in the wealth of outdoor activities, geology, cultural and natural heritage the areas offer.

The emphasis will be on developing outstanding products and experiences that will differentiate the destination and ensure Visit Mourne is a strong component of the Northern Ireland Embrace the Giant Spirit brand.

This Marketing Plan will support the destination and local businesses to grow the value of tourism in a collaborative approach through delivering marketing campaigns and activities.

Having a clear 360 marketing plan that puts visitors front and centre, along with being fluid to allow for Covid-19 changes, will help drive the success of the destination through increased spend and increased length of overnight stays in Visit Mourne.

The tourism sector faces many challenges at the moment. However, with the region's current plans for UNESCO Global Geopark status and strong outdoor locations and activities, it positions the region well for attracting Northern Ireland and Republic of Ireland visitors now and Great Britain and international visitors in the future.

The new destination management platform for Visit Mourne Marketing will support the delivery of campaigns and marketing activities. It will enhance the customer experience in securing information on the destination, providing quality content using the strength of the Visit Mourne and Embrace A Giant Spirit brands.

Campaigns will mainly deliver content through digital and social media channels using market and audience insights to target the people most likely to be warm to the variety of experiences on offer. The use of video will be a key tool in inspiring visitors and engaging them with the region. The Council tourism team will work closely with strategic partners to provide a series of seasonal digital campaigns targeted at specific audiences in Northern Ireland and Republic of Ireland that will be future proofed for Great Britain and international markets.

The campaigns will drive potential visitors to the Visit Mourne website.

This Marketing Plan also sets out key trade and consumer events in which the Council, alongside industry colleagues, will represent the destination, engaging prospective visitors and inbound tour operators.





02 GOALS

WHAT WILL BE ACHIEVED THROUGH THIS MARKETING PLAN?

This Marketing Plan sets out to achieve the following objectives:

- 01**
Promote Visit Mourne as a premier destination on the island of Ireland.
- 02**
Support industry and our community to grow the value of tourism in a sustainable and responsible way.
- 03**
Inspire visitors to support our destination by experiencing more by extending their length of stay and spending more.
- 04**
Support seasonal extension and regional dispersal



WHAT SUCCESS LOOKS LIKE?

Achieving clearly defined key performance indicators to show what success looks like for the set objectives is central to this Marketing Plan, with 2 key indicators:

01

Drive increased spend within the district from visitors.

02

Increase the duration of stay by visitors within the district.





03 CONTEXT

CONTEXT

Several factors are affecting the travel and tourism market right now. Visit Mourne has situated the Marketing Plan within this context and is looking to exploit any opportunities to position the destination in the visitors' mind. The Marketing Plan has been informed by current research and detailed industry insights from domestic, national, and international markets.

COVID-19

Covid-19 has created challenging times for the tourism and travel industry, with countrywide lockdowns and travel restrictions creating uncertainty for the sector and visitors. The rollout of the vaccine across the UK and Republic of Ireland and travel opening up across Northern Ireland creates positive opportunities for the tourism sector in Northern Ireland. 33% of people believe they will not get abroad until 2022. (Guardian, 2021)

Tourism Northern Ireland's (TNI) April 2021 Consumer Sentiment Survey articulates that audiences in our key target areas are starting to get exploration confidence back, and we can capitalise on encouraging Visit Mourne's commitment to visitor safety. "Almost two-fifths (39%) believe the worst has passed, with an even more positive outlook among the 44 plus age group with no kids (47%), ABC1s (45%) and Natural Quality Seekers (44%)." (TNI)

MACRO-ECONOMIC FACTORS

Covid-19 has had major economic effects, with a number of businesses being closed and significantly affecting the tourism sector – along with having to adapt their business suitability in response to COVID-19. There is uncertainty for millions of people who have been on the furlough scheme or have lost their jobs due to the effects of the pandemic.

11.5M people in the UK have been on furlough during April 2020 to May 2021 cumulative. (Statista.com, 2021) There are a number of other outcomes to highlight, the strength of the pound to Euro rates, the successful rollout of the COVID-19 vaccine. It's important to note that with the UK formally leaving the European Union on 31 January 2020 (Brexit); it is imperative that this Marketing Plan paves the way for tourism recovery for the local industry.

RESPONSIBLE TRAVEL

"Consumers are increasingly seeking sustainable experiences and Northern Ireland is well placed to fulfil these needs and bring benefit to local businesses and communities alike. It is important that, as we plan for recovery, sustainable development is a core principle of everything that we do and we continue to invest in our visitor facilities and experiences to respond to these changing consumer expectations." (Tourism Recovery Action Plan, 2021, Tourism Northern Ireland)

As visitors seek sustainable experiences, Visit Mourne is ideally positioned to support sustainable opportunities and engage visitors in the wealth of outdoor activities, geology, cultural and natural heritage the region offers.

COMPETITION

There is significant competition from the staycation market throughout the island of Ireland and from Great Britain. Destinations across the globe have also experienced the impact of COVID-19, and as tourism opens up, they will be seeking a share in the market. Visit Mourne is perfectly placed as it borders the Republic of Ireland and can attract day visitors.

