

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

**LEISURE SERVICES COMMITTEE**

**11 FEBRUARY 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 A Brolly, F Brolly, B Brown, L Cubitt, M Donaghy, B Douglas, D Lowry, G Mullan, J Rankin (in the chair) and E Stevenson.

**IN ATTENDANCE:**

Committee Clerk, Chief Recreation/Tourist Officer and the Town Clerk.

**APOLOGIES:**

Councillors Coyle and McGuigan

**MINUTES:**

Minutes of meeting dated 14 January 2004 were approved and signed on the proposal of Councillor Cubitt, seconded by Alderman Dolan.

**MATTERS ARISING:**

**Shell Foyle Cup:** The Chief Recreation/Tourist Officer informed members that a meeting had been scheduled for 16 February 2004, with Mr Michael Hutton to discuss proposals regarding arrangements for the 2004 Shell Foyle Cup.

**Car Parking at Roe Valley Country Park:** The Chief Recreation/Tourist Officer informed members that The Environment and Heritage Service were dealing with the issue of additional disabled car parking spaces at the Roe Valley Country Park. He added that a meeting had been scheduled with Roe Valley Anglers, to discuss unauthorised use of car parking spaces at the disabled fishing jetty.

**FIM World Motorcross Grand Prix of Ireland:** Councillor Cubitt proposed, seconded by Alderman G Robinson that a formal invitation be extended to Ms Jane Kennedy, Security Minister for Northern Ireland to attend the FIM World Motorcross Grand Prix of Ireland to be held in Ballykelly on 10 -11 September 2004.

## **CAUSEWAY COAST & GLENS TOURISM MASTERPLAN:**

The chairman welcomed Mr Ciaran McGarrity and Mr Peter McNulty to the meeting. Mr McGarrity presented a background on the master plan's concept and explained that it involved a four stranded initiative as follows:

1. to increase the number of tourists visiting the area.
2. to achieve a co-ordinated approach to tourism in the area.
3. to spread the benefits of visitors attracted to the Giants Causeway to a wider 'geographical area', and
4. to develop strong attractions elsewhere in the area.

Mr McNulty then went on to elaborate on some of the more detailed actions. Benchmark targets had been set, taking into consideration world tourism trends and eleven strategic recommendations had been set up:

- Area based approach
- North Atlantic Trail
- Maritime Heritage
- Resorts and Gateways Regeneration
- Accommodation Priorities
- Food and Beverage
- Entertainment and Events
- Craft / Retail Facilities
- Organisation
- Human Resources Development and
- Marketing.

In a response to a question from Councillor Lowry, Mr McNulty clarified that this plan would work for smaller Councils. However, there was a distinct difference between promoting recreation and promoting tourism. He added that this plan had worked for tourism in the Irish Republic and that the number of visitors had doubled over a 5-year period. He added further that the 'try and go alone' philosophy many towns adopted was not always the best way to attract international visitors.

In reply to a query from Councillor Mullan, Mr McGarrity clarified that a total of £5 million was needed for a marketing budget over the next three years and that the total cost of implementing the master plan was anticipated to be in the region of £500 million.

After further questions by members, the Chairman thanked the Consultants for their excellent presentation. He stated that Council, as a member of the Causeway Coast and Antrim Glens Regional Tourism Organisation, would endeavour to play its full part in the plans implementation.

**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 Cubitt, seconded by Alderman Dolan subject to the following:

**Roe Valley Leisure Centre:** The Chief Recreation/Tourist Officer informed members that an equality impact steering group committee meeting was due to be held on 16 February at which it was hoped to have the Roe Valley Leisure Centre pricing policy in relation to disabled users ratified.

**Northern Ireland Milk Cup 2004:** Councillor Cubitt enquired as to the possibility of Limavady being downgraded for this event. Councillor Rankin explained that the elite groups taking part in the Milk Cup would be based in Ballymena but that there would be no reduction in matches in Limavady Borough. The Northern Ireland Milk Cup Committee appreciated the support of Council and had every intention of continuing to play games in the Borough.

**Limavady Sports Awards Dinner:** The Chief Recreation/Tourist Officer reminded members that Mr Stewart Story, BBC Athletic Commentator would be the guest of honour at the Limavady Sports Awards Dinner to be held in the Gorteen House Hotel, on 26 March 2004.

**Interreg Funding Application for Marketing Support Programme to Establish Tourism in North West using Lough Foyle Ferry:** The Chief Recreation/Tourist Officer reported that the joint Limavady/Donegal Interreg application for marketing support to establish tourism in North West using the Lough Foyle ferry had been successful. A meeting had been arranged to agree a preliminary schedule of tasks on the €600,000 marketing programme which would include such events as leaflets, website information, surveys, signage and electronic ticket data. Councillor Lowry commended staff on obtaining funding for this programme.

