

December 22nd, 2021

Notice Of Meeting

You are requested to attend the meeting to be held on **Thursday, 6th January 2022 at 7:00 pm** in **via Zoom**.

Agenda

Zoom Guidance

[Guidance for virtual Council meetings.pdf](#)

Not included

Agenda

[RDC 06.01.22 Agenda.pdf](#)

Page 1

1. Apologies

2. Declarations of Interest

3. Attendance at Travel and Tourism Expos 2022/23

Report attached

[3.0 Attendance at Travel and Tourism Expos 22 23 report.pdf](#)

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[3.1 Appendix 1 List of Travel Expos.pdf](#)

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4. Ards and North Down Interim Labour Market Partnership – Letter of Offer for Administration Costs

Report attached

[4.0 AND Interim Labour Market Partnership - Letter of Offer for Administration Costs.pdf](#)

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5. Economic Recovery Sub-Regional Resource Grant

Report attached

[5.0 Economic Recovery Sub-Regional Resource Grant.pdf](#)

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6. Renewed Ambition Programme

Report attached

[6.0 Renewed Ambition Programme.pdf](#)

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7. Any Other Notified Business

*****IN CONFIDENCE*****

8. Bangor Marina Quarter 2 2021-22 Report (July-Sept 2021)

Report attached

📄 *8.0 Bangor Marina Quarter 2 2021 22 July Sept 2021.pdf*

Not included

📄 *8.1 Appendix 1 Bangor Marina Q2 2021 July to Sept 2021.pdf*

Not included

9. Tourism Event Grants 1 April 2022 to 31 March 2023

Report attached

📄 *9.0 Tourism Events Grants 1 April 22 to 31 March 2023.pdf*

Not included

10. Open House Festival Annual Review Report 2021

Report attached

📄 *10.0 Open House Annual Review Report.pdf*

Not included

ARDS AND NORTH DOWN BOROUGH COUNCIL

22 December 2021

Dear Sir/Madam

You are hereby invited to attend a meeting of the Regeneration and Development Committee of the Ards and North Down Borough Council which will be held on **Thursday, 6 January 2022**, commencing at **7.00pm virtually via Zoom**.

Yours faithfully

Stephen Reid
Chief Executive
Ards and North Down Borough Council

A G E N D A

1. Apologies
2. Declarations of Interest
3. Attendance at Travel and Tourism Expos 2022/23 (report attached)
4. Ards and North Down Interim Labour Market Partnership – Letter of Offer for Administration Costs (report attached)
5. Economic Recovery Sub-Regional Resource Grant (report attached)
6. Renewed Ambition Programme (report attached)
7. Any Other Notified Business

*****IN CONFIDENCE*****

8. Bangor Marina Quarter 2 2021-22 Report (July-Sept 2021) (report attached)
9. Tourism Event Grants 1 April 2022 to 31 March 2023 (report attached)
10. Open House Festival Annual Review Report 2021 (report attached)

MEMBERSHIP OF REGENERATION AND DEVELOPMENT COMMITTEE

Alderman Girvan	Councillor Brooks
Alderman Menagh	Councillor Cummings
Alderman McDowell (Chairman)	Councillor Dunlop
Alderman Wilson	Councillor Gilmour
Alderman Smith	Councillor Kennedy
Councillor Adair	Councillor McClean
Councillor Armstrong-Cotter	Councillor McKimm (Vice Chair)
Councillor Blaney	Councillor Walker

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ITEM 3

Ards and North Down Borough Council

Report Classification	Unclassified
Council/Committee	Regeneration and Development
Date of Meeting	06 January 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Tourism
Date of Report	13 December 2021
File Reference	170871
Legislation	
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Other <input type="checkbox"/> If other, please add comment below:
Subject	Attendance at Travel and Tourism Expos 2022/23
Attachments	Appendix 1 - List of Travel Expos

Background

The Integrated Tourism, Regeneration and Development Strategy 2018-2030 has challenging targets to increase the share of overnight trips to 10% and increase visitor expenditure to £82m. One of the thematic priorities is 'Promote to Invest'. To raise awareness of the destination in the ROI, GB, European and world markets, it is preferential for officers to increase and develop relationships with tourism operators on an in person basis. Further to the report in December 2021, requesting permission for officers to travel to World Travel Market 2022, officers have now accessed the full range of Expos available in the marketplace for 2022/23 and now seek further approval to travel to a range of these platforms, subject to existing budgets and staff availability. See Appendix 1 for the full list.

