

NEWRY MOURNE AND DOWN DISTRICT COUNCIL

**Minutes of the Enterprise Regeneration & Tourism Committee Meeting held on
Monday 11 May 2015 at 6.00pm in the Boardroom District Council Offices
Monaghan Row Newry**

Chairperson: Councillor D Curran

Vice Chairperson: Councillor R Mulgrew

In Attendance: **(Committee Members)**

Councillor T Andrews

Councillor R Burgess

Councillor W Clarke

Councillor G Donnelly

Councillor S Ennis

Councillor G Hanna

Councillor V Harte

Councillor H Harvey

Councillor T Hearty

Councillor D McAteer

Councillor B Quinn

Councillor M Ruane

Councillor G Stokes

Councillor J Tinnelly

(Non Committee Members)

Councillor J Tinnelly

Officials in Attendance: Mr L Hannaway Chief Executive
Ms M Ward Director Enterprise Regeneration &
Tourism
Mr J McGilly Assistant Director
Ms A Smyth Enterprise Development Officer
Mr K Scullion Assistant Director
Mr J Farrell Newry Mourne & Down DC
Mr M Mohan Senior Tourism Initiatives Manager
Ms E McParland Democratic Services Manager
Ms L Dillon Democratic Services Officer

Also in Attendance: Mr P McDonagh Blu Zebra Consultants
Ms T Hogg Blu Zebra Consultants

ERT/15/2015:- APOLOGIES AND CHAIRPERSON'S REMARKS

The Chairperson welcomed Members to the meeting.

No apologies were received.

ERT/16/2015:- DECLARATIONS OF INTEREST

No Declarations of Interest were received.

**ERT/17/2015:- ACTION SHEET
- MINUTES OF ENTERPRISE REGENERATION & TOURISM
COMMITTEE MEETING
- MONDAY 13 APRIL 2015**

Read: Action Sheet arising out of the Minutes of the Enterprise Regeneration & Tourism Committee Meeting held on Monday 13 April 2015.
(Copy circulated)

The following issue was raised:

Request for meeting with Minister for Department of Finance & Personnel – Rates

The Chairman referred to the decision taken at the Enterprise Regeneration & Tourism Committee Meeting in April 2015 to seek a meeting with the Minister for Department of Finance & Personnel regarding the increase in business rates and said that if a response was received from the Minister agreeing to meet on this issue, that the delegation to attend this meeting would be appointed at that stage.

Agreed: It was unanimously agreed to note the Action Sheet arising from the Minutes of the Enterprise Regeneration & Tourism Committee Meeting held on Monday 13 April 2015.

ENTERPRISE EMPLOYMENT AND REGENERATION ITEMS

**ERT/18/2015:- PRESENTATION FROM BLU ZEBRA
RE: NEWRY MOURNE & DOWN ECONOMIC VISION AND
AND INVESTMENT STRATEGY**

Mr Phillip McDonagh Blu Zebra gave a detailed presentation on the Newry Mourne and Down Economic Vision and Investment Strategy and covered the following areas: (Copy circulated)

Step changes in Tourism:

Foster stronger links between 3 AONBs
Premier Island Outdoor Destination
Tourism & Marketing technology strategy (also applies to culture and arts)
Product development
Festival and Events strategy

Support business growth:

Targeting agri-food, ICT, financial services, creative industries, green tech

Promoting the area for investment

Create a business friendly Council:

Establish stronger links with the business community in NMD

Cross departmental working within Council to address business issues

Strategies to improve skills & employability :

Employability and skills

Regeneration initiatives

Working with communities and promote engagement

Integrate rural and urban development:

Focus on place planning – sense of belonging

Exploit strategic locational RDS designations:

Spatial approach to joint urban/rural regeneration strategy

Identity role of towns, villages and rural areas

Sustain key cultural assets / maximise return on investment:

Maximising the economic and social return on existing investment in cultural assets

Inspiring and motivating people to develop cultural microbusiness.

Ensure arts and culture underpins other themes

Making the networks work:

Business/education links, tourism collaboration, cultural networks, C/B & LGD co-operation, the Newry & Mourne Diaspora.

Link 5 themes to achieve cohesive goals:

Interdepartmental working groups within Council – Economic development, tourism, urban development, rural development and culture and arts.

Discussion

Ms Ward addressed the Committee. She said this was an exciting time for the Enterprise Regeneration & Tourism Committee which would will have the opportunity to shape the places for people to live and work in the District. She said the Newry Mourne & Down Economic, Vision & Investment Strategy would be a stepping stone towards the development of the local economic area plan. She said the Committee had a truly fantastic District to work with and she looked forward to progressing with the strategy.