BREXIT

The UK left the European Union on the 31 January 2020 and entered a transition period which was to end on 31 December 2020 however this was extended. In January 2021 a new relationship with the EU began. After the transition period ends, there will be changes whether or not an agreement is reached on the new relationship between the UK and the EU. Visit Mourne will continue to work with its strategic partners to support the tourism industry during this transitional phase.





04 STRATEGIC POSITIONING

STRATEGIC POSITIONING

BRAND POSITIONING

Within the overall promotion of Visit Mourne being a premier destination on the island of Ireland, we will work collaboratively with our partners to develop an economically and environmentally sustainable tourism economy to be enjoyed by visitors and our community now and in future years to come.

STRENGTHS

Our strength lies in our three areas of outstanding natural beauty: Mourne AONB, Strangford Lough and Lecale AONB and Ring of Gullion AONB, and our bustling economic hubs and quiet rural escapes found in our city, towns and villages that are steeped in history, culture and heritage.

The region is currently operating as an Aspiring UNESCO Global Geopark - recognition as a place of unique landscape and cultural heritage. Crucial to that recognition is sustainability in tourism around Visit Mourne.

We are the land where St Patrick planted his first church, we host the largest statue in the world of St Patrick, and have the the only centre in the world dedicated to St Patrick; all situated beside his resting place here in Downpatrick. We are also the land that has inspired storytellers from C. S. Lewis, who turned Visit Mourne into the magical world of Narnia for generations of readers, to the modern-day makers of Game of Thrones® itself, and many other films and TV programmes captured within this picturesque landscape.

It's a land of makers, too, inspired by a long tradition of farming, dry-stone walling, shipping, fishing, weaving, brewing and distilling – traditions that continue to thrive in one shape or another today.

It's also a land made for golfers, with the number one golf course for the fourth consecutive year, Royal County Down championship course in Newcastle, Co. Down.

Our people make our place. Living here in partnership with nature, the people of Visit Mourne are to be found every day in their craft breweries and distilleries, their artisan shops, and on farms that produce some of the finest local food on the island.

It's these people who have helped create so many of the treasures that Visit Mourne offers; from the farm shops and the world class produce, to the activity trails, adventure parks, cafes, restaurants and accommodation choices that help make every visitor here feel so special.

Our Giant Events in the past have been rich in stories rooted in the geology, culture and natural heritage found in abundance here in Visit Mourne. And as we seek to reimagine these giant events into smaller scale experiential events, we will seek to reassure visitors whilst still delivering meaningful and authentic storytelling experiences.

We will deliver this through our continued adoption and promotion of the 'We're Good to Go' certification. 'We're Good To Go' is the official UK mark to signal that a tourism and hospitality business has worked hard to follow Government and industry COVID-19 guidelines and has a process in place to maintain cleanliness and aid social distancing.

Our geographical position on the island of Ireland, just 45 minutes' drive from Belfast and a little over an hour from Dublin offers easy access to the Northern Ireland, Republic of Ireland and Great Britain visitor. And as international markets open up, we will collaborate with our strategic partners to position Visit Mourne within the wider Northern Ireland offering in keeping with the Tourism Northern Ireland's 'Embrace a Giant Spirit' brand for Northern Ireland.

STRATEGIC MESSAGING

Visit Mourne is a premier destination on the island of Ireland that can be enjoyed responsibly all year round.

Visit Mourne offers world-class, sustainable visitor experiences that will meet visitors' expectations now and into the future.

Visit Mourne is a safe and welcoming place to visit.





05 AUDIENCE

PRIMARY TARGET AUDIENCE SEGMENTS – NORTHERN IRELAND

SOCIAL INSTAGRAMMERS (15%)

Younger segment is likely to be aged under 34 with largest numbers 18-24. They like to go places with a buzz and atmosphere, they seek nightlife with good pubs and bars. They like to take short breaks and are an important part of their lives. They want to broaden themselves with new experiences. They are likely to stay in Airbnb accommodation, and getting a good deal is important to them. Staying connected is vital too, so good Wi-Fi/5G is important to them.

NATURAL QUALITY SEEKERS (15%)

They are mostly going to be over 55 with a high disposable income, with older children. Quality is key to these visitors and having good quality accommodation is vital to them. They enjoy nature and being outdoors. They like gentle activities that are not too active. They like to plan and to have a clear itinerary for their trip. Short breaks are a part of their lives.

SECONDARY TARGET AUDIENCE SEGMENTS – REPUBLIC OF IRELAND

OPEN TO IDEAS (18%)

Young family or independent couples 30-45 with medium to high disposable income. These travellers like to research online and enjoy activities such as the outdoors, music, and history-related experiences that are easy to get to and scenic as nature is important to them. They value being organised and like to have active experiences but not extremely adventurous. Value for money is important and they like to get a good deal.

OPEN MINDED EXPLORERS (17%)

They are older travellers 50+ with medium to high disposable income. They enjoy researching and planning trips using more traditional methods over using websites. High quality experiences, hotels and food is important to this segment. Travel helps them seek out unique experiences which can teach them something. They enjoy learning and engaging with local people and local cultures. They appreciate nature and scenic beauty.

