

December 1st, 2022


Notice Of Meeting

You are requested to attend the meeting to be held on **Thursday, 8th December 2022 at 7:00 pm** in **Virtual via Zoom**.

Agenda

Agenda

(Attached)

 *RDC 08.12.2022 Agenda.pdf*

Page 1

1. Apologies

2. Declarations of Interest

3. Ards Chamber of Trade Report

 *3.0 Presentation by Newtownards Chamber of Trade.pdf*

Page 3

3.1 Presentation by President of Ards Chamber of Trade, Derek Wright

4. Donaghadee Chamber of Trade Report

(Attached)

 *4.0 Presentation by Donaghadee Chamber of Trade.pdf*

Page 5

4.1 Presentation by President of Donaghadee Chamber of Trade, John Caldwell

5. Regeneration Service Plan Q2 Performance Report 2022/23

(Attached)

 *5.0 Regeneration Performance Report Q2 2022-23.pdf*

Page 7

6. Portaferry Park Masterplan/Feasibility Study

(Attached)

 *6.0 Portaferry Park Masterplan Feasibility Study.pdf*

Page 12

7. City and Town Advisory Group Minutes for Noting

(Minutes attached)

7.1 Newtownards TAG Minutes dated 26 September 2022

(Attached)

 **7.1 Newtownards TAG minutes 26 September 2022.pdf** **Page 13**

7.2 Bangor CAG Minutes dated 29 September 2022

 **7.2 Bangor CAG minutes 29 September 2022.pdf** **Page 18**

7.3 Redacted Comber TAG Minutes dated 3 November 2022

 **7.3 Redacted Comber Minutes 3 Oct 2022.pdf** **Page 24**

7.4 Holywood TAG Minutes 4 November 2022

 **7.4 Holywood TAG minutes 4 October 2022.pdf** **Page 30**

7.5 Donaghadee TAG Minutes dated 10 November 2022

 **7.5 Donaghadee TAG minutes 10 October 2022.pdf** **Page 37**

8. Tourism Service Plan Q2 Performance Report 2022/23

(Attached)

 **8. Tourism Performance Report Q2 2022-23.pdf** **Page 43**

9. Request by Reserve Forces and Cadets Association (RFCA) for Council to Consider Hosting Armed Forces Day 2024 and Beyond

(Attached)

 **9. Request by RFCA to host AFD 2024 and beyond.pdf** **Page 47**

 **9.1 Ltr of 14.10.22 from RFCA re Armed Forces Day.pdf** **Page 49**

10. Marketing - Destination Campaign Overview Spring and Autumn 2022


(Attached)

 **10.0 Marketing - Destination Campaign Overview Spring & Autumn 2022.pdf** **Page 51**

 **10.1 Appendix 1 Marketing - Destination Spring and Autumn Campaign Examples.pdf** **Page 55**

11. Food and Drink Development Sector Update 2022

(Attached)

 *11. Food and Drink Development Sector Update 2022.pdf* *Page 59*

 *11.1 Appendix 1 Food Trade Shows Imagery.pdf* *Page 65*

 *11.2 Appendix 2 Summary of Food and Drink Awards.pdf* *Page 71*

12. ED Service Plan Q2 Performance Report 2022/23

(Attached)

 *12. ED Performance Report Q2 2022-23.pdf* *Page 73*

13. Notice of Motion

13.1 Notice of Motion submitted by Councillors Adair and Thompson

That Council task officers to work with The National Trust to source external funding to develop and regenerate the car park at both Glastry Clay Pits and Knockinelder Bay for the benefit of residents and tourists alike in seeking to deliver the Council's Tourism Strategy for the Ards Peninsula.

14. Any Other Notified Business

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

15. Pickie Q2 July - September 2022

(Attached)

 *15. Pickie Report Q2 2022-23.pdf* *Not included*

16. Bangor Marina Q2 July - September 2022

(Attached)

 *16. Bangor Marina Report Q2 2022-23.pdf* *Not included*

 *16.1 Appendix 1 Bangor Marina Q2 22-23.pdf* *Not included*

17. Exploris Q2 July - September 2022

(Attached)

 17. *Exploris Report Q2 2022-23.pdf*

Not included

18. Bangor Waterfront Contract for Funding

(Attached)

 18. *Bangor Waterfront Contract for Funding.pdf*

Not included

 18.1 *Bangor Waterfront Contract for Funding Agreement.pdf*

Not included

 18.2 *Bangor Waterfront Programme.pdf*

Not included

ARDS AND NORTH DOWN BOROUGH COUNCIL

1 December 2022

Dear Sir/Madam

You are hereby invited to attend a hybrid meeting (in person and via Zoom) of the Regeneration and Development Committee of the Ards and North Down Borough Council which will be held on **Thursday, 8 December 2022**, commencing at **7.00pm**.

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. Ards Chamber of Trade Report (report attached)
 - 3.1 Presentation by President of Ards Chamber of Trade, Derek Wright
4. Donaghadee Chamber of Trade Report (report attached)
 - 4.1 Presentation by President of Donaghadee Chamber of Trade, John Caldwell
5. Regeneration Service Plan Q2 Performance Report 2022/23 (report attached)
6. Portaferry Park Masterplan/Feasibility Study (report attached)
7. City and Town Advisory Group Minutes for noting (attached)
 - 7.1 Newtownards TAG Minutes – 26.9.22
 - 7.2 Bangor CAG Minutes – 29.9.22
 - 7.3 Redacted Comber TAG Minutes – 3.11.22
 - 7.4 Holywood TAG Minutes – 4.11.22
 - 7.5 Donaghadee TAG Minutes – 10.11.22
8. Tourism Service Plan Q2 Performance Report 2022/23 (report attached)
9. Request by Reserve Forces and Cadets Association (RFCA) for Council to consider hosting Armed Forces Day 2024 and beyond (report attached)
10. Marketing - Destination Campaign Overview Spring and Autumn 2022 (report attached)

11. Food and Drink Development Sector Update 2022 (report attached)
12. ED Service Plan Q2 Performance Report 2022/23 (report attached)
13. Notice of Motion
- 13.1 Notice of Motion submitted by Councillors Adair and Thompson

That Council task officers to work with The National Trust to source external funding to develop and regenerate the car park at both Glastry Clay Pits and Knockinelder Bay for the benefit of residents and tourists alike in seeking to deliver the Council's Tourism Strategy for the Ards Peninsula.

14. Any Other Notified Business

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

15. Pickie Q2 July – Sept 22 (report attached)
16. Bangor Marina Q2 July - Sept 22 (report attached)
17. Exploris Q2 July – Sept 22 (report attached)
18. Bangor Waterfront Contract for Funding (report attached)

MEMBERSHIP OF REGENERATION AND DEVELOPMENT COMMITTEE

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

Unclassified

3

ITEM 3

Ards and North Down Borough Council

Report Classification	Unclassified
Council/Committee	Regeneration and Development
Date of Meeting	08 December 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Regeneration
Date of Report	15 November 2022
File Reference	RDP 60
Legislation	
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Not Applicable <input type="checkbox"/>
Subject	Presentation by Newtownards Chamber of Trade
Attachments	None

At the meeting of the Council held on 29 June 2022 it was agreed to invite each of the Chambers of Commerce to make a short presentation about the work they intend to undertake over the current financial year and how they plan to use the Council's grant of £12K.

The Newtownards Chamber has already provided the following indicative proposals and plans to return to regular networking events, training events, engagement on Council-led events and support for their members.

Some of the planned activity for the year includes:

- *Initiatives aimed at growing the Chamber:*
 - Drives to support current membership and attract new members.
 - Initiatives which help businesses/traders improve skills.
 - Initiatives to keep an updated Web and social media presence.
 - Initiatives which enable networking.
 - Initiatives to aid in issues arising from Covid recovery and Brexit.
 - Initiatives to help businesses understand and achieve net Zero Carbon emissions green recovery.

Unclassified

- *Initiatives aimed at increasing the profile of the Town:*
 - Shop Local initiatives - Initiatives which add value to visitors/tourists to the town - Ensure that events do not detract from trade - Standalone events - Recruitment drive.
 - Partnering with other events to add value.
 - Easter /Halloween Family Orientated Event - Campaign for Council managed Christmas Event that encourages spend Identify and improve the Ards product through involvement in Council and subsequent groups (Steering and public realm TAG etc.)

- *Administration:*
 - To assist with communication sharing news, events and training opportunities.
 - To increase the use of the social media/digital presence of the Chamber.
 - To assist with the delivery of the Business Plan.
 - Collecting membership fees.
 - Liaising with Council in relation to funding support.
 - Business Awards.
 - Reward businesses within the Chamber for their Merit.

RECOMMENDATION

It is recommended that Council notes the above report.

Unclassified

5

ITEM 4**Ards and North Down Borough Council**

Report Classification	Unclassified
Council/Committee	Regeneration and Development
Date of Meeting	08 December 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Regeneration
Date of Report	15 November 2022
File Reference	RDP 60
Legislation	
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Not Applicable <input type="checkbox"/>
Subject	Presentation by Donaghadee Chamber of Trade
Attachments	None

At the meeting of the Council held on 29 June 2022 it was agreed to invite each of the Chambers of Commerce to make a short presentation about the work they intend to undertake over the current financial year and how they plan to use the Council's grant of £12K.

The Donaghadee Chamber has already provided the following indicative proposals and plans to return to regular networking events, training events, engagement on Council-led events and support for their members.