Ms Ward said they aimed to have the Draft Strategy tabled at the Enterprise Regeneration & Tourism Committee Meeting in June 2015 and stressed it was important to receive feedback from the Members and reflect this in the draft document.

Discussion then followed during which Councillors raised the following issues:

Eastern Seaboard - Links to strengthen the eastern seaboard should be carried out by way of an all island approach and that Derry, Antrim and Down coastal areas should work with the Louth area and East Border Region so the coastal areas all worked together for the future wellbeing of the District. Reference was made to the Wild Atlantic Way routes.

Resources - What resources were available to the Council in order to drive and shape the development of its strategy?

Newry Portadown Canal - The already established Newry Portadown Canal Link was a very important link that the Council needed to build upon.

Sister Cities / Russia - The Sister Cities link in the US and the link with Russia – these were established links that should be built upon.

Walking Festival – this should be developed and held more than once per year.

Biking Holidays – the promotion of biking holidays should be included.

Slieve Gullion – need to look at major investment in terms of acquiring additional land to provide parking/facilities at Slieve Gullion Forest Park. Need to identify ways how Council could improve and invest in ventures such as the Slieve Gullion Forest Park.

Camlough Lake Triathlon – This was now an international event which was organised by the local community and the Council should look at ways to build on this event.

Expenditure – need to ensure expenditure was spent evenly across the District to attract and encourage people to travel around the entire District.

Marketing - What steps would the Council take to sell the District and what would our top priority be? Each of the areas needs to be examined separately, ie, Tourism, Employment, etc.

Activities – a selection of different activities should be provided in each of the Forest Parks.

Economic Conference – Diaspora is an important initiative.

Dereliction – a large number of buildings in towns have been left derelict for many years and it is important the Council seek to generate resources to return these buildings to their former glory.

Roads infrastructure –priority must be given to having a proper main artery route through our Council area and a proper transport system. Reference was made to the fact a business had left Kilkeel and set up elsewhere due to transport issues.

GI Jive – the promotion of GI Jive event carried out by Kilkeel Development Association.

Accommodation – hotels in the District were quite expensive – need to look at provision of affordable accommodation and increase number of B&B type accommodations.

Responses:

- The Council need to develop an innovative investment strategy to look at how funding could be provided. Apart from receiving income generated by rates,

Council needed to look wider and target funding through Europe and private partnership arrangements.

- The Strategy Policy & Resources Committee would work with the Enterprise Regeneration & Tourism Committee on the development of an investment strategy.
- The Council planned to develop a business plan to identify its strategies and establish what could be achieved in the long term.
- The need to focus on promoting the legacies already left ie,
Irish Open golf event
Grand Fondo cycling event
Famine Commemoration event
Festival of Flight
Council being represented at Balmoral Show
- An Accommodation Study was being carried out and the recommendations arising from this study could be examined.
- It was hoped to identify potential funding sources and access new European funding towards items such as dereliction and community assets.

The Chairman thanked the representatives from Blu Zebra for delivering the presentation.

Agreed: It was unanimously agreed that a draft Economic Regeneration and Investment Strategy be tabled at the next Meeting of the Enterprise Regeneration & Tourism Committee Meeting to be held on Monday 8 June 2015.

**ERT/19/2015:- SPEND REQUIREMENTS
RE: PUBLIC REALM & REVITALISATION SCHEMES
(POST RPA)**

Read: Report from J McGilly Assistant Director regarding spend requirements on Public Realm and Revitalisation schemes. (Copy circulated)

Agreed: On the proposal of Councillor D McAteer seconded by Councillor G Stokes it was agreed to approve expenditure as follows on the Public Realm and Revitalisation Schemes, as recommended in Report dated 11 May 2015 from Mr J McGilly Assistant Director:

(a) Council to now proceed with Newry Cathedral Corridor Public Realm Scheme – (September 2015 – June 2016) – which has relevant DSD funding on offer (£658,000) in 2015/16, Council match funding in place for 2015/16 and a further £50,000 revenue being required in 2016/17.

(b) With no DSD funding on offer to the Newry Linkages Revitalisation and Newry Cathedral Corridor Revitalisation Schemes in 2015/16, these to be funded in 2016/17 from the Council's own Regeneration budgets.

Currently shown as Capital, but need to be revisited as part of the 2016/17 Revenue budget.