**Limavady and The Roe Valley Tourism Product Seminar:** Members commented on the success of the Roe Valley Tourism Product Seminar and expressed their thanks to all speakers who gave an inspiring insight on their respective tourism fields. The Chief Recreation/Tourist Officer highlighted how all tourism providers in the Borough and Limavady College of Further Education had all worked together to make the event a resounding success. Councillor Lowry requested that the Chief Recreation/Tourist Officer write letters of thanks to all the speakers and Limavady College of Further Education.

Councillors Brown and Donaghy left the meeting at 9 pm

**Public Path Diversion Order - Scroggy Road to Back Burn Park:** The Chief Recreation/Tourist Officer explained to members that the above matter had still not been

resolved, notwithstanding that Foyle Health & Social Services Trust had been contacted on a frequent basis by The Countryside Access Officer. It was agreed to write again expressing Council's concern at the delay in having this matter resolved.

**Carrowclare Road:** The Chief Recreation/Tourist Officer informed members that further meetings were planned with the Environment & Heritage Service, Translink, Rivers Agency and Council regarding the access to the Lough Foyle foreshore.

**Point Road Magilligan:** Following a query by Councillor Mullan regarding access to the foreshore at the Point Road for wind surfers, the Chief Recreation/Tourist Officer undertook to have the Access to the Countryside Officer prepare a report for a future meeting.

**Bleach Green Lane - Dungiven:** The Chief Recreation/Tourist Officer relayed to members that the footbridge at the bottom of Bleach Green Lane was in a poor state of repair and although Council did not appear to own the bridge, it may wish to execute powers available under the Access to the Countryside (Northern Ireland) Order 1983 to repair the bridge. The Chief Recreation/Tourist Officer added that further investigations needed to be carried out and that this repair would be dependent upon assertion of the public right of way and establishing ownership of the footbridge. Members noted that the Access to the Countryside Officer would initiate this work as soon as possible. It was further agreed that the Chief Recreation/Tourist Officer should write to the contractor requesting that they make good the difference in level between the Bleach Green Lane and the new access road.

**Roeville Terrace:** The Town Clerk reported that after meeting with all interested parties regarding traffic movement and access through Roeville Terrace, the following options were identified:

1. Provision of alternative access diverting traffic away from front of houses. This would cost approximately £26,500 and there would be no compensation to landowners.
2. Provision of alternative access linking to by-pass slip road at cost of £96,000 (excluding land purchase costs)
3. Provision of ramps and signage on Council owned section of road to facilitate traffic calming.

The Town Clerk stated that he was of the opinion that Council did not have the statutory authority to spend the money quoted in option 1 or 2 and that the realistic choice would be to follow option 3 by providing ramps and signage. It was proposed by Alderman Robinson, seconded by Councillor Douglas that a further meeting with residents take place and a copy of the deed map and deeds identifying the right of way over Roeville Terrace be made available for the residents information.

**ANY OTHER BUSINESS:**

**St Patrick's Day Celebrations:** The Chief Recreation/Tourist Officer detailed to members the expected cost and plans for the forthcoming 17 March celebration. He explained that the celebrations would start at 12 noon, with Mr. Alex Blair local historian, providing a history of the life of St Patrick and that traditional food and music were included as part of the programme. The Mayor, Councillor A Brolly stated that the programme had 'something for everyone' and invited all members to attend. It was agreed on proposal of Councillor Lowry, seconded by Councillor Cubitt that Council approve expenditure in the region of £800 for this event.

**Benone Tourist Complex:** The Chief Recreation/Tourist Officer tabled the 2004 summer events programme for the Benone Tourist Complex. This detailed a costed programme of £2,200, which was approved on the proposal Councillor F Brolly, seconded by Alderman Dolan.

**Review of Public Administration Sub Committee:** The Town Clerk reminded members of a forthcoming meeting of above committee, to be held on 19 February at 10 am to discuss the consultation paper.

**Planning & Development Meeting for April:** The Town Clerk tabled a letter from Mr Steven Lindsay, Chief Executive, Western Health & Social Services Board, requesting a meeting with Council to discuss a range of issues. It was agreed on the proposal of Councillor Cubitt, seconded by Alderman Dolan to invite Mr Lindsay to speak at the Planning and Development meeting on 1 April 2004.

**NEXT MEETING:**

10 March 2004

**THIS CONCLUDED THE BUSINESS**

(The meeting ended at 10.15 pm)