The Chamber will continue with the administration duties required for the delivery of initiatives aimed at growing the Chamber and at increasing the profile of the town. Some of the planned activity for the year includes:

- To promote and retain membership across all categories. Current membership is Traders (83); Community Orgs (25) and Individuals (34)
- To organise additional public meetings.
- To organise a summer festival each year with a target of involving 35 different organisations and holding more than 75 events across the Summer.
- To organise and co-ordinate the Christmas Santa Parade.
- To involve the wider community in the Crommelin Wood Environmental Project and the Marine Litter Project.

Unclassified

6

- To continue to inform members, visitors and the general public on issues affecting Donaghadee via the website and social media
- To ensure businesses are informed of sources for advice and grants
- To help traders and businesses improve skills
- Increase the number of members in the trader category from (83) to (95)
- To develop at least two "shop local" campaigns each year
- To promote footfall at festival and other events by marketing events outside the town
- To take up and create opportunities for networking.
- To secure trader involvement in Ulster in bloom.
- To continue work on the restoration of Crommelin Wood.
- To support schools in the Marine Litter Project.
- To retain our Ulster in Bloom title.
- To maintain pressure on Elected representatives and officials to keep Donaghadee tidy.
- To examine the potential for community allotments.
- To examine the potential for a Sensory Garden incorporating a Men's Shed.
- To circulate material received from other sources to members.
- To promote and support well-being initiatives.
- To advise and support groups who require help with grant applications.

RECOMMENDATION

It is recommended that Council notes the above report.

ITEM 5

Ards and North Down Borough Council

Report Classification	Unclassified
Council/Committee	Regeneration and Development
Date of Meeting	8 December 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Regeneration
Date of Report	15 November 2022
File Reference	160127
Legislation	
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Other <input type="checkbox"/> If other, please add comment below:
Subject	Regeneration Performance Report, Quarter 2 (July - September 2022)
Attachments	Q2 Report

Context

Members will be aware that Council is required, under the Local Government Act 2014, to have in place arrangements to secure continuous improvement in the exercise of its functions. To fulfil this requirement Council approved the Performance Management Policy and Handbook in October 2015. The Performance Management Handbook outlines the approach to Performance Planning and Management process as:

- Community Plan – published every 10-15 years
- Corporate Plan – published every 4 years (Corporate Plan Towards 2024 in operation)
- Performance Improvement Plan (PIP) – published annually (for publication 30 September 2022)
- Service Plan – developed annually (approved April/May 2022)

The Council's 18 Service Plans outline how each respective Service will contribute to the achievement of the corporate objectives including, but not limited to, any relevant actions identified in the PIP.

Reporting approach

The Service Plans will be reported to relevant Committees on a quarterly basis as undernoted:

Reference	Period	Reporting Month
Quarter 1 (Q1)	April – June	September
Q2	July – September	December
Q3	October – December	March
Q4	January - March	June

The report for Quarter 2 2022-23 is attached.

Key points to note:

- DfC has agreed an extension of the Covid Recovery funding programme until 31 March 2023. However, some projects are taking longer to deliver than first anticipated.
- Planning permission has been received for the parklet schemes. Installation will take place in December.
- The covering project for Hibernia Street, Holywood still awaits a planning determination. (Has since been approved.) DfI has however put conditions on the scheme that make it unrealistic to proceed. Also, the preferred tenderer has come back to confirm that they cannot now deliver the project for the agreed price. Additional projects are now being considered.
- The Portavogie Harbour project, which is to be funded by SEAFLAG, has received permission to commence. The Council and DAERA has agreed an approach to ensure the scheme can now be delivered. The contractor has been appointed and works are commencing.

Key achievements:

- The Council has obtained confirmation from DAERA that funding under the Rural Development Programme for playpark projects in Portaferry and Cloughey has been agreed.
- Under the Rural Development Programme, the LAG was awarded £3,150,000 of funding for rural projects in the ANDBC area. Due to the success of the Programme, the funding pot was increased to £4,238,769. This had been allocated but an underspend now exists because the Portaferry Ropewalk Scheme did not proceed. Some of the underspend has been used to fund the playparks.
- The regeneration project at Portavogie promenade has commenced and will be completed in Q3. Initial comments are very positive.

Emerging issues:

- Funding may become available under the Peace Plus programme within the next year. Funding will be required to develop some projects to be ready to avail of this when the various calls open.

- It is now becoming evident that it is unlikely that there will be a replacement scheme for the Rural Development Programme in the next one/two years. Information on this from DAERA has been very limited. This will now stop several projects from advancing.

Action to be taken:

- To continue to monitor the implementation of all projects.
- To commence a programme of meetings with the various village groups to review and prioritise projects in the village plans that may be suitable for funding under Peace Plus or other funding streams.
- To lobby DAERA for information about a new rural funding programme.
- To make a bid for funding in the rate setting process to develop projects, rural and urban, to the delivery stage.
















RECOMMENDATION

It is recommended that Council notes the report.

Quarterly Performance Report - Regeneration

Generated on: 15 November 2022

Last Update Q2 2022/23

Performance Data Traffic Light Icon	PI Short Name	Performance Data Current Value	Performance Data Current Target
	% spend against budget	76.4%	100%
	To deliver the town recovery plans and a rural recovery plan	0	0
	To monitor the compliance of the Rural Development Programme grant from the various applicants	0	0
	No of Urban/Rural projects to planning stage to access funding streams	0	0
	No of Masterplan reviews	0	0
	% staff attendance	98.7%	95%
	Team briefings delivery to all staff who are not on leave/maternity/long term sick	100%	100%
	No of staff meetings including updates on service plan delivery	11	9
	To develop, agree, secure funding and commence delivery of a public realm scheme for Portaferry	No	No
	To agree detailed technical design for Marine Gardens QP with Bangor Marina	0	0
	To progress the Bangor Waterfront Scheme, to agree Operating Model with BYC	0	0
	To complete the Portavogie promenade scheme	0	1
	To commence a Strategic Masterplan for Kinnegar Logistics Base	0	0
	To commence an OBC for the Kinnegar Logistics Base development	0	0
	New Chambers of Commerce 2-year Business Plans	5	5

Performance Data Traffic Light Icon	PI Short Name	Performance Data Current Value	Performance Data Current Target
	No of meetings with Town Advisory Groups to develop regeneration improvements	5	1
	Manage the full commitment of the Rural Development Programme budget	£670,325.00	£823,882.00
	% Business as Usual and Covid Grant with completed PPE's	0%	0%
	No of projects developed in partnership with EBR for Peace Plus funding	0	0
	Number of capital schemes commenced using funding from Covid Recovery Small Settlements Programme	1	0

Unclassified

12

ITEM 6**Ards and North Down Borough Council**

Report Classification	Unclassified
Council/Committee	Regeneration and Development
Date of Meeting	08 December 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Regeneration
Date of Report	07 November 2022
File Reference	REG24
Legislation	
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Not Applicable <input type="checkbox"/>
Subject	Portaferry Park Masterplan/Feasibility Study
Attachments	None

As members will recall, Council agreed to undertake a Masterplan/Feasibility Study for Portaferry Park in partnership with Portaferry Regeneration Ltd (PRL). The budget agreed was £25,000 from the Council and £5,000 from PRL.

A development brief was prepared, agreed with PRL and issued to the market. However, by the closing date no quotations had been received. PRL then offered to issue the brief in its name to companies it had worked with and to make personal contact to encourage companies to respond. Again, no quotations were received and some contacts suggested that the budget was unrealistic for the work required. For members' information this was the same budget set for the Donaghadee Commons Masterplan Project which has been completed.

RECOMMENDATION

Considering the above, that no further budget is available and that the project will not be complete by March 2023, it is recommended that Council agrees not to proceed with the project at this time. PRL is in agreement with this proposal.

Newtownards Town Advisory Group		
<u>TIME</u>	<u>DATE</u>	<u>LOCATION</u>
4PM	MONDAY 26TH SEPTEMBER 2022	ABM LEISURE COMPLEX
Attendees	Councillor Richard Smart – Chair (RS) Alderman Stephen McIlveen (SMcl) Alderman Alan McDowell (AMcD) Councillor Vicky Moore (VM) Ian Foster - Chamber Representative (IF) Leigh Nelson - Chamber Representative (LN) Pam Williamson - Community Representative (PW) Wendy Smith - Events Manager, ANDBC (WS) David Shivers - Urban Development Manager, ANDBC (DS) David Birch - Regeneration Officer, ANDBC (DB) Carly McMullan - Assistant Regeneration Officer, ANDBC (CMcM) Sonia Tomblin - Assistant Regeneration Officer, ANDBC (ST) Martin Mawhinney - Administrative Assistant, ANDBC (MM)	
Item 1	Welcome	
	The Chair welcomed everyone to the meeting.	
Item 2	Apologies and Declarations of Interest	
	Apologies were received from: Brian Dorrian - Head of Regeneration, ANDBC (BD) Derek Wright - Chamber Representative (DW) No Declarations of Interest were received.	
Item 3	Events Update - Wendy Smith ANDBC	

