BALLYMONEY BOROUGH COUNCIL DEVELOPMENT COMMITTEE

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227.9	Traffic Management & Parking Enforcement – Town Centre	Presentation to be made by DRD
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227.13	Tourism Marketing	Programme update
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227.15	Altnarichard Car Park, Picnic Site and Viewpoint and the Croaghan Way	Draft Proposal to be prepared
227.16	Rail Services	Support continued upgrade of line

227.17	International Links	Congratulations to civic leaders
227.18	dNAP	Ministers response to representations
227.19	Conference – Planning on the Island and Ireland	Tabled
227.20	Programme Update	For information

For completeness of the record, TOC of Development Reports to Council Meeting Numbers 946 and 947 and Consultation Committee No 64 are reproduced below and reports are attached as appendix D to the minutes.

1.8.11 CM 946	Devel	opment Committee Report, 25 th July Northern Area Plan Examination in Public	Endorse response			
	5.2	Tourism – Review of Regional Tourism Delivery	Adopt recommended model and commit to 3 year funding package Contribute up to £1,000			
	5.3	Biker Road Trip	Proceed with project and Tourist Board funding bid.			
	5.4	Towns & Villages on Inland Waterways	Make in-kind contribution approx £2,500			
	5.5	Naturally North Coast Agri-Food Initiative	Funding released			
	5.6	Ballymoney Townscape Heritage Initiative (THI) (HLF)	Authorise Chief Executive to proceed with the application			
	5.7	London 2012 Olympic Torch Run				
19.8.11	Devel	opment Committee Report – 19 th August 2011				
CC 64	64.7	Feasibility Study for Ballymoney Scenic Drive(s)	Award tender to Harper Tourism at a cost of £6,405.00 + VAT.			
	64.8	Date of Non-Corporate Buildings and Facilities Working Group Meeting	Thursday 25 th August at 6pm.			
5.9.11 CM 947	Devel	opment Committee Report, 5th September				
	7.1	Village Regeneration Programme (RDP)	Approve contribution of up to £10,000 - Dervock			
	7.2	Scottish Pipe Band Association	Express interest and apply			

BALLYMONEY BOROUGH COUNCIL DEVELOPMENT COMMITTEE

Minutes of Development Meeting No 227, held in the McKinley Room, Riada House, Ballymoney on Monday 12th September 2011 at 7.00 pm.

IN THE CHAIR: Councillor J Finlay

PRESENT: Aldermen

F Campbell C Cousley, MBE

CouncillorsJ Atkinson
R Halliday

T McKeown, Deputy Mayor

E Robinson

APOLOGIES: Alderman

H Connolly Councillors A Cavlan

I Stevenson, Mayor

M Storey

IN ATTENDANCE: Chief Executive

Head of Corporate & Development Services

Committee Clerk

227.1 MINUTES - MEETING NO 226 - 13TH JUNE 2011

It was proposed by Alderman Cousley, seconded by Councillor Atkinson and AGREED:

that the minutes of Meeting No 227 – 13th June 2011, as circulated, be confirmed as a correct record.

<u>DECLARATION OF</u> The Chief Executive declared an interest in item 227.2, as Vice-Chair of the

<u>INTEREST</u> of Acorn The Business Centre (the local enterprise agency)

227.2 BUSINESS PLAN 2011/12

The draft Development Services Business Plan, circulated, was presented by the Head of Corporate & Development Services who stated that there have been two amendments since the

draft plan had been published for committee's consideration and responded to members' questions. The revisions were the result of further information and clarity on the proposed role of Councils on enterprise and social economy development, in line with the NI Economic Strategy business growth theme. The revised plan is included as Appendix A.

It was AGREED:

to recommend that the Development Services Business Plan 2011/12 be approved.

The Chairman expressed concern at the recent news about the alleged loss of the INI Go For It programme by Enterprise NI to a Scottish company and the resultant effect on Acorn The Business Centre and other local enterprise agencies (LEAs) who have been delivering the programme locally. The Chairman, making it clear he was not attempting to interfere with due process, highlighted the synergy between the programme delivery and workspace provision activities of all LEAs and expressed concern that this new contract, if it is not delivered in all Council areas, will tend to promote start-up in the areas where it is delivered at the expense of the rest. He undertook to make representations to the Minister, seeking an assurance that her Department or the Agency would ensure that, whoever delivers the new programme, opportunities exist in each Council area for applicants to attend.

* Alderman Campbell joined the meeting at 7.07 pm during discussion of item 227.2.

227.3 LONDON 2012 OLYPMIC TORCH RELAY

Further information has been received from the 2012 Committee following Council's application and communities on the route agreement. A meeting of the project steering group will be arranged to deal with the next steps.

* Councillor McKeown joined the meeting at 7.15 pm.

227.4 VILLAGE REGENERATION PLANS

Village plans developed with financial assistance from the Rural Development Programme, Council and the local Community Associations have been completed. Committee was invited to consider arrangements for presentation of the action plans.

It was reported that a number of tourism projects were proposed for which support was being sought from the Rural Development Programme and Council. Some other projects would be submitted under the basic services measure of the Rural Development Programme.

It was noted that groups seeking larger grants from Rural Development Programme would require limited company status. Since Council also had a similar requirement for legal status in respect of committees managing its community buildings and facilities, support to help groups achieve this was being progressed with support from community networks. There would be sharing of knowledge on running community facilities with an insight into running a successful facility at the NACN AGM later this month.

Facilities for motorhomes is a proposal put forward in a number of village plans and the Rural Development Partnership had, as a result, commissioned a regional feasibility study on *Aires De Service* – a network of stopping off places for motorhomes, operating successfully in France and Germany. This assignment had been awarded to Harper Tourism.

It was **AGREED**:

that a member workshop be held to present details of the various proposals in village plans.