ACTIVE MAXIMISERS (10%)

They are typically in their 20s and enjoy short breaks with lots of experiences. They like being active with their activities and have a strong sense of adventure. They are passionate about the outdoors and being in nature. They are looking for unique experiences that broaden the mind. They are very digital savvy and do online research and it's important for them to have good Wi-Fi access when travelling. They value getting a good deal on the price of their travel.

SECONDARY TARGET AUDIENCES – GREAT BRITAIN

Great Britain continues to be an important market for tourism. According to Tourism Northern Ireland, before COVID-19, in 2019, almost 1.5 million Great Britain visitors were welcomed to Northern Ireland, generating £369 million in revenue.

SECONDARY TARGET AUDIENCES – REST OF WORLD

Traditionally two markets have stood out for Visit Mourne: the US and Germany. As Covid-19 and travel restrictions ease we will continue to be informed of our direction of travel from our strategic partners and robust data and insights.

Visit Mourne will continue to work alongside our colleagues in Tourism Northern Ireland and Tourism Ireland, to exploit any collaborative marketing opportunities that arise from these markets.

We will work with our industry to showcase the Visit Mourne destination on a global stage through continued participation in Direct Sales Missions, Business to Business (B2B) networking opportunities and Business to Consumer (B2C) Platforms. We will open up further opportunities to attract tour operators, online travel agencies, wholesalers, MICE Groups, Luxury Travel and FIT markets.

We will prioritise hosting and engaging Great Britain and international media to ensure we gain success from a blend of audience segments.

Visit Mourne will also continue to work with industry to curate targeted itineraries and deliver unforgettable experiences for visitors.





06 MARKETING APPROACH

MARKETING APPROACH

Sustainable and responsible tourism will underpin our marketing approach. Our plans will need to flex and be agile to respond to new challenges and opportunities as they develop. Our short-term focus will be on closer to home markets in Northern Ireland and Republic of Ireland, which will help our tourism economy recover whilst looking to medium and long-term growth in Great Britain and 'Rest of World' as markets open up.

We will continue to collaborate with our industry and strategic partners to exploit any cooperative marketing opportunities that arise. These campaigns could be larger scale to build brand awareness or smaller tactical campaigns targeting visitor intent. We will also encourage our communities and visitors to share their experiences and become ambassadors for our destination by curating user-generated content.

INFORMED BY RESEARCH & INSIGHTS DRIVEN

Our marketing approach will be informed by research and insights driven. We have a wealth of data from our owned channels at our disposal, but equally, we look to our strategic partners' research and data to inform our future direction. In particular, we will continue to monitor the impact that COVID-19 is having on the global tourism industry, its effects on the future travel landscape and what travel trends are influencing visitor behaviour.

THEMES:

- Giant Adventures
- Our underpinning themes will link to:
- Responsible Tourism
- Authentic, Sustainable Experiences (Outdoor Activities, Golf, Food & Drink)
- Geology, Cultural & Natural Heritage

ADDITIONAL THEMES:

- We're Good To Go

MARKETING ACTIVITY

We will adopt a 360 approach to our marketing activity using owned channels, seasonal and burst campaigns, industry partnerships, collaborative marketing opportunities, trade shows and events and our Giant Events programme.

SOCIAL MEDIA

Visit Mourne's social media channels includes Facebook, Instagram, Twitter and YouTube, with a significant following from domestic, national and international audiences. Visit Mourne will have a renewed focus on growing its social channels audience to increase awareness of the Visit Mourne brand.

Our social strategy will focus on high quality, engaging content and user generated content that adds authenticity to the promotion of the destination.

We will adopt five key content strands that will help build consistency and engagement with current and new followers across our owned social channels. The five strands include:

1. User generated content and visitor content reshared
2. Campaign content hero locations & experiences
3. Hidden gems & lesser-known locations and experiences
4. New experiences
5. Events across region large & small.

OWNED CHANNELS

Visit Mourne will adopt a top of mind 'always on' approach delivered through Visit Mourne's channels.

In April 2021 we launched an upgrade to our web platform visitmournemountains.co.uk. A web presence with a familiar look and feel to discovernorthernireland.com but customised to reflect Visit Mourne's unique branding, imagery, multimedia and content, the website includes our world-class giant experiences, accommodation sector, attractions and events.

The website is enhanced by an extensive SEO support programme to ensure visibility and that content development meets the industry and consumers' needs. Future developmental opportunities will include assessing the potential for eCommerce integrations to support our sustainable tourism environmental and economic goals.

Our integrated [MailMinder](#) software enables us to communicate latest news and information directly to the inbox of our visitors, our local community and our industry.

VISITOR INFORMATION NETWORK

Our Visitor Information Network will continue to provide relevant and accurate information to inform, reassure and inspire visitors to experience the best of our destination. Visitor Servicing staff offer high-quality, personalised customer service to all visitors through face-to-face interaction via telephone service, email, and website enquiries.