	<p>WS provided members with an update of this year's forthcoming Christmas tree switch-on events. These will take place from 10am-7pm, including music and entertainment in Conway Square from 10am-2pm, food demonstrations featuring the BBC's Suzie Lee from 2pm-4pm, other performances throughout the day and the switch-on itself scheduled for 5.30pm.</p> <p>WS explained that in order to weatherproof the event, Council would be using three stretch tents. She also outlined road closures to be put in place from 6pm on the (Friday) night before.</p> <p>LN explained that the Chamber had met with local businesses and that a number had expressed an interest in having a stall in High Street, something they were hoping to do in the next few weeks. She added the Chamber were looking at options for overflow parking.</p> <p><i>WS left the meeting at 4.13pm</i></p>
Item 4	Minutes of previous meeting – Newtownards Town Advisory Group Meeting
	<p><i>Previously Circulated: Newtownards TAG minutes 15th June 2022.</i></p> <p>It was agreed that the minutes were an accurate record of proceedings.</p>
Item 5	Update on outstanding actions - David Shivers, Urban Development Manager ANDBC
Action	<ol style="list-style-type: none"> 1. Conway Square Seating – <i>item 7 on agenda.</i> 2. Parklets – <i>item 8 on agenda.</i> 3. Floral Sculptures – The group wanted to know when this would return - DS confirmed that it would not be returning. 4. Proposed Pedestrianisation of Meeting House Lane - ST Emailed Dfl. In a response letter, Arthur Rooney, Traffic and Network Development Section said Traffic Section would have no objections in principle to the request but was forwarding a copy of Council's email for Dfl and the local Section Office's feedback. Mr Rooney said he would reply to Council with any comments from Dfl. 5. Abandonment of Adopted Road - Conway Square – Email sent to David Brown - no response to date Email sent to Colin Pentland office-no response to date <p>The group agreed a letter to be sent to Dfl - DS to action</p>

Item 6	Update on Conway Square Cover - David Birch, Regeneration Officer ANDBC
Action	<p>DB reported that Council has granted approval to appoint Hall McKnight to conduct an economic appraisal for this project.</p> <p>DB touched on the fact that there had been ongoing supply issues in this matter (fluctuations in the supply chains) and added that Council would be furnished with the appraisal by 31st October 2022. Once Council have decided on whether to proceed (by mid-November), the planning application would then be completed by the end of March.</p> <p>DB to invite lead architect Ian McKnight to next TAG meeting in January.</p> <p>Members discussed the opportunities the cover would provide, but also the costs involved, which LN admitted were higher than initially estimated.</p> <p>Action</p> <p>DB to speak to WS, ANDBC events team and Chamber about details of programme of events / type of events that will be available with the use of the cover.</p> <p>IF said it was the Chamber's desire to see Conway Square become an iconic focal point, and the Chair pointed out how this development could aid with the town's night economy.</p>
Item 7	Conway Square Seating Update - David Shivers, Urban Development Manager ANDBC
Action	<p>Tender to be issued for the Design, Supply, and Installation for two lots of seating:</p> <p>Lot 1 - eight curved benches Lot 2 - 16 chess style tables with fixed seating</p> <p>Tender issue: 19 October 2022 Tender close: 11 November 2022 Evaluation: 21 November 2022 Report to Council: December 2022 Appointment: 09 January 2023 Installation completed no later than 31st March 2023 Value - £70,000.00</p> <p>Project completion expected March 2023.</p> <p>DS to check if this is an area for DVA responsibility.</p>
Item 8	Update on Covid Recovery and Revitalisation Funding - David Shivers, Urban Development Manager ANDBC
	<ul style="list-style-type: none"> Business Adaptation and Improvement Grant Scheme – 74 grants were issued at a total value of £156,674.

	<ul style="list-style-type: none"> • Solar bins – three solar bins were installed within Conway Square at a value of £12,000. • 'Shop local' marketing campaign - 'Shop Local' marketing campaign delivered across the five town centres of the Borough in 2021 including outdoor advertising, press, digital and print at a total value of £17,706 (across the five towns). • Parklets – Three parklets - at High Street, Regent Street and Frances Street - had received planning consent with a contractor appointed. Work due to commence in November 2022 and completion expected in late December 2022 at a value of approximately £75,000-£80,000. • Cycling Infrastructure – Installation of a range of various cycling infrastructure at South Street, Mill Street, Gibson's Lane, Conway Square at a value of £16,565. Project completion expected October 2022.
Item 9	Update on Masterplan – David Shivers, Urban Development Manager ANDBC
	<p>DS drew members' attention to the Masterplan Conversation event that was to take place in the same building immediately after the TAG meeting. He explained that it was not a full review, but an opportunity to engage with the public, and pass on their thoughts and feedback on the subject to a consultant. AMcD suggested that a single-item TAG session be held to discuss the Masterplan and subsequent public feedback from the Masterplan Conversation event.</p> <p>Action DS to arrange a single-item TAG meeting in November, giving members the opportunity to speak to the consultant.</p> <p>Action DS to speak to local planners about the local development plan.</p> <p>LN mentioned that she felt the Masterplan Conversation event could have been more clearly advertised in the local press.</p> <p><i>DB left the meeting at 5pm.</i></p>
Item 10	Any other business
	<p>LN informed members that she was leaving her role within the Chamber after 26 years. She explained that she would find someone to take her position at the TAG meetings.</p> <p>The Chair thanked LN on behalf of the group for all of her work and wished her well for the future.</p>
Item 11	Date and Time of Next Meeting

Action	DS told members he would call a single-item meeting for November to discuss the Masterplan, the date was to be confirmed.
Item 12	Adjournment
	The Chair thanked all for attending and the meeting was adjourned at 5.05pm

Bangor City Advisory Group		
<u>TIME</u>	<u>DATE</u>	<u>LOCATION</u>
4PM	MONDAY 29TH SEPTEMBER 2022	BANGOR CASTLE – CLANMORRIS ROOM
Attendees	Councillor Ray McKimm - Chair (RMcK) Mayor Councillor Karen Douglas (KD) Alderman Wesley Irvine (WI) Councillor Alistair Cathcart (AC) Councillor Craig Blaney (CB) Geoff Thompson - Bangor Chamber (GT) Frank Shivers - Bangor Chamber (FS) Marianne Kennerley - Bangor Chamber (MK) Jim Russell - Community Representative Julianne Skinner - North Down YMCA David Shivers - Urban Development Manager, ANDBC (DS) Wendy Smith - Events Manager, ANDBC (WS) Carly McMullan - Project Assistant, ANDBC (CMcM) Sonia Tomblin - Assistant Regeneration Officer, ANDBC (ST) Martin Mawhinney - Administrative Assistant, ANDBC (MM)	
Item 1	Welcome	
	The Chair welcomed everyone to the meeting.	
Item 2	Apologies and Declarations of Interest	
	Apologies were received from: Philip McMillan - Faith Representative (PMcM) Brian Dorrian - Head of Regeneration, ANDBC (BD) Alison Blaney - Kilcooley Women's Centre (AB) No Declarations of Interest were received.	
Item 3	Events – Wendy Smith Events Manager ANDBC	
	WS provided members with an update of this year's forthcoming Christmas switch-on events. These would take place on Saturday 19 th November 2022, with switch-on itself due to take place at 5.30pm at the McKee Clock.	

<p>Action</p>	<p>She highlighted that (a staggered) setting-up at the McKee Clock would commence at 9am, with activities beginning at 12pm. Entertainment was to include market stalls, a festive bar, a carousel, and a music programme. GT pointed out there would be a finale featuring a 'princesses' performance. WS explained that in order to weatherproof the event, Council would be using stretch tents.</p> <p>WS reported that there would be no parade at this year's event, but that there would be road closures in place, with arrangements similar to those employed at the recent Snow Patrol concert in Bangor.</p> <p>GT stated that stalls would trade until 7pm.</p> <p>WS assured KD that the McKee would be lit this year, and she also responded to WI's enquiry on whether a pipe band would be present by telling him the parade was being avoided altogether this time.</p> <p>MK drew members' attention to a family-aimed craft event at the Boom Studios on that day from 2-5pm, explaining it may be ticketed to cover costs.</p> <p>WS asked JS if the YMCA could be involved in the day's events, and JS responded that she would follow up with her on this point.</p> <p><i>WS left the meeting at 4.16pm</i></p>
<p>Item 4</p>	<p>Minutes of previous meeting - Bangor City Advisory Group</p>
	<p><i>Previously Circulated: Bangor CAG minutes 14th June 2022.</i></p> <p>It was agreed that the minutes were an accurate record of proceedings.</p>
<p>Item 5</p>	<p>Update on outstanding actions - David Shivers, Urban Development Manager ANDBC</p>
<p>Action</p>	<p>1. Properties and Assets participation</p> <p>The Chair asked WS if it would be useful to incorporate Properties and Assets into her team's pre-planning meetings, and she replied that they do as a rule, but in future will ensure they attend.</p> <p>No further action.</p> <p>Wendy was asked to return when appropriate to update on upcoming events.</p>
<p>Action</p>	<p>2. Seafront maintenance work</p> <p>AC echoed WI's congratulations for the Jubilee event but added that basic maintenance work around the seafront and the fountain, particularly regarding weeds, could have been better. He also noted that bins weren't emptied after the event and suggested that the Events team could co-ordinate better on these issues with the Properties and Assets Team.</p> <p>The Mayor suggested that the Cleaning and Properties and Assets Teams attend a future CAG meeting, to which BD suggested putting the matter to an Environmental Committee. The Mayor stated she was happy to put together a Notice of Motion and report back to the TAG.</p> <p>Mayor to action.</p>