227.5 CAUSEWAY COAST & GLENS HERITAGE TRUST (CCGHT)

An application has been received from the Causeway Coast & Glens Heritage Trust (CCGHT) for financial assistance of £1500 for a development phase of the project "Heart of the Glens" HLF landscape fund to progress to the next stage. This letter, which also refers to continuing support from Council, should they be successful, has been circulated to all Councils in the CCGHT region and copied to councillors and MLAs. Further information has been sought from the CCGHT and the Head of Corporate & Development Services updated committee on the opportunities available to Council in participating in the project.

These included upland habitat conservation works; peatland conservation projects; river quality work, including sustainable angling; field boundaries pattern restoration and field features restoration; arts projects; off road recreation trails; heritage trails; film projects; education projects; hospitality training; all being offered across the region and beyond the Council AONB. She responded to questions from members relating to the projects and related funding. The total project cost of the five year project was £1.88M with HLF contribution of £1.4M. The £1,500 from Councils (representing 1.12% of the project cost) would help secure the HLF contribution of £91,000 for the development phase and help demonstrate local buy-in. She reminded members that Council had withdrawn from CCGHT and Council was being invited to re-consider joining.

It was proposed by Council Atkinson, seconded by Councillor Halliday and AGREED:

to recommend that Council does not contribute an amount of £1500 to Causeway Coast & Glens Heritage Trust for the development phase of the project "Heart of the Glens"

In addition, it was proposed by Councillor Halliday, seconded by Councillor Atkinson and **AGREED:**

to recommend that Council does not reinstate its membership of the Causeway Coast & Glens Heritage Trust.

DECLARATION OF INTEREST

Councillor McKeown declared an interest in item 227.6, having business interests in the town centre.

227.6 RATING OF COMMERCIAL PROPERTIES: SMALL BUSINESSES, LARGE RETAIL PROPERTIES AND EMPTY SHOPS

The Finance Minister has launched a consultation exercise to seek views on changes to the business rates system. The main purpose of the changes would be to rebalance the business rates system so that during this continuing economic downturn, and through to recovery, more smaller businesses get help while the very largest retailers pay more. Expansion of the small business rate relief scheme would be funded through applying a levy to the largest/highest value retail properties. A paper setting out the Minister's preferred approach was circulated.

The consultation paper, along with the full initial integrated impact assessments, is available at www.dfpni.gov.uk/rating-review. A copy can also be obtained by contacting the Office of the Chief Executive.

Consultation will last for 16 weeks and members were requested to consider the document and submit any comments to the Rating Policy Division by **Tuesday 18 October 2011**.

Members discussed vacancy and dereliction levels and the unsightly appearance of such property in the commercial centre, much of which resulted from the deferral of projects due to the economic decline. It noted that the proposal will affect Council both as a body deriving significant income from rates and as a supporter of economic development, with the main thrust of the change effecting businesses.

Following discussion it was **AGREED**:

to recommend that Council supports the proposal, in principle, provided that business ratepayers are not subsidized by the domestic ratepayer.

The Chief Executive undertook to clarify the Ministers preferred option and the effect this might have on Council's income and compensation arrangements for any potential loss so that the need to raise Council rate as a consequence could be avoided.

227.7 WHITE PAPER ON ENABLING LEGISLATION FOR NATIONAL PARKS

Initial draft comments from NILGA on the White Paper on enabling legislation for National Parks was circulated.

A further, larger consultation paper on national parks was issued by the Minister by 30th August, giving more detail on the DOE proposals. The deadline for response to both parts of the consultation has been extended and is now 31st October.

A draft NILGA response should therefore be issued to councils for comment on or shortly after 9th September, provided the DOE issue the second half of their consultation as indicated.

It is the intention of the Tourist Board to hold a meeting with the Minister, to which NILGA and SOLACE will be invited, after publication of the second half of the consultation.

This information is provided to members for information in the light of the tourism interest. However, the Council's response will be dealt with via Leisure & Amenities Committee (Amenities Section) as such facilities would fall within the remit of Borough Services.

227.8 EU SUSTAINABLE COMPETITIVENESS PROGRAMME – LOCAL ECONOMIC DEVELOPMENT (LED) MEASURE

Members were asked to note a change to the administrative arrangements for the LED Measure of the Competitiveness Programme, advised by the DETI Minister, whereby Invest NI will assume the associated Intermediary Body role with effect from 1 September 2011. Transition arrangements are to be confirmed soon. DETI will retain overall Managing Authority responsibility. The transfer of responsibility will not have a material impact on the Council as an applicant to the programme and it will not change the focus or range of activity that can be supported. The partnership with Invest NI should have the effect of making the process more streamlined and result in an increased volume of activity being supported. The deadline for project proposals for planned activity in 2012 and 2013 is 31 October 2011. It was noted that a contribution will be required by Council, 25% of programme costs, to participate in the programme.

Information, in response to Assembly written question on investment visits and jobs created/safeguarded is attached as Appendix B for information.

227.9 TRAFFIC MANAGEMENT AND PARKING ENFORCEMENT – TOWN CENTRE

Arising from representations from businesses and shoppers the Chairman has arranged for representatives from DRD Roads Service to attend a meeting of Committee on 14th November to discuss the issues.

Councillor Mervyn Storey, MLA, has provided a copy of correspondence from the Minister of Regional Development with regard to the proposed on street car parking charges following a meeting with representatives from the Chamber of Commerce.

The Minister has confirmed that in response to the potential impact on retail trade he intends to conduct a review of the policy of introducing on-street parking charges and that the Department has no proposals to introduce car park charges at Townhead Street Car Park.

At the request of Councillor Finlay, arrangements will be made to facilitate 2/3 business representatives to attend the presentation by Roads Service which will be scheduled to take place prior to the next meeting of Committee.

227.10 MID-YEAR POPULATION ESTIMATES

A summary of the mid-year population estimates for Ballymoney and the Causeway area were tabled, attached as Appendix C.