Visitor Services staff have an in-depth knowledge of the local area. They ensure visitors maximise their holiday experience whilst in the destination and are happy to make suggestions to encourage visitors to stay longer, spend more and participate in local events and activities. Staff provide inspirational and practical tips about travelling in the area. They also seek to inspire visitors to return to the area and explore more.

The Visitor Information Centres are conveniently located, and visitors can access interactive touchscreens, pick up maps and brochures, and purchase quality gifts made by local craft producers. The Visitor Information Centres are places where visitors can gain insight into the destination and communicate with experienced staff.

Our Tourism Team and Marketing Team will continue to work with the industry to ensure that their listings, offers and events are promoted via the Visit Mourne website, social channels and campaigns to add value to the visitor experience.

SEASONAL & BURST CAMPAIGNS

To support our 'always on' activity and promote seasonal extension, Visit Mourne will undertake additional campaign activity throughout the year. This approach will be a mix of larger-scale cooperative marketing campaigns and more focused smaller-scale, burst campaigns to support new experience development or to exploit any opportunities as they arise.

In addition to using our own channels, we would anticipate incorporating the following marketing channels into our campaign activity.

PAID DIGITAL & SOCIAL MEDIA

To drive brand awareness of the Visit Mourne destination, we will utilise paid digital and social to reach users throughout the funnel. Our focus on digital media channels will include social, display and search, taking target audiences on a journey from awareness to consideration and action.

INDUSTRY PARTNERSHIPS

We will continue to work collaboratively with our industry through our own channels, campaign platforms and third-party channels to reach our target markets.

We will aim to deliver campaigns that support seasonal and regional extension targeting our priority segments in Northern Ireland and Republic of Ireland and future-proofing our offer for Great Britain and International markets.

Visit Mourne will also continue to support our industry in their role as ambassadors for our destination through the curation and sharing of their content to gain increased brand awareness and inspire our key target audiences.

PR, MEDIA RELATIONS & INFLUENCER MARKETING

We will stimulate demand using digital PR and media relations and tap into the growing influencer community to reach audiences that otherwise could not be reached via Visit Mournes channels. We will have a renewed focus on working with media and digital publishers and facilitating fam trips with our strategic partners. We will work with our industry to develop inspirational experiences to showcase the destination to its fullest potential.

PRINT, OUTDOOR & RADIO ADVERTISING

Visit Mourne will from time to time use a range of print, outdoor and radio advertising specific to our campaign objectives. All our channels, both online and offline, will target our visitor segments in line with our sustainable development objectives.

These will be considered through an optimum balance between social, environmental, and economic factors.

SEASONAL & BURST CAMPAIGNS

TRADE SHOWS & EVENTS

Through our trade shows and events programme, we will work with our industry to showcase the Visit Mourne destination on a global stage to promote economically and environmentally sustainable tourism for future years to come.

Visit Mourne will continue to participate in Direct Sales Missions and attend B2B networking opportunities and B2C Platforms targeting our core markets. We will showcase the region at key tourism platforms to open up further opportunities to attract tour operators, online travel agencies, wholesalers, MICE Groups, Luxury Travel and FIT markets. We will achieve this by attending tradeshows which offer the most effective business to business networking opportunities for international travel professionals.

Keeping these lines of communication and relationships open is essential to ensure that Visit Mourne is well placed to continue building and attracting international and domestic visitors.

GIANT ADVENTURES

Our events programme throughout the region will help to attract visitors to spend time and money here. It will be important to have flexibility within event planning to allow for changes driven by Covid-19. As we work to reimagine our Giant Adventures programme, we must ensure that outdoor events and Covid-19 safety measures are key considerations and that we reassure our visitors when the time is right.

COLLABORATIVE MARKETING OPPORTUNITIES

We will work alongside our strategic partners to leverage collaborative marketing and funding opportunities to promote the destination through our ongoing partnerships with Tourism Northern Ireland, Tourism Ireland and Local Authority and Statutory Bodies.





07

EVALUATION

The Giant's
Book of
The

MEASURING PROGRESS

Our marketing is focused on working collaboratively to promote Visit Mourne as a premier destination on the island of Ireland. Tourism Northern Ireland will collect data, and we will measure success by developing key performance indicators such as visitor numbers, bed nights, partnerships and collaborations, campaign effectiveness; as well as economic and environmental impacts and benefits.

Where we have lead responsibility for campaign activity, we will identify a range of indicators to measure success looking at the impacts and benefits of all activity. Where we are supporting our industry, we will measure success through collaborative partnerships underpinned by resources, funding, support, training and/or development.

Visitmournemountains.co.uk

[Facebook@VisitMourneMountains](#)

[Twitter@VisitMourne](#)

[Instagram@VisitMourne](#)

Contact us

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THANK
YOU!