Action	<p>3. Market Analysts at Jubilee Event Councillor Stephen Dunlop noted that he had seen a group of market analysts in the seafront area during the Queen's Jubilee weekend and asked WS if she could shed any light on their findings. ST to follow up with WS and provide information when received.</p>
Action	<p>4. Previous minutes Philip McMaster noted to Martin Mawhinney that his name didn't appear on the list of attendees for the 22nd March 2022 meeting and asked him to add it. Actioned by MM.</p>
Action	<p>5. Banners around town centre DS drew Members' attention to an advertising banner that had been seen around Bangor town centre which was in poor repair and featured inappropriate language. He stated that he had been in contact with Colin Pentland (CP) from DfI to discuss the matter. DS advised that CP is aware of the issue but pointed to restricted resources to deal with it. DS said that any Member could contact CP about any instance of this advertisement they saw in specific areas, and CP would seek to address them. The Chair asked DS to send the relevant email contact to Members outlining the above. Actioned - sent to members 1/08/2022.</p>
Action	<p>6. Masterplan update Item 7</p> <p>7. Bins at Mill Row CP provided a response. In relation to the bins in Mill Row, where the bins are causing an obstruction, responsibility for enforcement action lies with the PSNI. This has been confirmed by senior officers within the PSNI. WI requested this is kept on the agenda. To be added to agenda.</p>
Action	<p>8. Planters at Abbey Street DS responded that he would go back to John McConnell to see if any compromise can be reached. Response:</p> <p>Many thanks for passing on the feedback from the group. I would share the members view that it is disappointing that benefit of the public realm has not been realised but given the location, the removal is the most appropriate measure. The safety issues are paramount to the staff and the ability to maintain the area without costly and disruptive lane closures. We would be open to suggestions for any safe alternative options to dispel the issues referred to by the members. Funding and planning will obviously be an issue but happy to discuss should DFI see fit to funding appropriate alternatives.</p>

<p>Action</p>	<p>Note – Tranche 2 Part 1 – 84no claims paid within the outer town centre boundary of the Borough including Bangor – value £156,674.35</p> <p>Project Complete.</p> <ul style="list-style-type: none"> • Castle Park Lighting Scheme DS reported that it looked unlikely that the money required to carry out the updating of the lights at Castle Park would be available. He did, however, assure Members that the first part of the scheme, which sought to replace 22 existing lights to the area of Castle Park leading to Belfast Road with improved coverage lighting (LEDs) at a value of approximately £5,000, was still set to go ahead with completion expected in December 2022. FS shared his concern that Covid recovery funding which could have been spent on supporting businesses had instead been spent on a potential maintenance issue. RMcK suggested that this sentiment could be raised with Peter Caldwell, Head of Assets and Property Services, ANDBC, directly. • Town Centre Marketing Campaign ‘Shop Local’ ‘Shop Local’ marketing campaign delivered across the five town centres of the Borough in 2021 to include outdoor advertising, press, digital and print. Value - £17,706.50 (across the five towns). Project complete. • Cycling Infrastructure Installation of a range of cycling infrastructure within the five town centres. <ol style="list-style-type: none"> 1. Marina Area - Cycle Shelter with Toaster Rack, Pump and Repair Station and Scooter Rack. Installed. 2. Castle Park – 1 Cycle Shelter with Toaster Rack. Installed <p>Value – £6,629</p> <p>Project Complete.</p> • Covid Contemplation Trail Design, production, and installation of 3no covid contemplation points to create a walking trail. Estimated costs received Summer 2022 – approx. £15K. Revised budget received September 2022 to reduce number of points to 2no - £9,915 (aluminium).
<p>Item 7</p>	<p>Update on Masterplan - David Shivers, Urban Development Manager ANDBC</p>
	<p>DS drew members’ attention to the Masterplan Conversation event that was to take place in the same building immediately after the CAG meeting. He explained that it was not a full review, but an opportunity to engage with the public, and pass on their thoughts and feedback on the subject to a consultant.</p>

Action	<p>DS suggested that a single-item TAG session be held in November to discuss the Masterplan and subsequent public feedback from the Masterplan Conversation event.</p> <p>The Mayor stated that the CAG should be reviewing the Masterplan on an annual basis. DS replied that this was something he would be content to programme in.</p> <p>AC suggested that updates to the Masterplan could be attached to each set of the CAG's minutes.</p> <p>DS pointed out that the group often forgot what had been achieved on the Masterplan and added that part of reviewing the Masterplan would be to revisit this.</p>
Item 8	Bins at Mill Row
Action	<p>RMcK referenced problems with the bins at Mill Row.</p> <p>DS told him that ANDBC would internally find out who had responsibility to deal with this issue appropriately.</p>
Item 9	Any other business
Action	<p>The Mayor asked DS if he could send CAG members a copy of the Masterplan. DS replied that he would do so.</p> <p>It was noted that the Masterplan was available on the Council Website. ST will send the link to members.</p>
Item 10	Date and Time of Next Meeting
Action	<p>DS told members he would call a single-item meeting in late November to discuss the Masterplan, the date was to be confirmed.</p>
Item 11	Adjournment
	<p>The Chair thanked all for attending and the meeting was adjourned at 5.00pm.</p>

Comber Town Advisory Group		
<u>TIME</u>	<u>DATE</u>	<u>LOCATION</u>
4PM	MONDAY 3RD OCTOBER 2022	COMBER LEISURE CENTRE
Attendees	<p>Councillor Trevor Cummings – Chair (TC) Alderman Deborah Girvan (DG) Alderman Robert Gibson (RG) Councillor Philip Smith (PS) Roy Murray - Comber Regeneration and Community Partnership (RM) Liz Hamilton - Faith Representative (LH) Andrew Dadley - Head of Strategic Capital Development, ANDBC (AD) David Shivers - Urban Development Manager, ANDBC (DS) Glenn Speers - Senior Technical Officer, ANDBC (GS) Wendy Smith - Events Manager, ANDBC (WS) Carly McMullan - Assistant Regeneration Officer, ANDBC (CMcM) Sonia Tomblin - Assistant Regeneration Officer, ANDBC (ST) Martin Mawhinney - Administrative Assistant, ANDBC (MM)</p>	
Item 1	Welcome and Apologies	
	<p>The Chair welcomed everyone to the meeting.</p> <p>Apologies were received from:</p> <p>Iris McBride - Comber Chamber of Commerce (IMcB) Brian Dorrian - Head of Regeneration, ANDBC (BD)</p>	
Item 2	Declarations of Interest	
	No Declarations of Interest were received.	
Item 3	Update on Comber Scheme - Glenn Speers, ANDBC	
	<p><i>WS arrived at the meeting at 4.10pm</i></p> <p>GS shared with members plans for Comber Car Park Scheme including a lighting plan. It was noted that a Maximum of 4 trees might need to be removed Concerns were raised by the members regarding the removal of trees, GS informed the members this was required to facilitate the works and pointed out that some of the trees were dead.</p> <p>GS went on to that the proposed new car parking area would feature a partial one-way system as well as electric vehicle charging points.</p>	

	<p>Members then discussed potential timelines, and GS explained that the possibility of getting the work completed around Christmas time would be problematic, given that it was a particularly busy time for contractors. DS stated that January would be the target for carrying out the work. With regards to the overlay this would require 1 week closure of the carpark with notifications being issued in advance.</p> <p>GS left copies of the plans for members.</p> <p><i>GS left the meeting at 4.25pm</i></p>
Item 4	Update on Greenway - Presented by Andrew Dadley - Head of Strategic Capital Development, ANDBC -IN CONFIDENCE
	<p>*In Confidence*</p> <p><i>AD left the meeting at 4.45pm</i></p>
Item 5	Events Update - Wendy Smith ANDBC
	<p>WS reflected that this year's Comber Earlies Food Festival at the end of June had been affected by inclement weather.</p> <p>She reported that the scheduled picnic to be held at Island Hill had been called off as a result, but that thanks to the use of a stretch tent, the rest of the festival had still been able to continue.</p> <p>WS stated that the featured artisan bar was a particular success and that the event as a whole had drawn positive input from local businesses.</p> <p>She added that the team responsible for hosting the Comber Earlies Food Festival had suggested that a new alternative location for the event could be Comber Leisure Centre car park.</p> <p>The team had pointed to a lack of dependency on road closures, and the potential for expansion - possibly to include a stage for musical acts - as factors that made the leisure centre car park an attractive option.</p>

	<p>WS also raised the possibility for moving the date for this annual event to early July, stating that this was a point open for discussion among members. Members discussed the possibility of date and/or location changes for the festival in future, and the Chair told WS to take away from the meeting that the TAG were in principle, collectively supportive of such suggestions in the greater interest of the event.</p> <p>Potential issues, such as clashes with church services if the festival was extended across a weekend and various event clashes depending on which date it to which it might be moved, were also discussed.</p> <p><i>WS left the meeting at 5.00pm</i></p>
Item 6	Minutes of previous meeting - Newtownards Town Advisory Group
	<p><i>Previously Circulated: Comber TAG minutes 8th June 2022.</i></p> <p>It was agreed that the minutes were an accurate record of proceedings.</p>
Item 7	Update on outstanding actions - David Shivers, Urban Development Manager ANDBC
Action	<ol style="list-style-type: none"> 1. LABP -Local Area Biodiversity Plan DS suggested that John McConnell (JMCC) be invited to the next TAG meeting to discuss and answer any questions on the LABP. JMCC invited - unable to attend but will provide update on LABP status. 2. AD Update AD would be requested to attend the next Comber TAG meeting to provide an update. AD invited. 3. Tables at the square DG requested that the tables be brought back out into the square – ST will contact WS to enquire. Actioned – Tables not returning. 4. Flower Sculpture It was noted that the Goose Flower Sculpture has not yet been put back out on display – ST will chase up with WS. Actioned – Flower Sculpture not returning. 5. Banners A discussion was had regarding the banners on the roundabout causing a danger as they were hanging onto the road. DS stated he would contact Vincent McConville (VMCC) at Dfl. Actioned – Email sent 1st August, 20th September, 3rd October and 4th October 2022. Awaiting response.
Action	