227.11 CONSTRUCTION INDUSTRY GROUP

The Construction Industry Group NI provided a copy of their document "Building the Economy – construct and recovery" and this was circulated to all members. The document identifies key areas under the three pillars of sustainability where the industry can deliver long lasting benefits for the NI economy.

* Councillor Halliday left the meeting at 7.55 pm.

227.12 SCOTTISH PIPE BAND ASSOCIATION

Following on the Council's recent decision to host the Co. Antrim Championships in Ballymoney in 2012 and to move forward to make the necessary arrangements, discussions have taken place with the Association to identify the funding and other requirements for the event.

It is estimated that the cost would be in the region of £7,000 plus ancilliary costs, up to a maximum of £10,000, some of which would be met in association with the event partner or thorough contributions in kind. Further discussions will take place with possible event partners, with a further report to Committee. Following consultation with the Chair it is **recommended** that provision be made in next year's Development Services budget for up to £10,000 for this event. Sites within the town boundary will be explored to facilitate the event.

It was proposed by Councillor Finlay, seconded by Councillor Atkinson and AGREED:

to recommend that Council provides £10,000 in the 2012/13 Development Services budget towards the cost of hosting this event, which is aimed at bringing economic benefits to town centre businesses.

227.13 TOURISM MARKETING

Members noted that arising from the launch of the new memorial garden in honour of Robert Dunlop, various marketing initiatives including a brochure, will be funded under tourism marketing as the spend is not eligible from an accounting perspective under the capital project budget.

227.14 DRUMAHEGLIS MARINA DEVELOPMENT PROJECT

The bid to NITB for funding towards this project, which has already received an offer of funding under the Interreg RIVERS Project, together with the supporting business plan, was submitted by the deadline. The Council's contribution currently sits at £13,700.

The extent of this Village Regeneration project was reduced at the request of the funders, the community centre and cycle/footway link to the village being removed. Given that the community centre is now being provided and funded by Council, committee may wish to consider if, to secure further economic benefits and strengthen village regeneration and inland waterways development, there is merit in taking forward the link between the marina and the village, which would be done in association with DRD Roads Service and funding from the Rural

Development Programme. It is also suggested that to strengthen the benefits to the marina and the village the possibility of an enhanced shop facility be explored.

It was AGREED:

that the Head of Corporate and Development Services identifies costings and possible match funding and bring to committee a project proposal in line with the original concept of village regeneration and development of inland waterways.

227.15 ALTNARICHARD CAR PARK, PICNIC SITE AND VIEWOINT AND THE CROAGHAN WAY

A project to enhance this facility infrastructure was developed as part of the Interreg Causeway Connections Project. Committee is asked to consider whether this project, on the Orra scenic route, should be progressed under the Rural Development Programme, estimated cost £74,500. Both the Altnarichard visitor facility and the Croaghan Way lie within two important designated conservation areas – The Antrim Hills Special Protection Area (SPA) and Slieveanora & Croaghan Area of Special Scientific Interest (ASSI) as a largely intact blanket bog wih associated peatland flora and fauna, the project would, among other things, contribute to the development of activity tourism; link the Moyle Way / Ulster Way /Croaghan Way.

It was **AGREED**:

that the Head of Corporate & Development Services reviews the project and costings, including identifying match funding, and bring a proposal to committee.

227.16 RAIL SERVICES

Briefing 24/8/2011 from Translink has been received advising of changes to rail services planned for the Londonderry line during 2012 has been received. Plans include changes to some of the routes and services right across the network which will see service developments where there is potential to grow and the optimization of these services which are not sustainable going forward. Translink seeks Council's ongoing support as they work to deliver a modern and sustainable public transport network for NI.

A new enhanced hourly train service between Coleraine and Belfast, benefitting the Ballymoney area, was welcomed. Members stressed the importance of maintaining pressure on Government, The Assembly and Translink to ensure that the rail line was completed as planned.

At the suggestion of the Chair it was **AGREED**:

to write to the Minister and Translink restating Council's full support for the Translink proposals to upgrade the rail network serving the region.

227.17 INTERNATIONAL LINKS

A letter of congratulations to new civic leaders has been received from Vanves. The Mayor of Vanves looked forward to continuing friendly relationships between the two communities and to build on the school exchange projects.

227.18 NORTHERN AREA PLAN (DRAFT) (dNAP)

The Environment Minister has responded to Council's representations on withdrawal of a number of policies from the draft plan. The Minister assured Council that by withdrawing the policies from the draft Plan it had been the intention of the Department to both speed up and save time and resources for all of the parties participating in the Independent Examination process. This said, whilst the Department had acted in good faith, he accepted it was unfortunate that the Department was not in a position to take this action before 18th July 2011, which Council quite rightly points out is only two weeks before the submission date for stage one representations. Accordingly, the Minister fully takes on board Council's request that any future withdrawals or alterations to proposed policies or designations, occur in a timely manner.

The Minister said that of the 16 policies and 1 designation withdrawn on 18th July 2011 he understood the Council had concerns over the restrictive nature of nine of the policies, particularly those relating to retailing and tourism. He also noted that Council had indicated it had undertaken additional work on these matters. The Minister stated that given that tourism and retailing are areas where following the adoption of regional policy there may be need for bespoke local planning policy, there would be opportunity for the Department to give further consideration to any work the Council had undertaken. He had therefore asked Dr Chris Boomer, who will be responsible for taking the draft Plan through the Independent Examination, to contact the Chief Executive to discuss this and any other concerns Council may have.

227.19 CONFERENCE - PLANNING ON THE ISLAND OF IRELAND

The Chief Executive advised members that this conference entitled 'Sharing Experiences across Borders' will be taking place on 30th September at Crowne Plaza Hotel Dundalk. The conference is free of charge and members are invited to attend.

227.20 PROGRAMME UPDATE

A status report on current projects and programmes was presented by Head of Corporate & Development Services.