Report to:	Enterprise, Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	Lower Hill Street, Newry and Church Street, Downpatrick Revitalisation Schemes
Reporting Officer (Including Job Title):	Jonathan McGilly, Assistant Director, Enterprise, Employment and Regeneration
Contact Officer (Including Job Title):	Martin Patterson, Regeneration and Business Development Officer

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

For decision	<input type="checkbox"/>	For noting only	<input checked="" type="checkbox"/>
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1.0	Purpose and Background
1.1	<p><u>Purpose</u></p> <p>To note the update on the implementation of 2 revitalisation schemes: Lower Hill Street, Newry and Church Street, Downpatrick</p> <p><u>Background</u></p> <p>The Council in August 2021 approved the acceptance of two Letters of Offer from the Department for Communities (DfC) to deliver two revitalisation schemes. DfC had identified funding for the Council to enhance two locations namely, Lower Hill Street, Newry and Church Street, Downpatrick. The available funding was £250,000 for Lower Hill Street, Newry and £200,000 for Church Street, Downpatrick. The Council are required to contribute a 10% contribution to each project.</p>
2.0	Key issues
2.1	<p>The Council have now commenced the delivery and implementation of the two schemes;</p> <ul style="list-style-type: none"> • Lower Hill Street, Newry (DfC £250k + £25k NMDDC) <p>The Letter of Offer has been accepted and a project steering group has been set up with relevant stakeholders to implement the scheme. The steering group agreed to provide a shop front enhancement grant to any participating business in the eligible area and to offer up to a maximum of £4,000 at 100% grant aid. The funding would be required to be spent on improvements such as painting, signage, shuttering, window replacement or reasonable upgrades that would enhance the frontage of the property. 75 applications for funding have been received and a quantity surveyor has been appointed to assist Council officials in the process of evaluating the applications in advance of letters of offer being issued to the businesses in December 2021.</p>

	<ul style="list-style-type: none"> • Church Street, Downpatrick (DFC £200k + £20k NMDDC) <p>The Letter of Offer for the project has been accepted and a project steering group has been set up to agree the project implementation. The overarching aim of the project is to create a welcoming presence for the residents, traders and visitors to the area. Church Street is a gateway to Downpatrick. Traders will receive financial assistance to improve the appearance of their shop fronts, bins and the bus stops will be replaced. Several derelict buildings will be painted/shrouded to improve the appearance of the street scape. An interpretation panel outlining the heritage of Church of Ireland will be installed. The scheme will replace heritage lamps and signposting, shrouding of green boxes in Decourcy Place. A concept design will be developed to attract potential further investment to the street.</p> <p>The project Letter of Offer deadlines are April 2022 for Newry and June 2022 for Downpatrick.</p>
3.0	Recommendations
3.1	To note the update on the implementation of 2 revitalisation schemes: Lower Hill Street, Newry and Church Street, Downpatrick
4.0	Resource implications
4.1	<p>Match funding is available within existing budgets and has previously been approved by the Council in August 2021:</p> <ul style="list-style-type: none"> • Lower Hill Street, Newry – match funding of £25,000 • Church Street, Downpatrick – match funding of £20,000
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p>

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

Newry, Mourne & Down District Council – November 2021

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1. Live Applications

MONTH 2021/22	NEW APPLICATIONS	LIVE APPLICATIONS	LIVE APPLICATIONS OVER 12 MONTHS
April 2021	206	1,195	232
May 2021	204	1,238	228
June 2021	172	1,219	236
July 2021	176	1,190	224
August 2021	152	1,174	226
September 2021	182	1,175	226
October 2021	188	1,188	232
November 2021	184	1,158	234

2. Live Applications by length of time in system

Month 2020/21	Under 6 months	Between 6 and 12 months	Between 12 and 18 months	Between 18 and 24 months	Over 24 months	Total
April 2021	770	193	81	54	97	1,195
May 2021	818	192	76	53	99	1,238
June 2021	777	206	82	43	111	1,219
July 2021	787	179	79	44	101	1,190
August 2021	754	194	84	49	93	1,174
September 2021	737	212	87	44	95	1,175
October 2021	724	232	85	46	101	1,188
November 2021	687	237	81	50	103	1,158

Newry, Mourne & Down District Council – November 2021

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3. Live applications per Case Officer

Month 2021/22	Average number of Applications per Case Officer
April	83
May	85
June	89
July	83
August	75
September	67
October	64
November 2021	66

4. Decisions issued per month

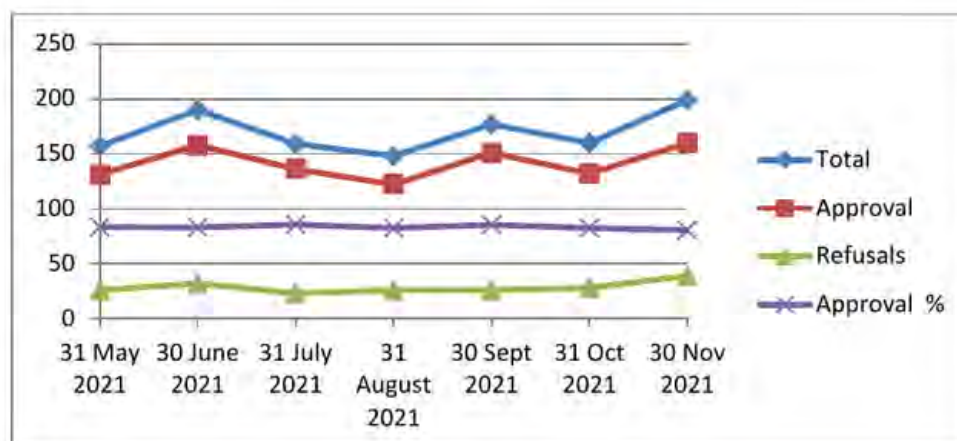
Month 2021/22	Number of Decisions Issued	Number of Decisions Issued under delegated authority
April	161	155
May	157	146
June	190	184
July	159	150
August	148	145
September	177	166
October	160	155
November 2021	199	183