This is a vital part of the Tourism Development service 'business as usual' and more so during the pandemic in attempting to move businesses to recovery and beyond. The Expo platforms are used to sell experiences and product on offer in the Borough, with the intended outcome to increase bed nights and income to local business via incoming trade operators' itinerary bookings and visitor bookings at consumer shows.

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Since 2018, Tourism Officers have been attending World Travel Market (WTM) at Excel, London each November (excluding 2020 due to covid when a virtual event was held). This is the only out of Northern Ireland event regularly attended by ANDBC with promotion to tour operators only possible via events held within Northern Ireland (usually a maximum of two per year) or via virtual platforms. Whilst domestically held events do capture a percentage of inbound operators many only attend the European / global events. Anecdotally, feedback from operators is that there is an expectation that those destinations truly seeking business will attend the relevant platforms in person.

For note, other Councils within NI have been attending numerous events over the past number of years and again they confirm attendance at such shows has led to inbound traffic and inclusion on operator itineraries. This attendance outside NI is therefore core within annual trade development and marketing plans for destinations. Newry, Mourne and Down plan to attend 19 expos in 2022 and Mid and East Antrim will be attending a minimum of nine trades shows in the UK, ROI, Europe, and USA in 2021/22.

It should be noted that the benefits of such expos and direct meetings with operators can take a number of years to establish return, in respect of building relationships, and the operator including products/experiences within company itineraries. This has been demonstrated recently with relationships which were instigated at WTM 2018 now committing to inclusion of ANDBC in itineraries for 2022 and 2023. Examples include 'Specialized Travel Services' scheduling Bangor Castle Walled Garden and Ards Peninsula tours for 2022, 'Excursions Ireland' and 'Intercruises' scheduling Bangor Castle Walled Garden for 2022 and 'Miki Travel' assessing inclusion of Echlinville Distillery in 2022/23. Tourism officers have also been working with Veenus Travel who have three branches of the business (Veenus-high end, Vesperience - experience based and Crown Bowls Tours) with their aim to include the area for 2023. Work with local businesses to develop this include: The Culloden Estate and Spa, The Old Inn, Mount Stewart House and Gardens, Echlinville Distillery, Ulster Folk and Transport Museums, Ballywalter Estate and Tracey's Farmhouse Kitchen.

Opportunities exist for the Tourism service to attend trade/consumer Expos, as listed in Appendix 1, both under an ANDBC banner or, where appropriate, in conjunction with Tourism NI, Tourism Ireland or Visit Belfast to promote the Borough's tourism offering. Dependent on the specific event, attendance by one or two members will be evaluated at the time of booking.

It should be noted that a number of shows have limited places available for attendance via pre-application and presence cannot be guaranteed. A number operate on a first come first served basis and those requiring travel and accommodation are best secured as early as possible to secure efficiencies on travel and accommodation.

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RECOMMENDATION

It is recommended that Council approves the following:

1. The Tourism Service can apply and, subject to successful application and travel restrictions, up to two officers can attend some or all the listed tourism Expos in Appendix 1, in conjunction with Tourism NI, Tourism Ireland and Visit Belfast where applicable and dependent upon budget availability.
2. The budget for attendance, travel and accommodation is funded from existing tourism development and destination marketing budgets subject to the Rates setting process.