Enterprise

- 1. Steps to Success (CP)
 - Programme in final stage of implementation
- 2. Exploring Enterprise (Acorn Business Centre)
 - Programme launched.
- 3. ICT Essential Skills for Business (ABC/NRC)
 - Free ICT Essential Skills course to be delivered in Ballymoney in association with Northern Regional College and Acorn The Business Centre
- 4. Business Promotion/Support
 - Updated business guide launched
 - Property Portfolio of business parks published
 - e-Business Bulletins issued.
 - Business Continuity Planning Guide being developed
 - Programme of INI Export Skills & Knowledge Workshops Sept-December published.

■ DEL Free business network and information seminar for local employers about DEL's free initiatives and funded schemes (in association with Ballymena BC, Ballymena Business Centre, Ballymena Chamber of Commerce and A4E)

5. Rural Business Creation/Development (RDP)

- Information session delivered in Ballymoney (RDP)
- Business diversification providing marquees with dance floor, lighting rigs and linings to host events, catering – creating additional employment (RDP)

6. Renewable Energy (RDP)

DARD have given go-ahead for rural development clusters to fund stand alone renewable energy projects through the rural development programme (under axis 3), wind hydro, biomass, ground and air source and solar renewable projects are now permissible.

Tourism Marketing & Development

7. International Marketing (TI)

■ The Minister has launched a £12M tourism promotion campaign aimed at encouraging more people to visit Northern Ireland this autumn, highlighting major events. The initiative includes TV, Radio, Print and on-line advertising in UK, USA, Mainland Europe and Australia.

8. Regional Marketing (CCG)

- New Causeway Coast & Glens 2012 Guide being developed
- Rural Product £40,000 Marketing (RDP). On-line and off-line campaigns targeting potential visitors from Scotland and North of England in conjunction with P&O Ferries and accommodation providers in the North East completed. 11,000 visitors to website, 520 bookings and £323,000 income generated for the region.
- Joint marketing CCG and Stenna a 23 day campaign targeting customers in North of England, generated 42 bookings and £28,000 revenue.
- Tourism Ireland targeting millions of prospective visitors around GB through the Guardian Newspaper and Website promotion on the Causeway Coast and Glens region.

9. Local Marketing

- Great Days Out brochure launched
- Tourist Maps published

10. Events

- New NITB tourism events funding launched 6/9/2011 to support home grown and international events between April 2012 and March 2013.
- Pigeon Field Music and Film Festival delivered at Leslie Hill, Ballymoney

11. Industry Development Programme (NITB)

- NITB Industry Development Programme 2011/12 offers a series of masterclasses, business insights, road shows and workshops to help tourism providers maximize opportunities 2012/13 will present. Estimated 833,000 additional visitors will come to NI next year alone bringing extra £140M in revenue to the local economy.
- NITB have introduced a new quality grading scheme for tourist accommodation providers in NI, introducing star rating programme for B&Bs for first time in NI, same as common standards scheme that is used by the AA and other national tourist boards in Scotland, England and Wales.

12. Tourism Product Development

Dark Hedges Brown Signage proposal developed. (Dark Hedges Trust)

 Dalriada Drives study (RDP) aimed at complementing existing marketing activity, enhancing offer and delivering economic benefits – commenced.

- Proposed Glamping (glamorous camping) proposal in the borough being developed, targeting Scottish biker market.
- Initiative to build relationships between group friendly providers and group friendly travel organizations being advanced.
- Economiusee (Nr Europe Network including Canada, Norway, Sweden, Greenisland, Iceland, Faroe Islands and ROI) NI Partner (CCGHT) announces development of 2nd NI project in Ballymoney Borough. The projects combine culture, craft and tourism to offer unique visitor experience. Visit to NI by delegation from participating partners 30th September.
- Coarse fishing project being developed in borough.
- RIVERS project (part supported by Interreg) submitted to NITB for financial support

Town Centre Marketing & Development

13. Marketing/communications

- Autumn and Christmas events programme being developed in association with Chamber of Commerce.
- Trade communication delivered via Townscene Newsletter
- Targetted programme on development of Website Shopping Directory underway

14. Environmental Improvements

- Ballymoney in Bloom window box scheme delivered in association with Trade and Borough Services Directorate.
- Town spruce-up campaign being delivered in association with Chamber of Commerce, Borough Services Directorate, DRD Roads Service and DSD.
- Property improvement initiatives being progressed in association with local property owners

15. Town Regeneration

- THI (HLF) being progressed by Ballymoney Regeneration Company, through appointment of Conservation Architect Led Consultancy Team and Project Officer, with support from Council under a Service Level Agreement.
- Town Centre Living Initiative (TCLI). This living above the shops scheme is being promoted in association with NI Housing Executive

16. Sustainable Towns Pilot

- Ideas being explored in advance of announcement of pilot scheme.
- Building on Tradition Event hosted in Ballymoney, launching draft Sustainable Design Guide for the NI Countryside (supplementary to PPS21), including presentation on successful THI schemes and the Ballymoney THI proposal.

Social Enterprise, including Village Regeneration

17. Village Regeneration

- Five village plans delivered (RDP)
- Biodiversity project and feasibility study in association with Cloughmills Action Team submitted.

 Village co-operation project (RDP) in association with Waterford looking at linkages, village actions, workshops, seminars, best practice visit and village regeneration guide being taken forward.

- Support for project development and community centre management being delivered by local networks.
- A lottery campaign to help rural communities to revive village life by starting up new business ventures has been launched by the Big Lottery Fund – 'Village SOS Active' has funding of £5M.

Councillor Robinson congratulated the Officer on work currently undertaken, particularly in relation to Steps to Work programme.

* Councillor Atkinson left the meeting at 8.35 during presentation of the programme update.

The meeting closed at 8.45 pm.

Appendix A – Business Plan for Development Services 2011/12

Appendix B – Investment Visits, New & Safeguarded jobs analysis

Appendix C – Mid Year Population Estimates 2010 (summary)

Appendix D - Development Reports to Council (Summer 2011)

APPENDIX A.