Action	<p>6. Roundabout cleaning IMcB mentioned that the roundabout needed cleaning. DS stated he would raise this with Dfl. Actioned – Email sent 1st August, 20th September and 3rd October 2022. Awaiting response.</p> <p>7. Flags DG raised a concern regarding paramilitary flags erected outside the Catholic church, also flagpoles appearing around the town. DS suggested she contact Nicky Dorrian ANDBC to discuss a community-led solution. DG to action.</p>
Item 8	Update on Covid Recovery and Revitalisation Funding - David Shivers, Urban Development Manager ANDBC
	<p>Item 1: Business Adaptation and Improvement Scheme Tranche 1 – town centre boundary businesses Tranche 2 Part 1 – outer town centre boundary businesses Tranche 2 Part 2 – town centre boundary businesses</p> <p>Total applications received: 478 Total letters of offer issued: 390 Total claims processed: 347 Total grant paid: £714,704.98</p> <p>Comber Bangor specific: Tranche 1 – 28no claims paid within Comber town centre boundary- value £61,169.46 Tranche 2 Part 2 – 3no claims paid within the Comber town centre boundary – value £6,264.22</p> <p>Note – Tranche 2 Part 1 – 84no claims paid within the outer town centre boundary of the Borough including Comber – value £156,674.35</p> <p>Project Complete.</p> <p>Item 2: Floral Sculpture Floral sculpture designed, constructed, and installed within Comber Town Centre in 2021.</p> <p>Item 3: Solar Bins 1no Solar Bin was installed within Comber Town Centre (Bridge Street) as a pilot scheme.</p> <p>Value – Approx £3K</p> <p>Project Complete.</p> <p>Item 4: Town Centre Marketing Campaign ‘Shop Local’</p>

<p>'Shop Local' marketing campaign delivered across the five town centres of the Borough in 2021 to include outdoor advertising, press, digital and print.</p> <p>Value - £17,706.50 (across the five towns)</p> <p>Project Complete.</p> <p>Item 5: Parklet</p> <p>1no parklet: 24a The Square – to front of St Mary's</p> <p>Planning consent received. Contractor appointed.</p> <p>Works to commence – November 2022 Completion expected – December 2022</p> <p>Value – £25K approx.</p> <p>Project completion expected December 2022.</p> <p>Item 6: Cycling Infrastructure</p> <p>Installation of a range of cycling infrastructure within the five town centres.</p> <ol style="list-style-type: none"> 1. Comber Square – Cycle Shelter & Scooter Rack. Installed. 2. Bridge Street Link – Cycle Shelter with Toaster Rack, Scooter Rack, Pump & Repair Station. Installed. <p>Value – £9,905.95</p> <p>Project complete.</p> <p>Item 7: Comber Environmental Improvement Scheme PART 1 A minor environmental improvement scheme was completed in 2021/22.</p> <p>Value - £30,000.00</p> <p>Project complete.</p> <p>Comber Environmental Improvement Scheme PART 2 Proposal presented by Glenn Speers (under Agenda Item 1)</p> <p>Value - £85K</p> <p>Project completion expected March 2023.</p> <p>Item 8: Marketing Campaign 'Town Centre Masterplan Conversations'</p> <p>'Your Town, Your Future, Your Say' marketing campaign delivered across the five town centres of the Borough to promote the review of each Masterplan, campaign to include outdoor advertising, press, digital and print.</p>

	<p>Value - £5,000 approx. (across the five towns)</p> <p>Project completion expected October 2022</p>
Item 9	Update on Masterplan - David Shivers, Urban Development Manager ANDBC
Action	<p>DS drew members' attention to the Masterplan Conversation event that was to take place in the same building immediately after this TAG meeting. He explained that it was not a full review, but an opportunity to engage with the public, and pass on their thoughts and feedback to the Masterplan consultants. DS suggested that a single-item TAG session be held at the end of November to discuss the Masterplan and subsequent public feedback from the Masterplan Conversation event.</p> <p>DS to arrange a single-item TAG meeting in November, giving members the opportunity to speak to the consultants.</p>
Item 10	Any other business
	<p>RM informed members that he had reviewed a response regarding hoarding at Castle Street. He reported that Russell Brothers said that Council received approval to put the hoarding up.</p> <p>DG asked if there were any funds remaining. DS replied that there were not but suggested to DG that she could raise this with consultants at the forthcoming Masterplan discussion.</p> <p>DG wished it to be recorded that she congratulated him for the positive work he had done for the town.</p>
Item 11	Date and Time of Next Meeting
Action	DS told members he would call a single-item meeting for November to discuss the Masterplan, the date was to be confirmed.
Item 12	Adjournment
	The Chair thanked all for attending and the meeting was adjourned at 5.20pm

Hollywood Town Advisory Group		
<u>TIME</u>	<u>DATE</u>	<u>LOCATION</u>
4PM	MONDAY 4 TH OCTOBER 2022	QUEENS LEISURE COMPLEX
Attendees	Councillor Rachel Woods – Chair (RW) Councillor Carl McClean (CMcC) Councillor Gillian Greer (GG) Susi Diesel - Holywood Chamber (SD) Derek West - Holywood Chamber (DW) Christine Layton - Holywood Residents' Association (CL) Robin Masefield - Co-Opted Member (RM) Marilyn Toogood - Faith Representative (MT) Nadia Dornan - Youth Representative (ND) David Shivers - Urban Development Manager, ANDBC (DS) Carly McMullan - Assistant Regeneration Officer, ANDBC (CMcM) Sonia Tomblin - Assistant Regeneration Officer, ANDBC (ST) Glynis Poots - Administrative Officer, ANDBC (GP) Martin Mawhinney - Administrative Assistant, ANDBC (MM)	
Item 1	Welcome and Apologies	
	The Chair welcomed everyone to the meeting. Apologies were received from: Councillor Martin McRandal (MMcR)	
Item 2	Declarations of Interest	
	No Declarations of Interest were received.	
Item 3	Drone footage presentation	
	DW presented the new Virtual Reality Tour offered by the Holywood Chamber to the TAG. He explained that footage of the town was taken from drones in 11 vantage different vantage points, and that from each of these points, a user of the application can zoom in closer to individual Holywood businesses or attractions. DW stated that 31 companies had 'gone live' on the map, and that there were another 8 or 9 businesses set to join them on the tour. By featuring Hannah's Florist as an example, DW was able to show how the tour provided a 3D	

<p>Action</p>	<p>platform to allow users to view the entirety of the shop floor, including the shelves and their contents, providing a unique online ecommerce experience. DW announced that this interactive tour was the first of its kind in the United Kingdom, which led to it gaining television coverage on both UTV and GB News channels (he also displayed a news clip to the group). DW also explained how the tour could give access of the town to people who would not otherwise have such an opportunity, as well as providing a range of potential benefits, from tourism to providing critical information such as defibrillator points throughout the town. SD pointed out that 11 drone vantage points had been used as this was the limit that their current budget would allow, but that there was room for expansion. DW explained that in order to feature on the tour, businesses simply had to pay a one-off sum of £75 to the Chamber and that any subsequent changes they needed to make would be completed immediately on the platform, and without additional charge. He added that each business that registered would also be featured as a 'Business of the Week' on the Holywood Chamber Facebook page. RW stated that that the tour was not available on Council's website, and suggested this matter be raised with ANDBC's corporate communications team. CMcC agreed with her on this.</p> <p>DS to speak to ANDBC corporate communications about the possibility of featuring Holywood Chamber's Virtual Reality Tour on Council's website.</p> <p><i>GG joined the meeting at 4.27pm</i></p> <p>CMcC told the group he could envisage the tour being extended to include areas such as Greenways, parks and heritage sites. DW underlined that buy-in from the Chambers of ANDBC's five towns (Bangor, Newtownards, Comber, Holywood and Donaghadee) would be needed for it to reach its true potential for the area.</p>
<p>Item 4</p>	<p>Minutes of previous meeting - Holywood Town Advisory Group</p>
	<p><i>Previously Circulated: Holywood TAG minutes 9th June 2022.</i> It was agreed that the minutes were an accurate record of proceedings.</p>
<p>Item 5</p>	<p>Update on Refurbishment of Queens Leisure Complex – Councillor McRandal</p>
	<p>Councillor McRandal provided a written update, and this was read out to the members by DS</p> <p>'Further to my earlier email, please see below my written status report:</p> <p>The local community have told us that there is a need and a desire for Queens Leisure Complex (QLC) to be used as more than a leisure facility and to be much more accessible.</p> <p>'The future of QLC' was discussed at the Holywood Town Advisory Group meeting on 29th March. Subsequent to that Cllr Lauren Kendall, Robin Masefield and I have worked to form ideas and the beginning of a plan for</p>

