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BALLYMONEY BOROUGH COUNCIL

Minutes of Development Committee Meeting No 219, held in the Council Chamber, Riada House, Ballymoney on Monday 20th September 2010 at 2.45 pm.

IN THE CHAIR Councillor J Finlay

PRESENT**Aldermen**

F Campbell

H Connolly

C Cousley, MBE, Deputy Mayor

J Simpson

Councillors

R Halliday

B Kennedy, Mayor

M McCamphill

A Patterson

I Stevenson

APOLOGIES:**Councillors**

A Cavlan

T McKeown

E Robinson

M Storey, MLA

IN ATTENDANCE

Chief Executive

Head of Corporate & Development Services

Committee Clerk

Invest NI (Item 4)

Mr G Armstrong (Manager, NE Office, Ballymena)

Mr T Geary (Client Executive)

Acorn the Business Centre (Item 5)

Mr F Ashe (Manager)

219.1 MEETING NO 216 – 21ST JUNE 2010

It was proposed by Alderman Connolly, seconded by Alderman Cousley and
AGREED:

that the minutes of meeting No. 216 on 21st June 2010, as circulated, be confirmed as a correct record.

219.2 MEETING NO 217 – 5TH JULY 2010

It was proposed by Alderman Campbell, seconded by Alderman Connolly and
AGREED:

that the minutes of meeting No. 217 on 5th July 2010, circulated, be confirmed as a correct record.

219.3 MEETING NO 218 – 5TH AUGUST 2010

It was proposed by Alderman Cousley, seconded by Alderman Connolly and
AGREED:

that the minutes of meeting No. 218 on 5th August 2010, circulated, be confirmed as a correct record.

Development Report to Council Meeting on 6th September 2010 and adopted is included for record purposes, appendix A.

219.4 INVEST NI

The Chair welcomed representatives from Invest NI to give a presentation to members on employment and business prospects in the Ballymoney area. The presentation is attached as Appendix 1. Issues raised by members included:

- Transfer of jobs and businesses to Coleraine and Ballymena.
- Continuation of European funding.
- Steps taken to encourage and increase productivity.
- Job creation and business development.

Responding to members, Mr Armstrong clarified issues relating to:

- Business opportunities in Ballymena and Coleraine based on size and population.
- Size of Ballymoney's business base in terms of investment.
- Development of a profile for the region in terms of attracting FDI.
- Research and development into a varied range of manufacturing, services and new technology to identify new and profitable markets.
- Changing roles in regional networks and collaborative working.

It was agreed that an invitation would be extended to Invest NI's Chief Executive to a future meeting.

The Chair thanked Mr Armstrong and Mr Geary for their presentation which concluded at 3.15 pm. The representatives left the meeting at this time.

- * **Councillor Kennedy left the meeting during the discussion at 3.10 pm and returned at 3.15 pm.**

219.5 ACORN THE BUSINESS CENTRE

The Chair welcomed Mr Ashe to the meeting to give a presentation to members on the remit of the Centre in providing assistance to small businesses. The presentation is attached as Appendix 2.

Mr Ashe advised on the level of employment at the Centre, which is self funding. Commenting on current occupancy levels he advised that there were no expansion plans. He also advised on services provided to tenants, availability of IT training, room hire, business advice and administration support services and outlined the main programmes – Go For It, Exploring Enterprise and Tradelinks. He responded to members questions on rental levels, range of businesses based at Centre, success and growth of businesses, some of which transfer to larger industrial premises. The Chair thanked Mr Ashe for his presentation which concluded at 3.40 pm. Mr Ashe left the meeting at this time.

- * **Alderman Simpson left the meeting at 3.15 pm and returned during the presentation at 3.25 pm.**

219.6 TOWNSCAPE HERITAGE INITIATIVE (HLF)

Following Council's decision to progress a bid for this funding initiative, preliminary research and consultation has commenced. It is **recommended** that budget provision of £5,000 be made available to provide consultancy support for a bid by Ballymoney Regeneration Company, supported by Council.

The Head of Corporate & Development Services informed members of research and consultation, advices and survey work undertaken to date and advised that an initial draft proposal had been developed for two regeneration clusters: [a] Diamond Area where four major streets meet, leading to recently refurbished Town Hall and [b] Victoria Street leading to Church Street.

Members were in favour of the initiative to improve and enhance the character and appearance of the town, with the provision of funding to enable work to be undertaken. The Head of Corporate & Development Services advised that the first phase of the application process was competitive. The closing date for application is 30th November. If successful support from the HLF would be available to develop the stage two proposal for delivery of the five year scheme.