OFFICE OF THE CHIEF EXECUTIVE BUSINESS PLAN 2011-12

[1] - Development Services Business Plan

SECTION 1 - INTRODUCTION

1.1 Links to Corporate Plan

The Council's mission and values and principles have been developed to guide the Office of the Chief Executive in the services it provides.

The Council's mission statement is:

"to improve the quality of life for the citizens of Ballymoney Borough."

Core Values

The Council has developed the following core values to underpin its mission and guide the Council in its business:

Equality	All stakeholders treated fairly, while respecting their different needs
Partnership	Willing to collaborate internally and externally to achieve its goals
Innovation	We will embrace innovative and enterprising ways of meeting the needs of our citizens
Accountability	We will operate in a transparent way, reporting openly to our stakeholders on performance against targets on an annual basis.
Value for Money	We will promote quality services that meet the expectations of our customers at an affordable cost.

Section 2 – Services provided:

DEVELOPMENT SERVICES BUSINESS PLAN 2011-12

 Improve the competitiveness of existing enterprises and accelerate the formation of sustainable new business and jobs Encourage entrepreneurship & business growth in co-operation with Invest NI and local stakeholders. Provide information and signpost existing and potential businesses to business support agencies Raise general level of e-commerce and stimulate new e-commerce based businesses and establishment of broadband in the borough Stimulate new competitive businesses on farms and in the rural area Examine current barriers to local agricultural businesses implementation of new green energy ideas Explore potential collaboration and linkages between engineering and other business sectors with a view to developing innovative new products/services Promote business success through business bulletins
Maintain business guide and economic profile Promote local businesses through the business directory
Further develop the tourism industry in the Borough through Partnerships and by promoting opportunities which exist internally and externally within the sector as a source of tourism revenue and jobs To create and market new tourism activity product Development of the River Bann Corridor Create and encourage new events and festivals Development of Ulster Scots Connection – North Antrim/Scotland Promote opportunities for hotel development and world class motor sport track Encourage high quality restaurants Develop economic linkages with twin towns

TOWN CENTRE DEVELOPMENT	Strengthen the town as a shopping and hospitality base for both those living locally and for the tourist population to attract new business, revenue and jobs 4 Facilitate development of specialist shops 4 Development of food and craft sectors through market opportunities and other initiatives 4 Enable increase in town centre living in high quality new or refurbished accommodation and promotion of Town Centre Living Initiative (living over the shop) in association with NIHE 4 Support property regeneration proposals and rehabilitation of derelict property through THI and other initiatives. 4 Promote development opportunity sites 4 Environmental/streetscape, access, signage improvements 5 Market and promote town businesses through website directory and collaborative marketing initiatives (resident, visitor & investment sectors)
SOCIAL ECONOMY	Encourage social enterprise as part of the wider encouraging entrepreneurship agenda to tackle economic regeneration, job creation and relationship issues in their communities, improving the quality of life (economically, socially and environmentally) for local residents. 4 Provide support for community regeneration projects in borough villages and hamlets thorough the village regeneration programme
	 Encourage establishment of community businesses to create employment at community level that will promote opportunities for sustainability. Increase community activity in tourism Maintain information on community networks, funding opportunities, EU initiatives and programmes
BUSINESS CONTINUITY MANAGEMENT	To review all business areas and prepare and implement a Business Continuity Management Plan in accordance with the principles of BS 25999.

	<u> </u>					
PARTNERSHIP WORKING	 Steps to Work Consortum A26 Lobby Group Acorn Business Centre Group 22 Natural Gas Northern Corridor Railways Group Just Say No Campaign (Lignite) Ballymoney Regeneration Company Business Education Partnership Ballymoney Chamber of Commerce North East Interreg Partnership North East Rural Development Partnership North East Peace III Partnership 					
RESOURCE INPUT	Employees x 1 full time, 2 p/time, 4 placements					
PROGRAMME MANAGEMENT	Implement Strategy and Action Plan within overall cost limits and agreed timescale Statutory Returns/Funding Bids/Funding claims/Monitoring/Evaluation & Progress Reports Input into working groups supporting consortia					
EXTERNAL LIAISON	Enterprise agency, Local business networks, local development agencies, local partnership bodies, FE college, DETI family, DOE, DARD, DSD, Invest NI, Tourism Bodies, Community Based Enterprises, Community Associations					
EXTERNAL STANDARDS	Everything done in line with quality standards, legislative requirements and established good practice.					

APPENDIX B

Extracts from NI Assembly Written Answers Booklet Department of Enterprise Trade and Investment – 03/06/2011 to 01/07/2011

Economic Development

In response to a query, (AQW 607/11-15), the number and types (sector based) of jobs expected to be created, which are described as 'Jobs Promoted', by (i) indigenous investors; and (ii) foreign direct investors that had an offer of assistance approved by Invest NI between 1 April 2010 and 31 March 2011, broken down by District Council area were given.

It was asked to be noted that Invest NI does not allocate budgets by geographic areas such as District Councils. Assistance patterns are demand-led by those businesses that came forward with projects suitable for Invest NI assistance. The information was as follows:

