

**LIMAVADY BOROUGH COUNCIL
COMHAIRLE BHUIRG LÉIM AN MHADAIDH**

LEISURE SERVICES COMMITTEE

10 MARCH 2004

Minutes of meeting held in the Council Offices, 7 Connell Street, Limavady at 7.30 pm on the above date.

PRESENT:

Alderman Carten, J Dolan and G Robinson. Councillors F Brolly (chair), B Brown, M Coyle, L Cubitt, M Donaghy, B Douglas, D Lowry, G Mullan, J Rankin and E Stevenson.

IN ATTENDANCE:

Committee Clerk, Chief Recreation/Tourist Officer, Economic Development Officer, Leisure Services Officer and the Town Clerk.

APOLOGIES:

Councillors A Brolly and M McGuigan

MINUTES:

Minutes of meeting dated 11 February 2004 were approved and signed on the proposal of Councillor Cubitt, seconded by Councillor Rankin.

MATTERS ARISING:

Causeway Coast & Glens Tourism Masterplan: Councillor Cubitt commented that the presentation given in Februarys Leisure Services Meeting indicated gains to coastal areas but there was a need for this 'tourist loop' to come to Limavady as well. The Chief Recreation/Tourist Officer indicated that the Masterplan was in draft form and any comments from Councillors would be addressed at the forthcoming meeting with the Causeway Coast & Glens Tourism Masterplan consultants.

NORTHERN IRELAND MILK CUP:

The chairman welcomed Mr Victor Leonard, Chairman and Mr Jim Sandford, Public Relations Officer, Northern Ireland Milk Cup Committee.

Mr Sandford explained that the estimated expense to host the Milk Cup for the year

2004 was approximately £327 k and that estimated income to be £202 k. He explained that the main expenditure would be on team transport, payments to officials and hotels. He added that the main sources of income would come from commercial and non-commercial sponsorship and programme sales.

Mr Sandford informed members that the media had helped ensure the Northern Ireland Milk Cup had world-wide coverage through free publicity. He added that an article appeared in the Indian Times last year and pointed out such world-wide publicity would have cost the Committee in the region of £1.6 million.

Mr Sandford clarified to members that the event had attracted world-wide televised media the previous year. He explained that in Northern Ireland, UTV was the main broadcaster of the event, attracting viewers both North and South of Ireland and that the BBC had provided information on draws and results. He added that other televised media included Eurosport, which attracted 285 million viewers; Euro Sport News which broadcasted to 70 countries and MUTV who provided coverage in excess of 6 hours.

Mr Sandford explained that the main developments for 2004 included improving the tournament by bringing the event to two new Council areas and provided enhanced facilities and infrastructure where the tournament takes place. He added that it was hoped that there would be increased input from current sponsors.

Mr Sandford stated that the Committee was reviewing the Northern Ireland Milk Cup for the years 2005 - 2010 and anticipated changes in area of sponsors, media support, tournament area and infrastructure for both playing, training and supporting of teams.

Mr Sandford clarified to Councillor Douglas that the tournament had been named the 'Northern Ireland Milk Cup' due to sponsorship from the Dairy Council, which continues along with many others to provide sponsorship for this event.

Alderman Robinson expressed his appreciation on the organisation and hard work of the Northern Ireland Milk Cup Committee, adding that it was hoped that the Milk Cup would be kept in the Limavady area. Mr Sandford clarified that the tournament would include all 6 Counties, adding that over the years supporters had travelled from throughout the province. He added further, that the financial support of two additional Councils was needed as the tournament was starting earlier than expected and this would cost an additional £38 k per day.

Councillor Lowry commented on the enthusiasm of the Committee, agreeing that the collective power of all Councils to give financial benefit was the way forward. It was proposed by Alderman Robinson, seconded by Alderman Dolan that the Chief Recreation/Tourist Officer liaise with the other Councils regarding their level sponsorship before making a decision.

**CHIEF RECREATION/TOURIST OFFICER'S REPORT – FEBRUARY
(see appendix)**

The Chief Recreation/Tourist Officer presented his report and enlarged thereon. The report was adopted on the proposal of Councillor Rankin, seconded by Councillor Cubitt subject to the following:

Limavady United Football Club: The Chief Recreation/Tourist Officer informed members that a letter had been received from Limavady United Football Club in which the Club requested assistance from Council to help them to put into place plans for expansion. The letter explained that this would both improve the Club's profile and that of Limavady for next few seasons.

Alderman Robinson commented that the Club was a credit to the local community and as a cross community team, which brings crowds to Limavady town, he would have no hesitation in proposing Council making a financial contribution of £5,000, the same as last year.

Members noted the achievement of the Club in getting to the semi final of the Irish Cup and felt sympathetic to their plight but agreed that approving this financial request would open the floodgates for other clubs asking for support. Members also agreed that last years grant was a 'one off' payment due to the role the Club played in facilitating the Milk Cup. There was a general consensus that the Club needed to look at other fund raising ideas and that expertise would be offered from Departments within Council in helping raise the finance. After further debate, it was agreed that the Chief Recreation/Tourist Officer should further investigate and any decision be put on hold until legal advice was sought.