It was proposed by Councillor Stevenson, seconded by Alderman Campbell and **AGREED:**

that budget provision of £5,000 be made available to provide consultancy support for a bid by Ballymoney Regeneration Company, supported by Council, with £2,500 provided from the unused Lough Neagh and Lower Bann contribution and £2,500 from Council's reserves.

219.7 EIS LINENHALL STREET/CHARLES STREET

A mural project, supported by CSP, will enhance the area of derelict property at this location, preparatory environment improvement work for this project is planned, funded from existing budget. Members discussed the overall negative appearance of the area, a key access point to the town centre, and potential uses of the site. It was agreed to write to the property owner to explore actions to further improve the appearance of the area.

219.8 COMMON AGRICULTURAL POLICY

NILGA's Agriculture and Rural Development Group have circulated a survey on future funding of the Common Agricultural Policy (CAP). This has been circulated to members, with responses to NILGA.

219.9 MEETING WITH ENTERPRISE TRADE & INVESTMENT MINISTER

Arising from the meeting with Minister Foster, issues being progressed include: Profile of business units; application for signage to Hedges Trees and presentation on Lignite exploration in borough.

219.10 SITE MEETING WITH DOE MINISTER

Minister Poots visited the town on 2nd September, accompanied by his planning officials to see at first hand planning issues regarding hotel development and signage in the conservation area. Options to secure a resolution to the current impasse are being examined. The Chair referred to comments from members desirous of meeting the Minister on his recent visit and pointed out that the key purpose of the Minister's visit was, in company with his planning officials, to view the proposed hotel site and other planning issues following on from a previous meeting. In the circumstances, as Chair, he had decided, in view of the nature of the meeting and the limited time available, not to convene a committee meeting. The various issues considered at the meeting to resolve the impasse would be explored with the developer.

* **Alderman Connolly left the meeting at 4.05 pm.**

219.11 ECONOMIC DEVELOPMENT STRATEGY - INDICATIVE ACTION PLAN

A copy of the indicative action plan was circulated, attached as appendix 3. The Head of Corporate & Development Services explained that the action plan included only active projects which Council was delivering itself or participating in a partnership arrangement. Other agreed projects at development stage would be added as these progress.

It was proposed by Councillor Stevenson, seconded by Councillor McCamphill and **AGREED:**

that Council endorse the action plan.

219.12 PROJECT PLAN – PROGRESS REPORT

A status report on current projects, circulated and discussed, included at appendix 4.

12.1 Peace III, Phase II Action Plan

The North East Peace III Partnership Phase 2 Action Plan for 2011-2013 was tabled, Council having confirmed its commitment to the existing cluster and that Coleraine Borough Council would continue in the role of lead council for the delivery of the programme. A copy of the Executive Summary of the Plan and details of a Ballymoney based programme for a development worker in Rasharkin village was circulated. The Rasharkin project involved the employment by Council of a Development Worker to oversee a project aimed at young adults and teenagers, specifically young men aged between 16 & 24. The project had emerged from the phase I interim evaluation which identified Rasharkin as one of the key areas in the borough that remains affected by the conflict, with anti-social behavior, sectarian violence and recreational rioting having increased in the village in the last number of years.

It was proposed by Councillor Stevenson seconded by Councillor McCamphill and **AGREED:**

that Council endorse the Peace III Phase 2 Action Plan 2011-2013 and invite a representative from the Partnership to present the plan to committee.

219.13 EU COMPETITIVENESS PROGRAMME (DETI)

An open call for projects has been issued by DETI. No proposal to submit projects under this call are planned. Discussions have also taken place with Invest NI officials and Chief Executives/Heads of Development, across NI on the future roll out of the local economic development measure of sustainable competitiveness programme.

DETI had also been working with NILGA in order to maximize the level of EU funding opportunities available to Council to support local economic development. Meetings have been positive and constructive with a consensus that there was real potential to improve the reach and quality of support available to businesses. DETI in association with NILGA planned to hold a workshop to further consider a proposal for local government and INI to enter into a partnership to delivery local economic development products through Councils. A further report will be made to committee.

219.14 CONSULTATION ON SUCCESS THROUGH STEM

The draft Government STEM Strategy – “Success through STEM” has been published for public consultation. The strategy outlines how government intends to take forward the recommendations assigned to it in the report of the STEM Review. The closing date for comments is 5th November. A report will be brought to the next meeting of committee.