		FDI			Local		Total		
DCA	New Jobs	Safeguarded Jobs	Total Assistance £m	New Jobs	Safeguarded Jobs	Total Assistance £m	New Jobs	Safeguarded Jobs	Total Assistance £m
ANTRIM	130		1.86	526	7	4.02	656	7	5.87
ARDS	4	11	0.09	18		0.16	22	11	0.25
ARMAGH				40	3	0.17	40	3	0.17
BALLYMENA				50	1,237	5.40	50	1,237	5.40
BALLYMONEY				43		0.12	43		0.12
BANBRIDGE				12		0.09	12		0.09
BELFAST	1,430	30	16.01	194	56	1.76	1,624	86	17.77
CARRICKFERGUS	196		3.84	7		0.06	203		3.90
CASTLEREAGH	1		0.02	77	6	0.39	78	6	0.41
COLERAINE	2	2	0.06	29		0.20	31	2	0.26
COOKSTOWN				65	5	0.44	65	5	0.44
CRAIGAVON	37		0.26	79	32	0.91	116	32	1.17
DERRY	297		1.26	73		0.44	370		1.70
DOWN				59		0.24	59		0.24
DUNGANNON	1		0.03	163		1.04	164		1.08
FERMANAGH	1		0.02	63	6	0.30	64	6	0.33
LARNE	1		0.01	18		0.09	19		0.10
LIMAVADY				27		0.19	27		0.19
LISBURN	131		3.19	136	3	0.72	267	3	3.90
MAGHERAFELT	1		0.09	81		0.62	82		0.71
MOYLE				14		0.11	14		0.11
NEWRY & MOURNE	4		0.03	633	4	5.87	637	4	5.90

NEWTOWNABBEY				36		0.23	36		0.23
NORTH DOWN				22	5	0.26	22	5	0.26
OMAGH	35		0.12	26		0.18	61		0.30
STRABANE				9		0.09	9		0.09
NOT YET LOCATED	545		6.27				545		6.27
TOTAL	2,816	43	33.16	2,496	1,364	24.11	5,312	1,407	57.26

The areas that did not have any inward investment/externally owned potential jobs recorded included Armagh, Ballymena, Banbridge, Cookstown, Down, Limavady, Moyle, Newtownabbey, North Down, and Strabane, as well as Ballymoney.

Ballymoney (43) had more jobs expected to be created than Armagh (40), Coleraine (31), Larne (19), Limavady (27), Moyle (14), Newtownabbey (36), North Down (22), and Strabane (9). In addition, it was advised that Invest NI supported over 1,800 new jobs indirectly through the Enterprise Development Programme (formerly the Start a Business programme), which was delivered in conjunction with Enterprise Northern Ireland (see Table 27 overleaf).

Table 27: Jobs Promoted Through the Enterprise Development Programme by DCA							
DCA	Jobs Promoted	DCA	Jobs I	Promoted			
Antrim	42	Down		64			
Ards	56	Dungannon		102			
Armagh	60	Fermanagh		77			
Ballymena	35	Larne		35			
Ballvmonev	25	Limavady		57			
Banbridge	48	Lisburn	98				
Belfast	281	Magherafelt	69				
Carrickferaus	18	Movle		18			
Castlereagh	59	Newry & Mourne		96			
Coleraine	72	Newtownabbey		79			
Cookstown	69	North Down		64			
Craigavon	72	Omagh		85			
Derry	Derry 86 Strabane 44						
Not Yet Located (At the time of writing 7 jobs supported by the project were still to be 7							
		TOTAL	1	,815			

In the period from 1 April 2010 to 31 March 2011 Invest NI hosted a total of 124 foreign direct investment (FDI) inward visits to District Council Areas. This is an increase from the total of 105 FDI inward visits across the DCAs in the previous financial year 2009/ 2010. The breakdown of credible 1 visits (where Invest NI can claim to have promoted a district council or parliamentary constituency area by bringing a potential investor into that area) by District Council Area (DCA) is as follows:

District Council Visits									
District Council	Financial Year 09/10	Financial Year 10/11	District Council	Financial Year 09/10	Financial Year 10/11				
Antrim	0	2	Down	0	0				
Ards	1	0	Dungannon	0	0				
Armagh	0	0	Fermanagh	0	0				
Ballymena	0	1	Larne	2	3				
Ballvmonev	0	0	Limavadv	1	0				
Banbridge	1	0	Lisburn	3	7				
Belfast	60	71	Magherafelt	0	0				
Carrickferaus	0	0	Moyle	0	1				
Castlereagh	4	1	Newry & Mourne	1	6				
Coleraine	4	2	Newtownabbey	11	18				
Cookstown	0	0	North Down	4	2				
Craigavon	0	0	Omaah	0	0				
Londonderry	13	10	Strabane	0	0				
TOTAL 105 124									

In addition to the above listed visits, Invest NI also facilitated a number of visits by other organisations e.g. influencers, overseas governments and trade bodies, which serve to strengthen FDI & Trade links in overseas markets. Invest NI works closely with potential investors when preparing a draft visit programme to ensure that the locations to be visited meet their requirements and also provide the best opportunity for Invest NI to sell the Northern Ireland proposition.

However, it was emphasised that it is the investor's decision to select a business location. This is based on a number of factors, including availability of skills and workforce, transport links, availability of suitable property and the presence of existing sectoral clusters within Northern Ireland. And, in the case of existing investors, most will choose to expand in their current location.

APPENDIX C

Summary of Mid- Year Population Estimates 2010

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Ballymoney	27,007	27,478	27,809	28,260	28,730	29,225	29,741	30,106	30,439	30,564
Coleraine	56,408	56,181	56,024	56,530	56,565	56,718	56,815	57,006	57,083	56,790
Limavady	32,639	33,210	33,571	34,010	34,147	34,346	34,428	34,117	33,988	33,564
Moyle	15,961	16,244	16,302	16,424	16,515	16,541	16,740	16,876	16,942	16,998
Total	132,015	133,113	133,706	135,224	135,957	136,830	137,724	138,105	138,452	137,916

- Ballymoney is continuing to show population growth and has had a continuous growth in population since 1992.
- There has been a slowdown in growth from a peak of 1.77% (516) between 2006 and 2007.
 Mid-year 2010 was an increase of 0.41% (125) from 2009; in 2009 it was 1.11% (333) from 2008 and from 2007 to 2008 it was 1.22% (365).
- Over the last year, 2009-2010, the growth in Ballymoney has mainly been the result of natural change, i.e. number of births less number of deaths, with a small contribution from net internal migration (migration across District Council areas within Northern Ireland only).
- In comparison to the other 3 Council areas within the Causeway area, i.e. Coleraine, Limavady and Moyle, Moyle has also illustrated population growth. Both Coleraine and Limavady experienced a contraction in population; for Limavady this is the 3rd consecutive year that its population has reduced. As a result, the 4-Council area has an overall reduction in the total population.