Appendix 1 - List of Expos

The following trade/consumer shows represent key opportunities to showcase the borough and engage with both inbound tour operators and prospective visitors. All event dates listed are subject to latest Covid guidelines, subject to change and in some cases location TBC.

Celtic Connections (February 2022 Glasgow, January 2023 venue TBC, Trade)

- This event includes a B2B workshop providing an opportunity for approximately 25 industry partners to engage with 25 GB trade at 10 minute meetings.

ITB Berlin Travel Show (March 2022 and 2023, Trade)

- ITB Berlin is the leading business platform for global tourism. It is the world's largest travel industry convention – it has established itself as the industry's central knowledge platform.

Flavours of Ireland (London - October 2022, Trade)

- Flavours of Ireland brings together industry from the island and global travel trade to showcase the Island of Ireland with a programme of 10-minute 1-2-1 meetings.

GEM (London - October 2022, Trade)

- GEM (Global European Marketplace) is a full-day workshop for global tour operators and travel buyers that want to meet the best European product in the most influential contracting event of the year. Over 800 attendees from member companies attend the event, with a personalised agenda of pre-scheduled meetings.

World Travel Market (London – November 2022, Trade)

- World Travel Market (WTM) is the leading global event for the travel industry to meet industry professionals and conduct business deals. Approval from Regeneration and Development Committee in December has been agreed for 2022 attendance, awaiting Council approval at the time of writing this report.

Dublin Holiday World (January 2023, Trade and Consumer)

- Dublin Holiday World is a key consumer platform for attracting visitors from the ROI market. With over 41,000 people visiting the show it provides an ideal opportunity to market the borough's key product to a captive audience within a close to home market and with attendees that are in the main interested in the short break market.

Britain & Ireland Marketplace (London – January 2023, Trade)

- BIM is a one full-day B2B workshop for international tour operators and travel buyers that want to meet tourism product providers from across the UK/ROI.

ITOA Dublin (date TBC, Trade)

- Incoming Tour Operators Association (Dublin & Belfast) workshop is an opportunity to meet Ireland's largest and long established Tour Operating/Handling Agents/DMC's. This event offers an opportunity to meet and sell our destination experiences to all members of ITOA.

Explore GB & NI (March 2022, 2023, Trade)

- This event offers UK and Irish suppliers the opportunity to promote their business or destination to hundreds of international buyers through pre-scheduled one-to-one meetings over two days.

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ITEM 4

Ards and North Down Borough Council

Report Classification	Unclassified
Council/Committee	Regeneration and Development Committee
Date of Meeting	06 January 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Economic Development
Date of Report	13 December 2021
File Reference	RDP47
Legislation	
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Not Applicable <input type="checkbox"/>
Subject	Ards and North Down Interim Labour Market Partnership Update
Attachments	

Context

Members will recall that the Department for Communities (DfC) has made funding available for each of the 11 Councils to develop its own Interim Labour Market Partnership (ILMP) with funding being available until the end of March 2022. Additional funding for an Interim Action Plan for 2022-23, and a further 3-year Action Plan for 2023-2026 will be subject to the Executive's approved funding.

Status

The local council has an important role in facilitating the local LMP, however the LMP should have the ability to take decisions independently. The status of the local LMPs should therefore be that of an unincorporated association.

Purpose

The aim of the ILMP is to help improve employability outcomes and labour market conditions locally by working through co-ordinated, collaborative, multi-agency partnerships, achieving regional objectives whilst being flexible to meet the needs presented by localised conditions and helping to connect employers with employees. The partnership will be expected to provide an integrated approach to address labour

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market challenges by bringing together, in a single body, the necessary local knowledge and expertise to build on existing structures locally, operating in a holistic, streamlined and joined up way.

Objectives

The key objectives of the Interim Labour Market Partnership approach are to develop local plans tailored to each area depending on skills, sector, requirements; agree sector/industry specific needs at a local level; review supply and demand levels for skills, expertise, qualifications etc at a local level, and commission new provision to fill any local gaps.