219.15 CAUSEWAY COAST & GLENS MASTERPLAN – INTERIM REVIEW

An interim review of the Causeway Coast & Glens Masterplan has been published. This masterplan sets out a strategic vision and action plan for the region. To date DETI/NITB has led on this initiative however local ownership of delivery is now being sought. Officers in the region are considering this and other issues, including DETI's draft Tourism Strategy, based on a destination management approach and tourism delivery structures currently in place. Draft terms of reference for a review of regional tourism delivery are being developed by officers in the Causeway Coast and Glens Tourism region and a further report will be brought to committee.

A copy of a speech by the Prime Minister, David Cameron, in London on the challenges and opportunities that tourism presents, as the third highest export earner and also a huge domestic market, was circulated for information.

219.16 NORTHERN AREA PLAN

As part of the Coleraine Masterplan exercise retail studies are being undertaken in Ballymoney and Ballycastle. DTZ and Town Centre solutions have been commissioned to undertake this work. Meetings have been held and information requirements provided.

219.17 INTERNATIONAL LINKS

The expression of interest from Heuvelland, Belgium is being explored and Councillors Finlay and McCamphill will have the opportunity to meet with representatives from that authority on a forthcoming visit to Bussells. A visit from our twin town of Vanves will take place on 15-18 October 2010. Arrangements are also in hand for a visit from a delegation from Douglas later this year.

219.18 FILM PRODUCTIONS

The Cup Cake film, by Wee Buns Production Company, filmed in Ballymoney has received further awards, taking a top award for Best Feature Film at the prestigious Rhode Island Film Festival in America. The Production Company is actively planning to use Ballymoney for more productions. Benefits are accruing to the local economy from further film crew visits to Ballymoney.

219.19 FESTIVALS/EVENTS

The proposed Womad/Leslie Hill Productions Music Festival has been abandoned. However it is intended to plan other events.

219.20 FLOODING UPDATE

Members were updated as follows:

Planning Service

In respect of new applications received for a site within the recognised flood plain, finished floor levels will have to be agreed, through negotiations between Rivers Agency and the applicant. These will therefore be indicated on detailed plans before any approval could be granted.

NI Water

In March 2009, NI Water completed work to upgrade the Wastewater Treatment Works at Ballybrakes Road which reduced the discharge to the Ballymoney River by 400 l/sec in the event of an overflow situation.

There have been 20 discharges to the Ballymoney River over the last 12 months, which is a significant improvement. There have been no discharges since February 2010.

Rivers Agency

The Coleraine Area Office completed and assessed the topographical survey on the floodbank adjacent to the Meadows. The levels of the floodbank were examined against the estimated 1 in 100 year flood risk for this area. During programmed maintenance in 2010 the Agency upgraded the floodbank to the Agency's 1 in 100 year flood protection standard. Some minor works are to be completed and these will be done during the current calendar year.

Councillor Finlay reported on a recent planning office meeting with objectors about the planning application in the vicinity of The Meadows estate and advised that the developer has put forward a generous offer to work with Rivers Agency towards alleviating the flooding problem and this offer is being considered.

In response to members comments about flooding issues the Head of Corporate & Development Services agreed to ascertain from Rivers Agency whether all outstanding work at The Meadows has been completed. The information will be brought back to the next meeting of Committee.

The meeting closed at 4.35 pm.

Appendices attached

- Appendix 1 Invest NI Presentation
- Appendix 2 Acorn The Business Centre Presentation
- Appendix 3 Economic Development Indicative Action Plan
- Appendix 4 Action Plan Progress Report

APPENDIX 1



Ballymoney.ppt

Invest NI Presentation

APPENDIX 2



Presentation to Dev
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Acorn the Business Centre Presentation

1. ACTION PLAN

APPENDIX 3

The following is a list of indicative strategic actions for Ballymoney Borough Council's Economic Development Unit under each of its key priorities (themes). However, the Council's Economic Development Unit does not operate in isolation and, as with most action plans, ongoing co-operation, as well as new and existing internal and external partnerships continue to be key to the successful implementation of this and any other resulting actions/plans.

It should be noted that the sources of funding listed illustrate only some of contributions committed and/or made by the Council and other bodies, whether in monetary terms, in-kind resources (e.g. staff time), or both. It should also be noted that this strategic action plan is subject to change and budgetary restrictions.