APPENDIX D

DEVELOPMENT COMMITTEE REPORTS TO COUNCIL

946.5 DEVELOPMENT COMMITTEE REPORT, 25TH JULY 2011

5.1 Northern Area Plan Examination In Public

It was proposed by Councillor Finlay, seconded by Councillor Robinson and AGREED:

that Council 'move into Committee' to discuss the Draft Northern Area Plan objections.

* Members of the press left the meeting at 7.07 pm.

The Chief Executive advised that Council had brought its August meeting forward by one week to meet a deadline set by the Planning Appeals Commission, which required the stage 1 of the examination in public process to be submitted by email not later than 4 pm on 1st August. A total of 21 topics are to be considered by the Planning Appeals Commission at the stage 1 hearing. As agreed, where possible these would be done jointly with Limavady Borough Council. Ten submissions were joint and three are stand alone. The Chief Executive advised that he had read the full submissions and confirmed that they support the objections which Council has lodged.

Michael Graham of WYG, who is acting for Council, was in attendance. He described the key points in each topic and discussed and agreed with Council, its detailed submissions to support the thirteen topics where council has lodged objections.

- * Councillor Storey joined the meeting at 7.15 pm during discussion.
- * Councillor McGuigan left the meeting at 7.45 pm.
- * Alderman Connolly left the meeting at 7.50 pm.
- * Councillor Atkinson left the meeting at 8.25 pm.

It was proposed by Councillor Robinson, seconded by Councillor Finlay and AGREED:

that Chief Executive writes to the Environment Minister to express dismay at the Department's recent conduct in relation to the last minute withdrawal of proposed planning policies in the draft Northern Area Plan (dNAP), these being due to go forward for consideration at the examination in public and on which a considerable amount of work has been undertaken on Council's behalf in preparing its evidence.

It was proposed by Councillor Finlay, seconded by Councillor McKeown and AGREED:

that the draft response, as presented by WYG be endorsed as the submission by Ballymoney Borough Council to stage 1 of the examination in public on the Draft Northern Area Plan.

The Mayor thanked Mr Graham for his attendance and presentation which concluded at 8.40pm. Mr Graham left the meeting at this time.

It was proposed by Councillor Finlay, seconded by Councillor Halliday and AGREED:

that Council 'move out of Committee' to continue the business of the meeting.

It was agreed that Council move into Committee to consider this report.

The Head of Corporate & Development Services presented the report from items 5.2 - 5.7 as follows:

5.2 Tourism – Review of Regional Tourism Delivery

The Head of Corporate & Development Services advised that following discussions with DETI and NITB on progress on the draft Tourism Strategy and annual budgets etc the report on the Causeway Coast & Glens Tourism Review has been completed.

She made a presentation on the background, conclusions, recommendations, recommended model, funding proposal of the review and outlined key tasks and timelines for implementation of the new model.

IT IS RECOMMENDED that Council adopt the recommended model, with the following remit:-

- To agree and deliver a Tourism Area Plan;
- To provide a platform to integrate local Tourism Action Plans with regional strategy;
- To provide an effective conduit to improve partnership working with NITB and Tourism Ireland;
- To engage and develop meaningful partnerships with the private sector;
- To involve key public sector agencies in the tourism strategic planning process.

IT IS ALSO RECOMMENDED that Council commit to a three year funding package for the new body at £17,000 per year for the period 2012/13 - 2014/15.

Councillor Finlay welcomed the report but expressed disappointment that the Tourist Board has not provided any funding to support regional tourism delivery.

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

that Council adopt the recommended model, with the remit as outlined above, including the budgets and proposed staffing structure, and commit to a three year funding package for the new body at £17,000 per year for the period 2012/13 - 2014/15 noting that any employment issues arising are subject to consultation by the employer, Causeway Coast & Glens Partnership, and that a

further report will be brought to Committee following completion of the current reporting process to Councils.

Council resolved itself out of Committee.

5.3 Biker Road Trip (interreg)

Committee agreed to provide funding of £500 to towards review and enhancing of a proposed Biker Tourism product, developed by the North East Partnership and submitted for interreg funding. This was on the basis of seven participants. Terms of reference for consultancy support to assist the project partners to review and enhance the project have been drawn up by Ballymena Borough Council, acting as lead Council for the consultancy assignment. To date not all existing partners have committed, in which case the contribution per project partner may increase to a maximum of £1,000.

The project seeks to establish strategic tourism linkages between the key motorcycle tourism markets and touring routes including the Causeway Coast & Glens coastal route in Northern Ireland, the Inishowen and Atlantic routing routes in County Donegal and the main tourism routes in the South and West of Scotland.

It was proposed by Councillor Finlay, seconded by Councillor McKeown and AGREED:

that Council contribute up to a maximum of £1,000 towards the review and enhancement of a proposed Biker Tourism product, as described above.

5.4 Towns And Villages On Inland Waterways (interreg)

This is a collaborative project across three regions – North East of NI; County Cavan and Argyll & Bute. The total project cost was £2.1M and funding of 100% towards individual capital projects was expected.

Committee has previously been advised that partners were asked to revisit projects and reduce project costs. Following this exercise a revised proposal was submitted and Interreg funding has been reduced to £1.3M. As a result of the economic appraisal process 4 partners have not been recommended for funding. Funding has been allocated to 5 partners, Cavan, Ballymoney, Coleraine, Ballymena and Community Rescue Services. While two of the partners received an award of 100%, others, including Ballymoney, have to find some match funding. Discussions are ongoing with the funding body. Members were invited to consider whether Council wishes to continue with the project or reconsider its position. The NITB Signature Project Funding Scheme has opened for applications, with a closing date of 31st August. A proposal is being worked up for funding towards the project. If successful this would reduce the funding shortfall.