	<p>finding out what the community want from the resource and going beyond that, how community ownership might look. This led to Robin producing the 'Revitalising the Holywood Queens Hall as a Community Asset' document.</p> <p>A cross Party Notice of Motion was presented at Council meeting in June. The NoM requires Council to facilitate engagement with community stakeholders for the purpose of ascertaining community need and desires. It also calls on Council to bring back a costed plan before end of 2022.</p> <p>The day after the Council meeting Graeme Bannister, Director for Community and Wellbeing, wrote to those Councillors who signed the NoM (Lauren, Carl McClean, Peter Johnson and I). In his email Graeme states that officers are fully behind the need to ensure that we get the best out of QLC and that this is aligned as much as is realistic to the community's ideas and desires for the facility, balanced with the necessary commercial activity that is required to maximize use and minimize financial demands on rates, etc. He goes on to state that their focus until 1st April 2023 has to be on insourcing leisure services from NCLT. He states therefore that he cannot meet the target date expressed in the NoM.</p> <p>The NoM will be heard at Community and Wellbeing Committee meeting on 12th October. At that meeting I will propose (and I believe Cllr Rachel Woods will second) an amended NoM requiring that the stipulated report with the costed plan is brought before Council by the end of September 2023.</p> <p>Robin, Rachel and I had a meeting with some Officers of Holywood Shared Town on 29th September to discuss possible next steps. We have now formed ideas and have the beginnings of a plan. We are keen now to involve others in the community in the ownership of this project, subject to the NoM being accepted and passed by Council in October.'</p>
<p>Item 6</p>	<p>Update on outstanding actions - David Shivers, Urban Development Manager ANDBC</p>
	<ol style="list-style-type: none"> 1. Hibernia Street covering Covered in Item 9. 2. Future use of Queens Leisure Complex <ol style="list-style-type: none"> 2.a Poor Condition of the building <p>Response from Alan Johnston below;</p> <p>'I have spoken to our Assets and Property team and to the Serco management team and both have assured me that all planned maintenance has been carried out to the highest standard and any emergency repairs were carried out in a timely fashion. They both note</p>

	<p>that the majority of the building is over 70 years old and for a building of that age they believe it to be in reasonable condition. A building condition survey has been commissioned as part of the transition process and this will better inform council of the actual condition but at this time I can find no reason to seek sanctions against the Northern Community Leisure Trust and their management company Serco who we believe have been excellent partners in the 9 ½ years of the contract so far. I have copied in the Director of Community and Wellbeing, the Head of Assets and Property, the Chair of the Trust and the General manager of Serco all of whom would endorse this position should you wish to challenge my assertion.'</p> <p>2.b Refurbishment works</p> <p>MMcR will provided an update – update provided by David Shivers in Item 5.</p> <p>3. Drone Footage Presentation. See Item 3.</p> <p>4. Hydrogen facility at Kinnegar Brian Dorrian, Head of Regeneration, ANDBC, said there was no further information but he would update if he had any more details to provide.</p> <p>5. Face to Face Meetings TAG meetings have now resumed in person.</p>
Item 7	Update on Covid Recovery and Revitalisation Funding - David Shivers, Urban Development Manager ANDBC
	<p>Business Adaptation and Improvement Scheme</p> <p>Tranche 1 – town centre boundary businesses Tranche 2 Part 1 – outer town centre boundary businesses Tranche 2 Part 2 – town centre boundary businesses</p> <p>Total applications received: 478 Total letters of offer issued: 390 Total claims processed: 347 Total grant paid: £714,704.98</p> <p>Holywood specific:</p> <p>Tranche 1 – 42no claims paid within Holywood town centre boundary - value £91,623.69 Tranche 2 Part 2 – 2no claims paid within the Holywood town centre boundary - value £2,739.43</p>

<p>Note – Tranche 2 Part 1 – 84no claims paid within the outer town centre boundary of the Borough including Holywood - value £156,674.35</p> <p>Project Complete.</p> <p>Floral Sculpture</p> <p>Floral sculpture designed, constructed, and installed within Holywood Town Centre in 2021.</p> <p>Project Complete</p> <p>Solar Bins</p> <p>1no Solar Bin was installed within Holywood Town Centre (High Street) as a pilot scheme.</p> <p>Value – Approx £3K</p> <p>Project Complete.</p> <p>Town Centre Marketing Campaign ‘Shop Local’</p> <p>‘Shop Local’ marketing campaign delivered across the five town centres of the Borough in 2021 to include outdoor advertising, press, digital and print.</p> <p>Project complete</p> <p>Holywood Subway Improvement Scheme</p> <p>Subway improvement scheme was completed in association with Holywood Residents Association</p> <p>Value – £2,815.00</p> <p>Project Complete.</p> <p>Cycling Infrastructure</p> <p>Installation of a range of cycling infrastructure within the five town centres.</p> <ol style="list-style-type: none"> 1. High Street, Holywood Library - Cycle Shelter & Stands. Installed. 2. Jonny the Jig Play Park – Scooter Rack. Installed. <p>Project complete.</p> <p>Marketing Campaign ‘Town Centre Masterplan Conversations’</p> <p>‘Your Town, Your Future, Your Say’ marketing campaign delivered across the five town centres of the Borough to promote the review of each Masterplan, campaign to include outdoor advertising, press, digital and print.</p>

<p>Item 8</p>	<p>Update on Masterplan - David Shivers, Urban Development Manager ANDBC</p>
	<p>DS drew members' attention to the Masterplan Conversation event that was to take place in the same building immediately after the TAG meeting. He explained that it was not a full review, but an opportunity to engage with the public, and pass on their thoughts and feedback to the consultants. DS suggested that a single-item TAG session be held at the end of November to discuss the Masterplan and subsequent public feedback from the Masterplan Conversation event.</p>
<p>Item 9</p>	<p>Update on Covering, Upper Hibernia Street - David Shivers, Urban Development Manager ANDBC</p>
<p>Action</p>	<p>DS advised the TAG that due to the delays in receiving the Dfl responses during the planning application coupled with the conditions that Dfl have imposed on the project and the additional costs, that this project is unfortunately no longer viable. The Council is letting the planning application continue as planning permission would mean that this project could be looked at again should budget and time permit.</p> <p>DS explained to the group that this left them with £100,000 to spend. He outlined criteria regarding this potential funding. In order to be accepted, any suggested project would have to be based on council land / not require planning permission and would need to comply with Covid criteria.</p> <p>He underlined that TAG members had until next Friday (14th October) to submit their ideas to him.</p> <p>RW stated that this situation was disappointing, and that the TAG - as a minimum – should register a complaint concerning this issue to Dfl.</p> <p><i>RW left the meeting at 5.01pm.</i></p> <p>DS agreed that the circumstances were incredibly frustrating, especially as a lot of work had been invested in the project to date.</p> <p>GG enquired where things stood regarding the tender process, and DS said he felt that he had to confirm their status with procurement.</p> <p>DS once again discussed the limited time available to members on this. GG stressed that as this was taxpayers' money, it would need to be spent prudently, while RM questioned whether the TAG could draw on any experience from other towns.</p> <p>DS touched on the town centre boundary issue and suggested to the group that it was something they should consider raising at the Masterplan meeting later that evening.</p> <p>Action TAG members to send any idea to Sonia. DS explained that Council had an assessment matrix to take a closer look at their respective suggestions.</p> <p>Action DS to keep members posted on progress with suggestions.</p> <p>Action DS to alert members if there are any details from other towns that he feels would be of any help with their project suggestions.</p>

Item 10	Any other business
	There was no other business.
Item 11	Date and Time of Next Meeting
Action	DS told members he would call a single-item meeting for November to discuss the Masterplan, the date was to be confirmed.
Item 12	Adjournment
	The Chair thanked all for attending and the meeting was adjourned at 5.12pm

Donaghadee Town Advisory Group		
<u>TIME</u>	<u>DATE</u>	<u>LOCATION</u>
4PM	MONDAY 10 TH OCTOBER 2022	DONAGHADEE COMMUNITY CENTRE
Attendees	Adrian Kerr - Chair (AK) Councillor Mark Brooks (MB) Councillor Gavin Walker (GW) Councillor Janice MacArthur (JM) John Caldwell - Chamber Representative (JC) Andrew Dadley - Head of Strategic Capital Development, ANDBC (AD) David Shivers - Urban Development Manager, ANDBC (DS) Carly McMullan - Assistant Regeneration Officer, ANDBC (CMcM) Sonia Tomblin - Assistant Regeneration Officer, ANDBC (ST) Martin Mawhinney - Administrative Assistant, ANDBC (MM)	
Item 1	Welcome	
	The Chair welcomed everyone to the meeting.	
Item 2	Apologies and Declarations of Interest	
	Apologies were received from: Kate Boyd - Chamber Representative (KB) No Declarations of Interest were received.	
Item 3	Update on Greenway Project, Andrew Dadley (Head of Strategic Capital Development)	
	AD reported that the Kinnegar to Donaghadee Greenway was submitted on 1 September and was available to view on the planning portal and Council's website. He also told the group that information evenings, planned for May 2022, would allow the public to view these documents. He explained that planning permission would be required before a timeline good be outlined. AD said that he that there was also positive news regarding the Comber to Newtownards and Newtownards to Green Road Greenways – he had received a letter of intent from the department and he expressed his belief that they would be mindful to support this part of the project as well.	