5. Decisions Issued YTD

Month 2021/22	Number of Decisions Issued	Breakdown of Decisions	
April	161	Approvals (144)	89%
		Refusals (17)	11%
May	318	Approvals (275)	86%
		Refusals (43)	14%
June	508	Approvals (433)	85%
		Refusals (75)	15%
July	667	Approvals (569)	85%
		Refusals (98)	15%
August	815	Approvals (691)	85%
		Refusals (124)	15%
September	992	Approvals (842)	85%
		Refusals (150)	15%

Newry, Mourne & Down District Council – November 2021

October	1,152	Approvals (974)	85%
		Refusals (178)	15%
November	1,351	Approvals (1,134)	84%
		Refusals (217)	16%



6. Enforcement Live cases

Month 2021/2022	<=1yr	1-2 yrs	2-3 yrs	3-4 yrs	4-5 yrs	5+yrs	Total
April	285	133	127	122	62	101	830
May	291	134	122	128	64	104	843
June	267	132	121	136	60	102	818
July	269	134	114	137	68	102	824
August	266	132	107	133	71	103	812
September	279	136	103	129	71	102	820
October	269	121	99	126	65	101	781
November	248	129	93	123	60	98	751

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7. Planning Committee

Month	Number of Applications presented to Committee	Number of Applications Determined by Committee	Number of Applications Withdrawn/ Deferred for future meeting	Number of Officer recommendation overturned
8 April 2021	14	11	3	3
5 May 2021	16	8	8	3
2 & 30 June 2021 (Meetings cancelled)	-	-	-	-
28 July 2021	15	7	8	2
25 August 2021	15	9	6	6
22 September 2021	13	10	3	5
20 October 2021	25	22	3	6
17 November 2021	19	10	9	4
Totals	117	77	40	29

8. Appeals

Planning Appeal Commission Decisions issued during period 1 July 2021 to 30 November 2021

Area	Number of current appeals	Number of decisions issued	Number of decisions Allowed	Number of decisions Dismissed	Withdrawn
Newry & Mourne	19	1	0	1	0
Down	28	1	1	0	0
TOTAL	47	2	1	1	0

Newry, Mourne & Down District Council – November 2021

Statutory targets monthly update - October 2021 (unvalidated management information)

Newry, Mourne and Down

Major applications (target of 30 weeks)					Local applications (target of 15 weeks)				Cases concluded (target of 39 weeks)			
	Number received	Number decided/withdrawn ¹	Average processing time ²	% of cases processed within 30 weeks	Number received	Number decided/withdrawn ¹	Average processing time ²	% of cases processed within 15 weeks	Number opened	Number brought to conclusion ³	"70%" conclusion time ³	% of cases concluded within 39 weeks
April	2	-	0.0	0.0%	172	143	16.6	43.4%	44	19	69.8	52.6%
May	2	1	35.4	0.0%	159	137	17.2	41.6%	31	30	57.0	66.7%
June	1	1	49.8	0.0%	179	173	16.8	42.8%	38	41	85.8	46.3%
July	0	-	0.0	0.0%	126	136	17.0	41.2%	37	27	85.2	51.9%
August	0	-	0.0	0.0%	140	140	17.1	38.6%	35	67	89.2	53.7%
September	2	-	0.0	0.0%	149	166	19.8	28.3%	47	37	158.4	37.8%
October	0	-	0.0	0.0%	145	147	17.8	34.0%	26	75	122.0	40.0%
November	0	-	0.0	0.0%	0	-	0.0	0.0%	0	-	0.0	0.0%
December	0	-	0.0	0.0%	0	-	0.0	0.0%	0	-	0.0	0.0%
January	0	-	0.0	0.0%	0	-	0.0	0.0%	0	-	0.0	0.0%
February	0	-	0.0	0.0%	0	-	0.0	0.0%	0	-	0.0	0.0%
March	0	-	0.0	0.0%	0	-	0.0	0.0%	0	-	0.0	0.0%
Year to date	7	2	42.6	0.0%	1,070	1,042	17.4	38.4%	258	296	91.0	48.3%

Source: NI Planning Portal

Notes:

1. DCs, CLUDS, TPOS, NMCS and PADS/PANs have been excluded from all applications figures

2. The time taken to process a decision/withdrawal is calculated from the date on which an application is deemed valid to the date on which the decision is issued or the application is withdrawn. The median is used for the average processing time as any extreme values have the potential to inflate the mean, leading to a result that may not be considered as "typical".

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3. The time taken to conclude an enforcement case is calculated from the date on which the complaint is received to the earliest date of the following: a notice is issued; proceedings commence; a planning application is received; or a case is closed. The value at 70% is determined by sorting data from its lowest to highest values and then taking the data point at the 70th percentile of the sequence.