- (c) Council to now proceed with the Warrenpoint Public Realm Scheme (Sept 2015 to Sept 2016) which has DSD funding on offer (£600,000) in 2015/16 with the remaining £1.3 million to be taken from the 2016/17 Regeneration budget, transferring across to Council from DSD.
- (d) The Warrenpoint Revitalisation Scheme is to be funded in 2017/18 from the Council's own Regeneration budget.

TOURISM CULTURE AND EVENTS ITEMS

ERT/20/2015:- APPOINTMENT OF MEMBERS - CONSULTATION WORKSHOP RE: MOURNE COASTAL TOURISM MASTERPLAN

Read: Report dated 13 April 2015 from Ms M Boyle Tourism Development regarding the appointment of 4 No. elected members to attend a consultation workshop on the Mourne Coastal Tourism Masterplan for the Causeway Coastal Route and the Mourne Coastal Route, to be held on 21 May 2015. (Copy circulated)

Agreed: On the proposal of Councillor Stokes seconded by Councillor Donnelly it was agreed to appoint Councillor B Quinn to attend the Consultation Workshop on Coastal Tourism to be held on 21 May 2015.

Agreed: On the proposal of Councillor Hearty seconded by Councillor Harte it was agreed to appoint Councillor W Clarke to attend the Consultation Workshop on Coastal Tourism to be held on 21 May 2015.

Agreed: On the proposal of Councillor Ruane seconded by Councillor Andrews it was agreed to appoint Councillor R Burgess to attend the Consultation Workshop on Coastal Tourism to be held on 21 May 2015.

Agreed: On the proposal of Councillor Burgess seconded by Councillor Andrews it was agreed to appoint Councillor H Harvey to attend the Consultation Workshop on Coastal Tourism to be held on 21 May 2015.

ERT/21/2015:- MOURNE WAY MARATHON - PROVISION OF SAMPLES – MICRO BREWERY

Read: Report from Ms M Boyle Tourism Development regarding a request from Extreme 26 for a local microbrewery, to be permitted to provide samples to competitors of the Mourne Way Marathon to be held on 6 June 2015 at Kilbroney Park Rostrevor. (Copy circulated)

Agreed: On the proposal of Councillor Stokes seconded by Councillor Andrews it was agreed to permit a microbrewery who were sponsors of the

Mourne Way Marathon, to provide a sample to all event participants aged 18 or over, subject to this being provided within a cordoned off area, concealed to participants only, and the management of this arrangement being reflected within the organiser's health and safety plan. This decision also to be subject to the samples being given out within a marquee at the end of the event.

**ERT/22/2015:- MOUNTAIN BIKE NI
RE: MOUNTAIN BIKE TRAILS
- ROSTREVOR AND CASTLEWELLAN**

Read: Report from Ms M Boyle Tourism Development regarding the continuation of the partnership with Mountain Bike NI to market the Rostrevor and Castlewellan Mountain Bike Trails. (Copy circulated)

Agreed: **On the proposal of Councillor Andrews seconded by Councillor Quinn it was agreed Newry Mourne & Down District Council, to ensure continuity of delivery, continue to be a partner in the Mountain Bike NI consortium for the financial year 15/16 with a contribution of £23,332 and assisting with campaigns throughout the year, subject to confirmation of support from all partners. On the basis of agreement of other partners, the corporate sponsorship was extended for this financial year only, to maximise benefits to all parties. The Council's input to be reviewed during this financial year to advise on the most appropriate way forward from April 2016 with regard to the mechanism for trail marketing, promotion and engagement with the tourism sector.**

**ERT/23/2015:- CRAFT NI
- MAKING IT RESIDENCY**

Read: Report from D Griffith Arts Officer recommending retrospective approval for Craft NI's 'Making it Residency' programme 2015/2017, which was a 2 year business support placement for designer – makers in craft and applied arts. (Copy circulated)

Agreed: **On the proposal of Councillor Donnelly seconded by Councillor Burgess it was agreed to grant retrospective approval for the 2015/2017 Craft NI "Making It Residency" programme.**

**ERT/24/2015:- GREEN APPLE AWARDS
- NEWRY CITY LINKAGES PUBLIC REALM SCHEME**

Read: Report from Mr J McGilly Assistant Director recommending the Green Apple Built Environment Award 2015 be sent to the Council and that partners to organise the relevant PR regarding the success of the Newry City Linkages Public Realm Scheme. (Copy circulated)

Agreed: **On the proposal of Councillor Clarke seconded by Councillor Donnelly it was agreed the Green Apple Built Environment Award 2015 be sent**

to the Council and that partners to organise the relevant PR regarding the success of the Newry City Linkages Public Realm Scheme.