It was proposed by Councillor Finlay, seconded by Councillor Robinson and AGREED:

that Council proceed with the project and the bid for funding from the Tourist Board.

5.5 Naturally North Coast Agri-Food Initiative(DARD)

Last year Council joined the four Councils in the Causeway Cluster in this agri-food initiative aimed at strengthening and developing existing and new supply chains to local food producers and eateries within the region.

Due to budget limitations Council is unable to make a contribution in the current year. Following consultation with the lead Council, **IT IS RECOMMENDED** that Council make an in-kind contribution through resource input to the project to equate to the contribution of the other partners, approximately £2,500.

It was proposed by Councillor Finlay, seconded by Councillor Robinson and AGREED:

that Council make an in-kind contribution of £2,500 through resource input to the project.

5.6 Ballymoney Townscape Heritage Initiative (THI) (HLF)

The permission to start and first grant request and timelines has been submitted to HLF for release of the 1st installment of grant of £25,000. Preparations are underway by Ballymoney Regeneration Company to invite tenders for the conservation consultants to develop and prepare the Round 2 THI application. The first installment of £10,000 of council's contribution has been released.

Council has agreed as part of its support for the proposal to second to Ballymoney Regeneration Company a project officer. Recruitment and secondment options are being pursued.

5.7 London 2012 Olympic Torch Run

Council has authorised the Development Committee Chair, The Mayor and the 2012 Representative (Alderman Campbell) to act as a Development Committee 2012 Steering Group to progress its application to LOCOG for the Olympic torch to visit the borough, and the "Communities on the route agreement", to be submitted before $\mathbf{1}^{\rm st}$ September. The Chair of the Committee, Councillor Finlay, updated members on preliminary work already carried out advising that the steering group met earlier today to receive an interim report on the various planning which we will need to put in place, in the event of our application to LOCOG for the torch run to visit Dervock .

IT IS **RECOMMENDED** that Council authorise the Chief Executive to proceed with the application to LOCOG for the Olympic torch to visit the borough and to sign the communities on the route agreement on Council's behalf.

It was proposed by Councillor Finlay, seconded by Councillor Robinson and AGREED:

that Council authorise the Chief Executive to proceed with the application to LOCOG for the Olympic torch to visit the borough and to sign the communities on the route agreement on Council's behalf.

CC 64.6 DEVELOPMENT COMMITTEE REPORT, 15TH AUGUST 2011

CC64 Development Committee Report – 15th August 2011 64.6 Feasibility Study for Ballymoney Scenic Drive(s) Award tender to Harper Tourism at a cost of £6,405.00 + VAT. 64.7 Date of Non-Corporate Buildings and Facilities Working Group Meeting Thursday 25th August at 6pm.

64.6 FEASIBILITY STUDY FOR BALLYMONEY SCENIC DRIVE(S)

In order to preserve confidentiality the lowest price is identified A,B,C.

Three tenders received for the above study were opened by the Development Committee chair, Councillor Finlay and the Head of Corporate and Development Services on Friday 5th August 2011.

The tenders have been assessed and scored in accordance with the criteria.

	Tenderer	Score
Α	Harper Tourism	85
В	TTC (Tourism & Transport Consult) International	72.5
С	Colin Buchanan Ltd	55

IT IS RECOMMENDED that the tender be awarded to the highest scoring tender, Harper Tourism at a cost of £6,405.00 + VAT. The project is funded by Council and the Rural Development Programme.

It was proposed by Councillor Finlay, seconded by Alderman Kennedy and AGREED:

that the tender for the Feasibility Study for Ballymoney Scenic Drive (s) tender be awarded to Harper Tourism at a cost of £6,405.00 + VAT.

64.7 NON-CORPORATE BUILDINGS AND FACILITIES WORKING GROUP MEETING

Director of Borough Services requested a date for the inaugural meeting of the above Working Group.

IT WAS **AGREED**

that a meeting be held on Thursday 25th August at 6pm.

^{*} Councillor Storey returned to the meeting at 7.40pm.

CM 947.7 DEVELOPMENT COMMITTEE REPORT – 5th SEPTEMBER 2011

947.7 Development Committee Report, 5th September 2011

7.1 Village Regeneration Programme (RDP)

Approve contribution of up to

£1,000 - Dervock

7.2 Scottish Pipe Band Association

Express interest and apply

The report was presented by Head of Corporate & Development Services.

7.1 VILLAGE REGENERATION PROGRAMME (RDP)

Following completion of the Village Plan, funded by Rural Development Programme, The Association and Council, Dervock & District Community Association Limited is applying to the Rural Development Programme measure 3.5 Village Renewal and Development Phase II for implementation of a project to celebrate the villages Olympic links. The project has a number of elements which will contribute to the regeneration of the village and its tourism potential. Council is asked to match fund the Dervock Olympics Festival Project up to £10,000. The Association has indicated its intention to make applications to other funders and to fundraise to augment its overall project funding by £10,000.

IT IS RECOMMENDED that Council approve a contribution of up to £10,000 towards the Dervock Olympics Festival Project.

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

that Council approves a contribution of up to £10,000 towards the Dervock Olympics Festival Project.

7.2 SCOTTISH PIPE BAND ASSOCIATION

Councillor Storey informed members about the Scottish Pipe Band Association annual Co Antrim Championships which has, for a number of years, been circulating around Council areas in Co Antrim and is this year being held in Ballymena. Councillor Storey referred to the benefits in hosting this prestigious event which draws a considerable number of people to the venues where it is held and said Council should consider hosting the event in 2012.

The Chair, Councillor Finaly expressed support for Councillor Storey's motion stating that through Council's contribution towards securing the event, economic benefits to the town would accrue.

It was proposed by Councillor Storey, seconded by Alderman Kennedy and AGREED:

that Council agrees to host the 2012 Co Antrim Pipe Band Championships event and that it moves forward to make the necessary arrangements.