Newry, Mourne & Down District Council – November 2021

Report to:	Enterprise Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	Community Renewal Fund– Southern Regional Data Innovation Pilot Project
Reporting Officer (Including Job Title):	Jonathan McGilly Assistant Director of Enterprise, Employment and Regeneration
Contact Officer (Including Job Title):	Amanda Smyth Head of Regeneration and Business Development

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

For decision	For noting only	x
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1.0	Purpose and Background
1.1	<p><u>Purpose</u> To note the update provided on the Community Renewal Fund – Southern Regional Data Innovation pilot project and the roll out of pilot projects across the NMDDC region</p> <p><u>Background</u> Council Armagh, Banbridge and Craigavon Borough Council were successful in securing funding from the Community Renewal Fund for the delivery of a Data Innovation Hub programme across the ABC and NMD Council areas.</p> <p>The “Hub” is a partnership between Healthcare Analytics and local councils in Armagh, Banbridge, & Craigavon and Newry & Mourne, with support from the Southern Regional College, Southern Health and Social Services Trust, HSC Innovations, and the Medicines Optimisation Innovation Centre.</p> <p>The pilot project will bring together public and private sector stakeholder’s to identify and support up to six projects that harness the potential of data driven innovation to respond to social and economic challenges across the ABC Council and Newry, Mourne and Down Council areas. The project funding is in place until June 2022.</p>
2.0	Key issues
	<p>The Hub will have the capacity to deliver 6 pilot incubation projects. Each project will receive:</p> <ul style="list-style-type: none"> • Six months access to team of Software Developers and Data Scientists • Access to meeting space / workspace for the purpose of the project • Innovation Hub Co-Design Workshop

	<ul style="list-style-type: none"> • Industry Mentoring • Education & Skills Development • Up to £15K of Project funding which can be utilised for anything required to support the project <ul style="list-style-type: none"> • Equipment • Buy time from subject matter experts <p>An example of projects under consideration:</p> <ul style="list-style-type: none"> • Health Service waiting list, data efficiencies to reduce same • Health and well being in schools and communities, and the opportunity to use data to track and inform activity levels and encourage them to adopt better habits <p>The Hub is currently open for expressions of interest applications from companies and organisations in the Armagh City, Banbridge and Craigavon Borough and Newry Mourne and Down Council areas that have data driven innovation ideas. Proposals to be considered as one of the 6 pilot projects are to be received by 09 January 2022. The project lead - Healthcare Analytics, are directly engaging with businesses, the HSC, colleges etc to bring forward proposals, as well wider regional marketing on the opportunity.</p>
3.0	Recommendations
3.1	To note the update provided on the Community Renewal Fund – Southern Regional Data Innovation pilot project and the roll out of pilot projects across the NMDDC region
4.0	Resource implications
4.1	There is no cost for participation in this programme which is fully funded through the UK Community renew Fund
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p>

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

Report to:	Enterprise, Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	Update on attendance at Trade Shows
Reporting Officer (Including Job Title):	Andrew Patterson Assistant Director Tourism Culture and Events
Contact Officer (Including Job Title):	Michelle Boyle Head of Product Development and Visitor Experience

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

	For decision	For noting only	x
1.0	Purpose and Background		
1.1	<p><u>Purpose</u> To note the contents of this report on tourism trade shows attended by NMDDC officers.</p> <p><u>Background</u> With business-to-business trade events reopening it was important that the destination was represented at these platforms to support the industry as we lead into the recovery period from Covid-19.</p>		
2.0	Key issues		
2.1	<p>Officers attended these platforms with Tourism Northern Ireland and Tourism Ireland. While in attendance officers were engaging with tour operators. This is a vital part of the recovery to increase bed nights and to sell experiences on offer within the destination. As per of the Council's ongoing marketing activity the following trade were used to engage both prospective visitors and inbound tour operators.</p> <ul style="list-style-type: none"> ➤ Flavours of Ireland – London ➤ International Golf Travel Market (IGTM) – Wales ➤ GEM (Global European Marketplace) - London ➤ World Travel Market – London ➤ Incoming Tour Operators Association Ireland Workshop - Virtual <p>Flavours of Ireland brings together Irish industry and global travel trade to showcase the Island of Ireland. Visit Mourne had a of programme of 15 10-minute 1-2-1 meetings. This was a fantastic opportunity to showcase the destination and to reconnect with existing operators and meet with new operators.</p> <p>International Golf Travel Market (IGTM) International Golf Travel Market is a business-to-business platform for golf professionals looking to grow their business. officers attended this event, promoting golf within the Newry, Mourne and Down</p>		