ERT/25/2015:- UPDATE RE: IRISH OPEN GOLF EVENT

Read: Update Report from Mr J Farrell regarding the Irish Open Golf event to be held from 26 – 30 May 2015 at Royal County Down Golf Club Newcastle. (Copy circulated)

Updates were provided on the following issues which were raised by Councillors:

- Distribution of event brochures
- Erection of banners on main roads leading to Newcastle
- Defaced banner in Clough
- Traffic issues

Agreed: Councillor Quinn to be provided with a list detailing the places where event brochures for the Irish Open were available in Kilkeel.

Agreed: Councillors to provide details to Council Officials of any places where they believed the Irish Open event brochures should be made available.

Agreed: Councillors to be provided with Irish Open event brochures for distribution.

Record: Councillor W Clarke asked that it be recorded that he wished to express thanks to Council staff for their efforts regarding the Irish Open golf event.

Noted: Several Councillors expressed their thanks to staff for the work done in the run up to the Irish Open golf event.

**ERT/26/2015:- FLOOD DEFENCE WORKS AT PROW
- MOUND OF DOWN AND WELL LANE DOWNPATRICK**

Read: Report from Ms H Wilson Countryside Development Officer regarding proposed flood defence works by Rivers Agency at the Public Right of Way between Mound of Down and Well Lane Downpatrick. (Copy circulated)

Agreed: On the proposal of Councillor Andrews seconded by Councillor Burgess it was agreed the Council had no objections to proposed flood defence works to be carried out by Rivers Agency to the Public Right of Way pathway between the Mound of Down and Well Lane Downpatrick, and to making a temporary Public Path Closure Order in respect of same.

**ERT/27/2015:- UK CHALLENGE FUND
- EXPRESSIONS OF INTEREST**

Read: Report from Mr M Mohan Senior Tourism Initiatives Officer regarding Expressions of Interest being worked up with partner organisations for submission to the UK Challenge Fund. (Copy circulated)

Agreed: On the proposal of Councillor Quinn seconded by Councillor Hearty it was agreed the Council submit 3 No. expressions of interest, in partnership with Armagh Banbridge & Craigavon Borough Council, Ards & North Down Borough Council and Tourism Ireland to the UK Challenge Fund for consideration.

If expressions of interest were successful, full applications would be developed and submitted to the programme. The 3 project areas to be:

- St Patrick's Country (Downpatrick & Armagh)
- Game of Thrones – film tours
- Green Destinations (Mourne Mountains & Ring of Gullion and Strangford Lough)

**ERT/28/2015:- APPOINTMENT OF CONTRACTOR
RE: PHASE I – EXTERNAL WORKS TO NEWRY TOWN HALL**

Agreed: On the proposal of Councillor Donnelly seconded by Councillor Burgess it was agreed to exclude the public and press from the meeting during discussion on this matter which related to exempt information by virtue of Paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014 – information relating to the financial or business affairs of any particular person (including the Council holding that information).

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

Agreed: When the Committee came out of closed session, the Chairman reported that on the proposal of Councillor Stokes, seconded by Councillor Hearty it had been agreed to accept recommendations contained in Report dated 1 May 2015 from Mr K Scullion and Mr G McVeigh and appoint the lowest tender, Tenderer A, to carry out external repairs to Newry Town Hall (Phase I).

ANY OTHER BUSINESS

**ERT/29/2015:- REQUEST FOR SPECIAL MEETING
RE: TOURISM**

Noted: In response to a request from Councillor Hearty for a Special Meeting of the Enterprise Regeneration & Tourism Committee to be

held, Ms Ward advised that there would be a necessity to have a number of meetings on how to develop the various strategy items and this would be examined by Council Officials.

ERT/30/2015:- PILOT SCHEMES
- NARROW WATER KEEP
- GREENCASTLE CASTLE

Noted: In response to a query from Councillor McAteer regarding pilot schemes for Narrow Water Keep and Greencastle Castle, Ms Ward explained this was not an item for discussion by the Enterprise Regeneration & Tourism Committee and she would speak to Councillor McAteer regarding this matter.

The meeting concluded at 7.50pm.

For consideration at the Council Meeting to be held on Monday 1 June 2015.

Signed: **Ms Marie Ward**
Director of Economic Regeneration and Tourism