<p>Action</p> <p>Action</p>	<p>JC underlined his concern that any attempt to narrow the road width at the Warren Road could cause potential traffic issues. AD replied that the plans were now with Dfl and that, as the statutory consultee, they would be aware of any potential problems. AK echoed JC’s concern and stated that there was a user-friendly copy of the plan available for viewing at Donaghadee library.</p> <p>AD told members he could email relevant drawings to each of them.</p> <p>JC discussed various route options, including the use of Donaghadee Golf Course, but AD explained that Dfl would ultimately make the final decision on this matter.</p> <p>DS suggested Council could put together a Sharepoint site in order to allow members to view the relevant maps online.</p> <p>AD pointed out that any road safety issues should be raised with the planners, who would in turn bring them to Dfl. AD said that such concerns could be raised at the forthcoming public information session which would include planners and consultants, to be held in November 2022, on a date still to be finalised.</p>
<p>Item 4</p>	<p>Minutes of previous meeting - Donaghadee Town Advisory Group</p>
	<p><i>Previously Circulated: Donaghadee TAG minutes 16th June 2022.</i> It was agreed that the minutes were an accurate record of proceedings.</p>
<p>Item 5</p>	<p>Update on outstanding actions - David Shivers, Urban Development Manager ANDBC</p>
	<p>1. AD requested to attend the meeting. See Item 3.</p> <p>2. Play Strategy</p> <p>JC raised a query about the Play Strategy, to which DS replied he had no update, but would ask for an update from Edel Trainor, Outdoor Recreation Officer ANDBC.</p> <p>Reply from Edel Trainor;</p> <p>‘The Play Strategy was adopted last summer. After that first presentation at Committee, it was agreed to do further local consultation in a number of settlements. It was brought back again 6 months later and again it was agreed that local consultation was to occur in a number of settlements including Donaghadee. It is a 10-year document and the approach to refurbishing playgrounds is determined by an Independent Inspectors annual report so when a playground/playground in a settlement are deemed ready for refurbishment that will trigger any additional consultations. It is not envisaged that Donaghadee will be consulted upon for a few years yet.</p>

<p>Action</p>	<p>If plans for regeneration at The Commons progress, then an older children facility and a new playground will be developed there. Lemons Wharf already had been refurbished. '</p> <p>3. Information Hub Update in meeting</p> <p>4. Seaward Facing Benches at Lemons Wharf Refer to Item 6</p> <p>5. Councillor MacArthur NoM JM told the group that she hopes to bring forward a Notice of Motion regarding the review of Health and Safety's involvement within events. Councillor McArthur to action</p>
<p>Item 6</p>	<p>Update on content for Town Centre Touchscreen Information Hub / Kiosk</p>
<p>Action</p> <p>Action</p>	<p>DS told the group he had gained the impression that in previous meetings, they had struggled to see the value in the touchscreen information hub. As a result, he suggested they use the funding instead for an alternative purpose, such as extra benches in Lemon's Wharf. DS explained that four or five benches could be obtained for around £7,500. This possibility was welcomed by the members, several of whom pointed to the need for extra seating in this busy area.</p> <p>DS stated that he could cost this proposal and have quotations, which he would send to the Chair within the next three weeks.</p> <p>JC asked whether there was a possibility of fitting chairs which are double seats with a back..</p> <p>DS told JC that Council could assess several options and respond to him with these.</p> <p>AK confirmed with members that they were now intent on proceeding with the option of new benches instead of the touchscreen information hub. This was agreed.</p>
<p>Item 7</p>	<p>Update on Covid Recovery and Revitalisation Funding - David Shivers, Urban Development Manager ANDBC</p>
	<p>Business Adaptation and Improvement Scheme</p> <p>Tranche 1 – 21no claims paid within Donaghadee town centre boundary- value £41,172.99 Tranche 2 Part 2 – 2no claims paid within the Donaghadee town centre boundary – value £5,000.00</p>

	<p>Floral Sculpture</p> <p>Floral sculpture designed, constructed, and installed within Donaghadee Town Centre in 2021. Not returning.</p> <p>Solar Bins</p> <p>2no Solar Bins were installed within Donaghadee Town Centre – one at High Street and one at New Street.</p> <p>Value – Approx £8K</p> <p>Project Complete.</p> <p>Town Centre Marketing Campaign ‘Shop Local’</p> <p>‘Shop Local’ marketing campaign delivered across the five town centres of the Borough in 2021 to include outdoor advertising, press, digital and print.</p> <p>Value - £17,706.50 (across the five towns)</p> <p>Project Complete.</p> <p>Copelands Court Environmental Improvement Scheme</p> <p>Environmental Improvement Scheme to improve connections and create a community space (staging, seating, mural, planters etc)</p> <p>Value - £120,000.</p> <p>Project complete.</p> <p>Cycling Infrastructure</p> <p>Installation of a range of cycling infrastructure within the five town centres.</p> <p>Lemons Wharf. Cycle Rack, Pump & Repair Station and 3 Scooter Racks. Installed.</p> <p>Value: £3,246</p> <p>DS raised with members the success of the solar bins that have been used within the Borough. JC reported that Alastair Kerr, Borough Cleansing Services Manager, ANDBC, had still not yet replaced a rusty bin outside the Sailing Club.</p> <p>DS told members that he would discuss the matter of the rusty bin with AK again.</p>
<p>Action Item 8</p>	<p>Update on the Moat</p>
<p>Action</p>	<p>DS reported that visitor numbers at the Moat for up to the end of August were 2,000. He anticipated that number would reach 2,500 by the end of the season.</p> <p>DS to report back with visitor feedback / comments after the end of the season.</p>

	<p>DS stated that Council hoped to appoint for Public Realm areas and a redesign of the car park at the bottom of the hill, with a planning application due by 31st March 2023.</p>
Item 9	Any other business
Action	<p>A DCDA report was presented by JC.</p> <p>AK asked ST to make sure DCDA report is put onto the agenda for each TAG meeting.</p> <p>Summer Festival</p> <p>JC stated that the summer festival, featuring 50 different events, had made an overall loss of £150 this year. He reported that an Ulster Scots event would be held next year, and that he intended to approach Council's Tourism department to gain funding for it.</p> <p>Hope Street</p> <p>JC also told the group that the television series Hope Street would be filmed in Donaghadee for a third series.</p> <p>Peace Plus funding</p> <p>JC suggested that, as a member of the Peace Plus committee, he was aware of opportunities to avail of some of £1.1 billion in Peace Plus funding, to help finance a number of projects included in the Donaghadee Masterplan. DS underlined to JC that Council have an internal working group to address such matters.</p> <p>Business Hub</p> <p>The members discussed whether an area of ground behind the playing fields garage could be used for creating a business hub . AK said he believed Peter Caldwell was the appropriate person to approach with this proposal. JM asked DS if he could find out more about funding for this. DS replied that Regeneration do not hold finances, and that an approach would need to be towards DfC.</p> <p>DS stressed that two key objectives from the Masterplan review were that prospective projects must be achievable and deliverable. He explained that the potential £120,000 required to fund the creation of such a facility was unavailable, but he could see the opportunities that existed.</p> <p>It was stated that around £500 a year per garage, totalling £7,000 a year for all of the garages was currently being raised.</p> <p>Masterplan meeting</p> <p>DS drew members' attention to the Masterplan Conversation event that was to take place in the same building immediately after the CAG meeting. He explained that it was not a full review, but an opportunity to engage with the public, and pass on their thoughts and feedback on the subject to a consultant.</p>

Action	<p>DS suggested that a single-item TAG session be held in November to discuss the Masterplan and subsequent public feedback from the Masterplan Conversation event.</p> <p>Copeland Windmill MB asked how many visitors were attending the Copeland Windmill at present.</p> <p>DS told MB he would try and obtain some relevant figures for him.</p>
Item 10	Date and Time of Next Meeting
Action	<p>DS told members he would call a single-item meeting for November to discuss the Masterplan, the date was to be confirmed.</p>
Item 11	Adjournment
	<p>The Chair thanked all for attending and the meeting was adjourned at 5.05pm</p>

Unclassified

43

ITEM 8

Ards and North Down Borough Council

Report Classification	Unclassified
Council/Committee	Regeneration and Development
Date of Meeting	8 December 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Tourism
Date of Report	21 November 2022
File Reference	TO/MAR4/160167
Legislation	
Section 75 Compliant	Yes <input type="checkbox"/> No <input type="checkbox"/> Other X If other, please add comment below: Performance Report
Subject	Q2 Tourism Performance Report
Attachments	

Context

Members will be aware that Council is required, under the Local Government Act 2014, to have in place arrangements to secure continuous improvement in the exercise of its functions. To fulfil this requirement Council approved the Performance Management Policy and Handbook in October 2015. The Performance Management Handbook outlines the approach to Performance Planning and Management process as:

- Community Plan – published every 10-15 years
- Corporate Plan – published every 4 years (Corporate Plan Towards 2024 in operation)
- Performance Improvement Plan (PIP) – published annually (for publication 30 September 2022)
- Service Plan – developed annually (approved April/May 2022)

The Council's 18 Service Plans outline how each respective Service will contribute to the achievement of the Corporate objectives including, but not limited to, any relevant actions identified in the PIP.

Unclassified

44

Reporting approach

The Service Plans will be reported to relevant Committees on a quarterly basis as undernoted:

Reference	Period	Reporting Month
Quarter 1 (Q1)	April – June	September
Q2	July – September	December
Q3	October – December	March
Q4	January - March	June

The report for Quarter 2 2022-23 is attached.

Key points to note:

- Ongoing capacity development with event organisers, Festival Forum to regroup in November.
- Post evaluation returns are still to be complete for Tourism Grants which have taken place in this quarter.