	<p>region. Also promoting the County Down Golf Classic, an initiative arranged by Newry, Mourne and Down District Council to encourage international visitors to the destination. As a result of attending this event officers secured bookings to the destination for golfers to stay for in the region, and attend the 2022 County Down Golf Classic event. Bookings secured are from USA, France for 2022, and Denmark in 2022, 2023 & 2024. A new accommodation option for the groups has also been secured, Denvir's in Downpatrick.</p> <p>GEM (Global European Marketplace) is a full-day workshop for global tour operators and travel buyers that want to meet the best European product. Officers had 30 one to one meetings with operators to showcase the destination, accommodation, and experiences on offer. This event was extremely successful promoting the new cultural experience with several leads created which may lead to bookings within the destination.</p> <p>World Travel Market (WTM) is the leading global event for the travel industry to meet industry professionals and conduct business deals. WTM provided key opportunities for officers to build business relationships with existing and new tour operators. Numerous leads have been made at this show.</p> <p>Tourism NI Incoming Tour Operators Association (Virtual) This workshop provided officers with the opportunity to meet Ireland's largest and long-established Tour Operators/Handling Agents/DMC's. The event offered officers an opportunity to have 30 one to one meetings with operators to sell the destination, accommodation, and experiences to members of ITOA. A booking has resulted from attending this event of 16 people from Sweden to attend a cultural experience in Downpatrick in May 2022. Along with bookings for the Taste and Tour experience at Whitewater Brewery for 2022 & 2023.</p>
3.0	Recommendations
3.1	To note the contents of this report.
4.0	Resource implications
4.1	N/a
5.0	Due regard to equality of opportunity and regard to good relations (complete the relevant sections)
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>

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

Report to:	Enterprise Regeneration and Tourism Committee
Date of Meeting:	Monday 13 th December 2021
Subject:	Ring of Gullion Landscape Partnership Scheme Legacy Phase – Traditional Arts Partnership Exchange Visit
Reporting Officer (Including Job Title):	Jonathan McGilly Assistant Director of Enterprise, Employment and Regeneration
Contact Officer (Including Job Title):	Darren Rice AONB and Geopark Manager

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

For decision	For noting only	x
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1.0	Purpose and Background
1.1	<p><u>Purpose</u> To note that the Ring of Gullion Traditional Arts Partnership (TAP) have been invited to take part in Irish Arts week at Celtic Junction Arts Centre, St Pauls Minnesota and their exchange visit will be supported with a contribution of from the Ring of Gullion Landscape Partnership Scheme Legacy Fund</p> <p><u>Background</u> The Ring of Gullion Landscape Partnership Scheme ran from 2012-2013 (development phase), 2014-2019 (Delivery phase), and from 2020-2029 the legacy phase is being implemented. The ten year legacy work plan was submitted to the funders and approved. There were some adjustments made due to Covid.</p> <p>The Ring of Gullion Traditional Arts Partnership (TAP) have been part of the scheme since it first started its development phase and helped to inform the Landscape Conservation Action Plan. During the delivery phase TAP took part in four exchange trips, an integral part of the scheme. It was agreed that further support could be offered to TAP during the legacy phase when opportunities arose.</p> <p>The Landscape Conservation Action Plans project '2.4 Showcase Gullion's Heritage' was designed to allow TAP to develop their repertoire of tunes from different areas, be exposed to a variety of musical styles so as to enhance the development of their own musical style, meet and forge relationships with other young musicians, experience and foster respect for music from the other traditions and cultures of Northern Ireland as well as other cultures from different countries, and equip them with the skills and personal capabilities to deal with the challenges of living in an increasingly diverse and complex society.</p> <p>The project delivers on these aims by developing an exchange programme with other music groups and performing at an event once a year.</p>

2.0	<p>Key issues</p> <p>The Ring of Gullion TAP have been invited to take part in Irish Arts week at Celtic Junction Arts Centre, St Pauls Minnesota during the festival between 14th and 23rd April 2022.</p> <p>In order to fund this exchange visit, TAP have been working with Aonach Mhacha and together they have secured a Culture Ireland Grant Award for €4000. This, together with £2000 budget from the Ring of Gullion Landscape Partnership Scheme Legacy Fund, and TAPs own funds will allow six artists to take part in an exchange trip to Minnesota, USA.</p> <p>Flights and accommodation were increasing in price rapidly and had to be secured in order to achieve good value for money.</p>
3.0	<p>Recommendations</p>
3.1	<p>To note that the Ring of Gullion Traditional Arts Partnership (TAP) have been invited to take part in Irish Arts week at Celtic Junction Arts Centre, St Pauls Minnesota and their exchange visit will be supported with a contribution from the Ring of Gullion Landscape Partnership Scheme Legacy Fund</p>
4.0	<p>Resource implications</p>
4.1	<p>This has been budgeted for with the funding from NLHF for the Ring of Gullion Landscape Partnership Legacy Phase.</p>
5.0	<p>Due regard to equality of opportunity and regard to good relations (complete the relevant sections)</p>
5.1	<p><i>General proposal with no clearly defined impact upon, or connection to, specific equality and good relations outcomes</i></p> <p>It is not anticipated the proposal will have an adverse impact upon equality of opportunity or good relations <input checked="" type="checkbox"/></p>
5.2	<p><i>Proposal relates to the introduction of a strategy, policy initiative or practice and / or sensitive or contentious decision</i></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please complete the following:</p> <p>The policy (strategy, policy initiative or practice and / or decision) has been equality screened <input type="checkbox"/></p>

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