THEME 1: Enterprise Development – <i>Creating and developing new and existing businesses</i>				
Indicative Action	Sources of Funding	Performance Indicators		
		Outputs	Results	Impacts
1. <i>To identify, develop and implement programmes, projects and other initiatives to enable the creation, development and promotion of new and existing businesses and business sectors in the Ballymoney borough.</i>	Council(s), SCP, RDP, Other funding sources	- Economic Development Service Level Action Plan: Enterprise Development	- Nr of studies/surveys undertaken - Nr of business development projects/programmes identified and implemented - Nr of business information and signposting activities undertaken - Nr of businesses participating	- Increased knowledge of Ballymoney's business sectors and businesses requirements - Increased number of businesses developed - Increased number of new businesses - Increased number of new products developed - Increased number of new systems implemented - Increased profile of Ballymoney businesses - Improved sustainability of Ballymoney businesses - Increased % and/or £ in turnover - Increased number of job opportunities

THEME 2: Tourism – Tourism development and marketing

Indicative Action	Sources of Funding	Performance Indicators		
		Outputs	Results	Impacts
<i>2. To identify, develop and implement projects, programmes and initiatives to develop and market tourism and the tourism sector in the Ballymoney borough.</i>	Council(s), RDP, Interreg, Other funding sources	<ul style="list-style-type: none"> - Economic Development Service Level Action Plan: Tourism - Marketing Plan 	<ul style="list-style-type: none"> - Nr of tourism surveys undertaken - Nr of tourism products developed - Nr of tourism projects/programmes developed and implemented - Nr of promotional activities undertaken - Nr of tourism businesses participating 	<ul style="list-style-type: none"> - Improved knowledge of tourism sector in the Ballymoney area - Increased number of tourism activity products (e.g. events/festivals (community and council), activity holidays, etc) - Increased number of hotels in the borough - Increased number of bed spaces - Increased profile of quality eateries - Improved sustainability of the tourism sector in the Ballymoney area - Increased number of tourists visiting the Ballymoney area - Increased visitor days for the Ballymoney area - Increased visitor spend in the Ballymoney area

THEME 3: Town Centre – Strengthening town competitiveness

Indicative Action	Sources of Funding	Performance Indicators		
		Outputs	Results	Impacts
<i>3. To identify, develop and implement programmes, projects and other initiatives for the development, marketing, and promotion of Ballymoney town as a location for investment, trade, and residential use, and will strengthen Ballymoney's competitiveness.</i>	Council(s), Other sources of funding	<ul style="list-style-type: none"> - Town Action plan - Economic Development Service Level Action Plan: Town Centre 	<ul style="list-style-type: none"> - Nr of Town surveys undertaken - Nr of Town-based projects/programmes developed and implemented - Nr of promotional activities undertaken - Nr of town businesses participating 	<ul style="list-style-type: none"> - Improved amenity of Ballymoney town - Increased profile of Ballymoney town - Increased number of specialist shops - Improved consumer choice in the Ballymoney area - Increased number of town centre residents - Increased/retained level of spend in the town - Improved sustainability of Ballymoney town

THEME 4: Community Planning – Community development and regeneration				
Indicative Action	Sources of Funding	Performance Indicators		
		Outputs	Results	Impacts
4. <i>To provide support to community-based groups, for community regeneration projects, and encourage the establishment of community businesses that will promote opportunities for sustainability.</i>	Council(s), RDP, PIII, Other sources of funding	- Economic Development Service Level Action Plan: Community development and regeneration	- Nr of community-based projects identified and implemented - Nr of community regeneration projects identified and implemented - Nr of community regeneration projects assisted - Nr of new community businesses - Nr of funding opportunities identified and promoted. - Nr of community groups participating	- Increased number of new community businesses developed - Increased number of job opportunities - Improved amenity of communities - Increased capacity of community groups - Improved sustainability of community groups

THEME 5: ICT - Raise general level of e-commerce and stimulate new e-commerce based businesses				
Indicative Action	Sources of Funding	Performance Indicators		
		Outputs	Results	Impacts
5. <i>To raise the general level of e-commerce and stimulate new e-commerce-based businesses to enable our businesses to take advantage of new and existing opportunities, both locally and globally.</i>	Council(s), Other sources of funding	- Economic Development Service Level Action Plan: ICT	- Nr of e-commerce initiatives identified and implemented - Nr of e-commerce opportunities identified and promoted - Nr of businesses supported in e-commerce based activities - Nr of businesses participating	- Increased level of e-commerce in Ballymoney businesses - Increased number of new e-commerce businesses in the Ballymoney area - Improved sustainability of Ballymoney businesses - Increased number of jobs - Increased % and/or £ in turnover