Council staff have been working through the relative guidelines from DfC in respect of establishing its Interim LMP, as well as working with the DfC Co-Design Team.

Administration costs including staffing

Members will recall that based on the report presented to the Regeneration and Development Committee on 10 June 2021, Council approval was granted for the appointment of a Labour Market Partnership Manager and LMP Administrative Officer, the funding for which will be covered from the DfC budget.

On this basis, the Economic Development section negotiated a budget with DfC which aimed to maximise the allocation of administrative costs to Ards and North Down Borough Council for the financial year 2021-22.

This resulted in DfC making an offer of £66,660.50 through a Letter of Offer received on 8 December 2021 which was duly signed and returned as agreed by the Council at its November meeting. This Letter of Offer covers the financial year 2021-22 only. It is expected that a separate Letter of Offer for Administrative Costs will be issued for the financial year 2022-23.

The budget agreed includes management costs for the officers who have been working on the setting up of the LMP and associated action plan for a ten-month period.

The recruitment process for the LMP Manager and Administrative Officer has commenced and job descriptions developed after a business case was undertaken. The job descriptions are currently with the HR section and are undergoing an independent evaluation.

In order to progress the work of the LMP it is imperative that the staffing resources are recruited as soon as possible.

It should be noted that a further Letter of Offer will be forthcoming from DfC to support the delivery of the Action Plan, once the DfC has assessed and approved same.

RECOMMENDATION

It is recommended that Council notes this report.

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ITEM 5

Ards and North Down Borough Council

Report Classification	Unclassified
Council/Committee	Regeneration and Development Committee
Date of Meeting	06 January 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Economic Development
Date of Report	14 December 2021
File Reference	ED118
Legislation	
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Not Applicable <input type="checkbox"/>
Subject	Economic Recovery Sub-Regional Resource Grant
Attachments	

1. Context

Invest NI has been engaging with Councils over the past few months in relation to how best to support the economic development of our respective regions. As a result, Invest NI applied for Economic Recovery funding to support organisations involved in regional economic development to work collaboratively at a sub-regional level. Invest NI confirmed on 1 November 2021 that they had secured funds to support research, to be undertaken and led by Councils, into the wider economic needs in their specific region.

It was specified that the research, for which the funding has been secured, should focus on identifying possible future interventions, either collaboratively across Councils or at an individual Council level, which could be implemented in 2022-26 (subject to budget availability) to ensure economic recovery is inclusive and regionally balanced.

The funding under the Economic Recovery Sub-Regional Resource Fund received by Invest NI is an in-year allocation, and therefore the window of opportunity to avail of it is short given that the funds are only available for draw-down by 31 March 2022. Applications were to be submitted by 19 November at the latest.

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The Councils met to decide a way forward and two large collaborative sub-regional research pieces involving all 11 councils have been submitted:

- Revised business start-up approach – business case development and resourcing strategy
- Place-based approaches to supporting economic development

Ards and North Down Borough Council submitted a joint application for the *development of a business support needs analysis for a sustainable low carbon economy* across the South-East region. The Councils interested in collaborating on the project are Armagh Banbridge Craigavon District Council (ABC) and Newry Mourne and Down (NMD).

This project which will aim to identify appropriate support mechanisms for companies pivoting to a greener, more sustainable and low carbon business model.

The project will not only be based on a multi-sectoral approach but will also provide vital data on potential actions needed to be implemented by businesses to protect the environment, support the social fabric of our area and create job opportunities and growth through the use of green technologies, management practices and clever repurposing of existing equipment or services.

This will identify key actions, opportunities and interventions for the period 2022-2026 to assist local businesses, which do not meet the threshold for standard Invest NI support, to reduce carbon and other greenhouse gas emissions and to become more sustainable.