Massey Festival Fun Day 10 July 2004: The Chief Recreation/Tourist Officer informed members that a letter had been received from the Massey Festival Committee requesting financial support for a festival to be held in July. He added that a similar grant given to Limavady District Orange Lodge last year had been successful with substantial attendance and benefit for tourism in the Borough. Councillor Douglas suggested that the Massy Festival Committee should request funding under the community relations budget. It was agreed on the proposed of Alderman Robinson, seconded by Councillor Cubitt to defer the request for the £1,000 grant until the next Leisure Services meeting and for the Chief Recreation/Tourist Officer to obtain further information on the event.

Benone Tourist Complex and Beach: The Chief Recreation/Tourist Officer informed members that an ice cream vendor had requested taking over a franchise for the sale of ice cream on Benone Beach. He explained that whilst in the past problems had occurred with franchising, this request should be developed along with other possible franchises as part of Beach Management Scheme and advertised in the press to ensure equity and competition.

Limavady Gay Men's Community Support Group: The Chief Recreation/Tourist Officer informed members that an application for funding had been received from Limavady Gay Men's Community Support Group. He explained that the funding was for workshops which promote good relations, including prejudice reduction, rural isolation and sectarianism and recommended that Council grant aid the group £1,340 from the community relations budget.

Members discussed approving the Limavady Gay Mens Community Support group request, indicating that such support would not bring tourists into the Borough. Councillor Lowry was of the opinion that people had uninformed views regarding gays, lesbians, the Orange Order and the GAA. He added that young people were committing suicide through feeling excluded and proposed Council should support this request.

After further discussion on the above recommendation, the request was declared carried, 7 Councillors voting for, 4 against and 2 abstaining.

Five a side Football: The Chief Recreation/Tourist Officer informed members of a 5 a side football competition to be held on 8 March 2004. He explained that the entrance fee was £50.00, with the proceeds from the event going to the Meningitis Trust. It was agreed on the proposal of Councillor Rankin, seconded by Councillor Cubitt that Council support this event.

ECONOMIC DEVELOPMENT OFFICER'S REPORT:

The Economic Development Officer presented his report and enlarged thereon. The report was adopted on the proposal of Councillor Coyle, seconded by Councillor Cubitt subject to the following:

City of Derry Airport: The Economic Development Officer explained that Council was made aware of the development, including an extended runway for City of Derry Airport at February's Economic Development meeting. He added that it was recommended that Council add its support for the airport development by writing to Mr John Spellar, Minister for Regional Development.

Councillor Douglas was of the opinion that people around the airport did not want the airport expanded. He added that there was a major airport one hours drive away and therefore saw no need for this development. Councillor Cubitt commented there was no guarantee that other airline operators would agree to fly into the airport but indicated his support for the development if farmers around the area were treated fairly.

Councillor Coyle voiced his support for the development, explaining there was need for good infrastructure in both air and rail in the area. He added that very few airports under Council control make money and that Newcastle Airport was an example, which City of Derry Airport could follow as it now was making money from its development.

Councillor Lowry commented that there had been increase in growth at the airport and this would continue to grow in the long term. He added his support to the development and explained it would be a tragedy if the area lost both rail and air links.

The Town Clerk pointed out that Council needed the support of neighbouring Councils and acknowledged the linkage the airport provided in getting to Europe.

Councillor F Brolly pointed out that people were going to have their homes knocked down and indicated that residents in the area disputed figures and the need for extension of the runway. He added that 7 or 8 families did not agree to leave their homes and proposed that a resident from the area present their views on the expansion and development of the airport to Council. Councillor Cubitt seconded the proposal.

The Economic Development Officer indicated that there was two separate issues being debated - airport expansion and runway extension. After further debate, it was agreed on the proposal of Councillor Coyle, seconded by Councillor Donaghy that the Economic Development Officer should write to Minister Speller indicating Councils support for the City of Derry Airport expansion and **not** to include 'extension of runway'.

Consultation on Neighbourhood Renewal in Towns & Cities: The Economic Development Officer explained to members that the Department for Social Development sought responses by 24 March to its consultation document for Neighbourhood Renewal in Towns & Cities.

Councillor Lowry welcomed the contents within the draft document but pointed out that some of the comments within the document were not factually correct. He indicated that on page 18 it was written 'there was little community activity in Limavady' but in fact the town had many community groups, including LCDI, youth clubs and clubs for senior citizens. Councillor Rankin requested that Collesson be included in the target area for neighbourhood renewal.

ANY OTHER BUSINESS:

Condolences: Councillor Rankin expressed his sadness at the sudden death of 24 year old County Tyrone GAA player Cormac McAnallin. He added that a letter of condolence had been forward to the family on Councils behalf.

Flag Flying Policy Meeting: Councillor Cubitt commented on the neutral atmosphere experienced when he attended the Flag Flying Policy Meeting in Dungiven Community Hall on Friday 5 March. Councillor Cubitt added that there was no evidence of intimidating football shirts such as Celtic or Rangers and suggested that Roe Valley Leisure Centre should adopt a policy in which such tops were band. The Chief Recreation/Tourist Officer informed members that he would get back to Council regarding this suggestion.

NEXT MEETING:

14 April 2004

THIS CONCLUDED THE BUSINESS

(The meeting ended at 10.15 pm)