THEME 6: Partnership Working - Collaborative innovative solutions to shared problems				
Indicative Action	Sources of funding	Performance Indicators		
		Outputs	Results	Impacts
6. <i>To develop collaborative partnerships with other Councils and organisations to develop a collaborative approach to achieving common economic development goals, stimulate innovation, and develop best practice.</i>	Council(s) , RDP, Interreg , PIII, DSD , DETI , Other sources of funding	- Economic Development Service Level Action Plan: ICT	Nr of partnerships established/ joined Nr of collaborative initiatives developed and implemented Nr of best practice cases developed	Increased opportunities to develop Ballymoney and partners areas. Added value to development activities in the Ballymoney and partners areas. Increased amenity within Ballymoney and partners areas Increased knowledge and evidence of best practice Increased number of innovative actions in Ballymoney and partner areas

APPENDIX 4**ENTERPRISE DEVELOPMENT PROJECTS**

Project	Status
Steps to Success Business Development Programme (BBC/Cluster)	Programme advertised Recruitment commenced
North Antrim Business Awards (MEC)	Deferred
Business Seminars (BBC/ABC)	Programme completed.
Young Enterprise PS Masterclass (BBC/YE)	2 programmes delivered 123 pupils / 6 schools participated.
Communication	Ongoing publication and updating – <ul style="list-style-type: none"> • business bulletin • business guide • Socio-economic profile • Business directory
Development Opportunity Sites	3 being progressed 2 deferred

TOURISM DEVELOPMENT/MARKETING PROJECTS

Project	Status
Geneology Product III	Deferred pending outcome of route home conference
Lower Bann Development	Business opportunities being explored
Easter Bunny Festival (RDP)	Project pending – awaiting letter of offer /ID no. confirmation
Bygone Ballymoney (Shiels) (RDP)	Project pending - awaiting letter of offer/ID no. confirmation
IndiGENous Rural tourism product knowledge (BBC/RDP-SC)	Steering group initial meeting held. Project on hold pending resolution of match funding query
Naturally North Coast Food project (MDC/cluster)	Poor response to competition. Re-opened, closing date 24/9/2010
Tourism Marketing	Visit Ballymoney refreshed/updated. New visitor guide published & distributed. Pilot Great Days Out developed/lunched Great Days Out Feature – Telegraph Hospitality Guide published & distributed. Branding review/co-ordinated marketing initiative being explored

TOWN CENTRE DEVELOPMENT PROJECTS

Project	Status
Communication	Townscene & PR published
Town Marketing	Café Culture guide published Web Directory updates ongoing
Events – Christmas Programme	Consultation event held Programme developed Advertisers/sponsors recruited
Living Above The Shops (LOTS) (NIHE)	
Property Regeneration	THI (HLF) bid being developed
Ballymoney Streetscape (BBC/DSD/DRD)	Scheme completed. 1 st evaluation visit completed
EI Scheme	CSP Mural Scheme announced Preparatory work to building fabric planned
Castlecroft Amenity Area	Report on remedial works produced. Conditions of Use/maintenance costs being examined New income opportunities being explored.
Linenhall Street Service Area (DSD)	Outstanding issues resolved. Scheme developed to improve area and regularise parking arrangements

COMMUNITY DEVELOPMENT/REGENERATION

Project	Status
Rural Village Regeneration (MDC/RDP-SC)	Project officer recruited (MDC) Steering group meeting held Shortlisting criteria developed for village plans and projects Information sessions held and applications invited – closing date 4/10/10. Match funding required. N-S collaboration projects being explored.

PARTNERSHIP WORKING

Project	Status
Joint ED Strategy (Causeway) (CBC)	Business survey completed Delivery agent appointed (McGarry Consulting) 1 st draft completed and feedback given
Creative Industries (LVBC)	Delivery Agent appointed (iTotal Marketing) Initial draft prepared
NEP Interreg	Recruiting Officer (BmenaBC) Inland Waterways Project (River Bann/Balnamore being developed. Some projects withdrawn, others being reassessed or reworked. Timetable for further calls published.

Causeway Coast & Glens RTP	New edition of visitor guide being produced and distributed to key international destinations. Causeway Visitor Centre progress report/ interim facility access arrangements etc communicated. Causeway Connections project being further developed (Altnarichard viewpoint/ car park facility enhancement developed & planning permission advanced) German journalist visit to Borough.
Rural Development Partnership	Project development ongoing.
Peace III Partnership	Agreed Coleraine BC to lead for the delivery of Phase II 2010-15

/ej/15/9/2010