2. Outcome

All three applications were successful, and Letters of Offer have been issued for the following funding:

- Business Start-up research: £30k, led by Belfast City Council
- Place-based approaches to support Economic Development: £25K, led by Derry City and Strabane District Council.
- Business support needs analysis for a sustainable low carbon economy £25K, led by ANDBC.

3. Next steps

As the funding needs to be drawn down by the end of March 2022, the Economic Development team, following a procurement process, expects that a suitable delivery agent can be appointed by the middle of January 2022 to enable the work to progress in time.

RECOMMENDATION

It is recommended that Council notes this report.

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ITEM 6

Ards and North Down Borough Council

Report Classification	Unclassified
Council/Committee	Regeneration and Development Committee
Date of Meeting	06 January 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Economic Development
Date of Report	13 December 2021
File Reference	
Legislation	
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Not Applicable <input type="checkbox"/>
Subject	Renewed Ambition Programme
Attachments	N/A

1. Renewed Ambition Background

The Renewed Ambition Programme (RAP) is a joint public and private sector led initiative and aims to work collaboratively to showcase investment and development opportunities across Belfast City Region as we seek to deliver on our shared ambitions for the city region as an exciting place to work, live, visit and invest. It is a 5 pillared programme focused on activities to ensure Belfast and the wider city region is positioned to continue to attract investment and deliver on inclusive growth.

The 5 pillars include:

- Programme of Content aimed at the local and international real estate audience which aims to showcase the Belfast City Region for future real estate investment through participation at virtual and in-person conferences and showcase events.
- Programme of Engagement and Advocacy to facilitate two-way conversations with policy makers and showcase real estate opportunities to the investor community. This aims to position the Belfast City Region positively and seeks to identify and try to address barriers that investors, developers, and occupiers may face when they consider Belfast as a destination.

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- Media and Stakeholder Engagement reinforcing positive messaging around Belfast's investment proposition through international marketing and communication campaigns targeting the national and international real estate investment and development community.
- A shared access Repository on the investinbelfast.com website which facilitates sharing of data, marketing collateral and intel to help ensure consistent messaging and shared narrative is used by all partners when promoting the city region.
- Research aligned to the impact of real estate investment to inform the city proposition and narrative.

2. Renewed Ambition Programme 2022

For 2022, an exciting collaborative programme of activity is being developed across the key pillars of Research, Events, Engagement and Advocacy, Communications and Repository.

The programme will also include a return to international real estate conferences such as MIPIM and UKREiiF and Investor showcase events in London and Dublin, to showcase real estate opportunities across the city region to a global audience.

The proposed programme of activity at MIPIM 2022 includes Belfast region delegation participation on the Department for International Trade stand, and investment showcase and networking opportunities.

The proposed programme of activity at UKREiiF includes a dedicated stand in the exhibition area to act as a meeting point for partners, and investment showcase and networking opportunities.

In addition, as part of RAP events programme discussions are taking place with [Real Estate Live](#) to join their webinar programme of events, and Built Environment Network to participate in their Ireland Conference in April (<https://www.built-environment-networking.com/region/republic-ireland-construction-property-conferences/>).

In 2022 the objectives are to:

- Continue to build collaboration and partnership in the city and wider region
- Continue to promote and market the Belfast region outside Northern Ireland
- Increased engagement and advocacy with all key stakeholders, in particular target investors and government.

Belfast City Council allocates substantial budget to support investment activities and to lead on the Renewed Ambition Programme, and it has requested partner contributions of £15,000 per Council partner to support the programme of activities as outlined above. It should be noted that the private sector also supports and sponsors the Renewed Ambition Programme.

Attracting investment into the Borough is an integral part of our Integrated Tourism, Regeneration and Economic Development Strategy (ITRDS) and collaborating with the Renewed Ambition Programme will help AND's reach into wider markets and to

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achieve higher impact and leverage spend against any activity that we could undertake alone.

RECOMMENDATION

It is recommended that Council approves participation in the Renewed Ambition Programme at a cost of £15,000 for 2022-23, subject to the Rate setting process.