Key achievements:

- Successful completion of bookable experience development programme; 58% of out of borough tickets sold over 18 experiences and 89% of available tickets sold.
- Majority of walks and tours programme complete; 92% of available tickets sold.
- Completion of Summer Food Festival including Comber Earlies Food Festival. 14 direct or collaborative experiences delivered with circa 2500 attendees.
- Food and Drink small business promotion: attendance at Honey Fair, Game Fair with 10 local businesses showcased. All businesses provided positive feedback of their experiences.
- Autumn Food Festival delivery including Tide and Turf, Portavogie with shoulder events, complemented with third-party activity.
- Spring marketing destination campaign with reach of 135k on social and 434k opportunities for consumers to see campaign across 77 out of home locations across NI and ROI.

Emerging issues:

- Increase in costs for events infrastructure and programming.
- Weather 'proofing' events additional costs.
- Potential reduced budgets for service planning for 23/24

Action to be taken:

- Partnership and third-party support/delivery critical to experience and event delivery.
- Business case in the rates process for Tourism Events Programme 23/24.

RECOMMENDATION

It is recommended that the Council notes the report.
















Unclassified

45

Quarterly Performance Report - Tourism







Generated on: 21 November 2022

Last Update Q2 2022/23

Performance Data Traffic Light Icon	PI Short Name	Performance Data Current Value	Performance Data Current Target
	No of Tourism/food webinars/seminars (cumulative)	0	1
	% spend against budget	99.9%	100%
	% customer satisfaction at events	93.8%	85%
	% staff attendance	90.5%	95%
	No of event organisers and volunteers receiving support/training (cumulative)	6	10
	Borough Marketing Strategy – No of campaigns (cumulative)	1	1
	Increase VAND social media audience by 10% annually	32%	5%
	Borough Marketing Strategy – No of PR pieces	11	5
	Borough Marketing Strategy – No. of Blogs	8	5
	% Out of Borough Visitors on Experience Walks and Tours	10%	10%
	No. of Experience Walks and Tours (cumulative)	18	13
	% of Out of Borough sales of bookable Experiences	58%	35%
	% of Out of Borough visitors on Taste of AND Food Tours/showcases	41%	33%
	No of Taste of AND Food Tours/Showcases (cumulative)	7	5
	Number of attendees to grant assisted events	30,800	72,120

Unclassified

46

Performance Data Traffic Light Icon	PI Short Name	Performance Data Current Value	Performance Data Current Target
	Average engagement rates from e-zine to tourism trade and consumer database	59%	25%
	Enhance new VAND web platform – story and event submission sections	1	1
	% of Out of Borough Visitors attending events	36.75%	20%
	% of Ex NI Visitors attending events	2.25%	1%
	Event Visitor spend per attendee	£10.40	£16.00
	Number of attendees at Tourism events (cumulative)	71,000	58,000

Unclassified

47

ITEM 9**Ards and North Down Borough Council**

Report Classification	Unclassified
Council/Committee	Regeneration and Development
Date of Meeting	08 December 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Tourism
Date of Report	10 November 2022
File Reference	TO/EV 107
Legislation	
Section 75 Compliant	Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable <input checked="" type="checkbox"/>
Subject	Request by Reserve Forces and Cadets Association (RFCA) for Council to consider hosting Armed Forces Day 2024 and beyond
Attachments	Appendix 1 - Letter from RFCA

In October 2022, the Chief Executive, along with the other Local Authority Chief Executives, received a letter (Appendix 1) from the Chief Executive of the Reserve Forces and Cadets Association (RFCA) regarding a request to Council for the potential to host Armed Forces Day in 2024 and beyond.

The letter explained how previous events of this nature have been dealt with in Local Authority plus the confirmed location for the event in 2023. The event in 2023 will be held in Mid and East Antrim Borough Council due to its delayed delivery because of Covid-19.

Ards and North Down Borough Council previously hosted Armed Forces Day in 2017 as part of the Sea Bangor event. The total Tourism budget allocated was £118,000 with income of £10,000 from Tourism NI and £10,000 RFCA respectively. Additional costs for various other elements of the weekend activity were attributed to a separate Administration budget.

The Chief Executive of RFCA has asked for Council's view on hosting the event in 2024 and beyond. It is anticipated that RFCA would likely seek this view from all interested Councils and potentially consider a rotation process. Should the Council be asked to host the event in 2024 or any further year, a report would be brought

Unclassified

48

back to Council with suggested locations, venue/s, programme and budget, subject to the relevant rates setting process.

RECOMMENDATION

It is Recommended that Council considers the request from RFCA to host Armed Forces Day in 2024 and beyond and writes to its Chief Executive confirming that Ards and North Down Borough Council would like to be considered as a future host location.



Tel: 028 95 219818 **Reserve Forces & Cadets Association For Northern Ireland**

25 Windsor Park
Belfast
BT9 6FR

Email: ni-info@rfca.mod.uk

Mr S Reid
Chief Executive
Ards and North Down Borough Council
Town Hall
The Castle
Bangor
BT20 4BT

Chief Executive's Office

26 OCT 2022

RECEIVED

14 October 2022

Dear Stephen,

I am writing to the Chief Executives of all 11 Local Authorities/Councils in Northern Ireland in relation to the potential hosting of future Armed Forces Days. I remain well aware of potential sensitivities around such events and varying degrees of appetite across the Province. That said, I am under remit to raise the matter and have drafted a commonly worded letter.

You will be aware that we, the RFCA in NI, act as a first point of contact with Councils with a view to establishing the art of the possible in terms of Armed Forces' engagement, enabling direct engagement with the three uniformed services where possible. It is generally, of course, the latter with whom you would work in delivering any specific activity or event. In recognition of this role, of course, we host an elected member of each of your authorities as a designated interface, that individual being, ex-officio, the Veterans Champion for your area.

Not every one of your authorities wishes to engage in a significant manner with the Armed Forces, particularly in regards to the hosting of an Armed Forces Day. Several have chosen to do so, sponsoring memorable and productive events and aspire to do so in the future. Of those who do wish to host such an event, we do try to engage in a fair, equitable manner that enables individual authorities to host when and where they are most comfortable, all tempered by how recently previous events took place.

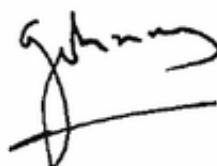
The event for 2022 was held in Banbridge, hosted by Armagh, Banbridge and Craigavon. The event in 2023 will be held within Mid and East Antrim (who were unable to run their full event, allocated for 2021 due to COVID).

I would be very grateful for your thoughts as to whether you might bid to host Armed Forces Day in 2024 and beyond.

Finally, as I retire very shortly, handing over to Brigadier Mike Murdoch, allow me to express my sincere gratitude for your support and co-operation in areas of activity that can sometimes be challenging to address. I do hope that you will be able to meet Mike face-to-face at your convenience in coming months.

Very Best Wishes

Colonel JW Rollins OBE DL
Chief Executive



Unclassified

51

ITEM 10**Ards and North Down Borough Council**

Report Classification	Unclassified
Council/Committee	Regeneration and Development
Date of Meeting	08 December 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Tourism
Date of Report	15 November 2022
File Reference	TO/MAR4
Legislation	
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Other <input type="checkbox"/> If other, please add comment below:
Subject	Marketing - Destination Campaign Overview Spring and Autumn 2022
Attachments	Appendix 1- 2022 Campaign Visual Asset Examples

Strategic Context

The Integrated Strategy for Tourism, Regeneration and Development (ITRDS) has identified the delivery of a Borough Marketing and Communications Strategy (BMCS) as a key action to help drive gains towards the following ambitious targets:

- To increase the borough's share of overnight tourism trips to NI from 6% in 2016 to 10% in 2030.
- To increase associated visitor expenditure from £46m in 2016 to £82m in 2030.

The roll out of biannual destination campaigns (Spring and Autumn) is a key deliverable of the BMCS. In 2022, these campaigns were delivered in February/March and October and guided by Tourism Northern Ireland's consumer sentiment research to target segments most likely to travel in both the NI domestic and Republic of Ireland markets.

Campaign Approach

Both campaigns were designed to raise awareness of Ards and North Down as an appealing destination that is easily accessible to potential visitors and offers value for money short breaks.

These were multi-channel, but digital-led campaigns designed to support the industry by encouraging audiences to book offers directly with providers and inspire potential visitors with clear and compelling reasons to visit the Borough. They were also designed to help grow visitAND's online following.

In line with consumer desire to explore outdoor spaces, after Covid-19 restrictions eased, visuals featured many of the inspiring outdoor locations throughout the Borough.

Total marketing budget was £47,950 (£26,207 from Council, supported by £21,743 from the Tourism NI (TNI) Spring 2022 Co-operative Partnership Marketing Fund). This TNI fund was part of pandemic recovery funding and therefore unlikely to be available for future campaigns.

Spring 2022

The **'Make It Yours' Campaign** ran across out of home, organic and paid-for social media, video, email, and web. The campaign targeted 'Aspiring Families' and 'Natural Quality Seekers' in NI and 'Active Maximizers' and 'Indulgent Relaxers' in the ROI. See Appendix 1 for visual asset examples.

Key Objectives and Results

Objective	Result
Feature 100% of AND providers with offers listed in the Tourism NI Spring 22 Coop Marketing Campaign and registered with the 'We're Good to Go' scheme.	100% tourism provider offers promoted (19 offers)
Build awareness of AND as an appealing visitor destination that is easily accessible	
DIGITAL CHANNELS	
At least 1% growth in social media audience	7% social media growth - Facebook and Instagram overall 135k reach
At least 6,000 web page views	6,145 web page click-thrus
E-zine open rates of at least 35% as a direct result of the campaign.	59% average open rate for consumer e-zines
TRADITIONAL CHANNELS	
Out-of-home (OOH) ran over 77 locations across NI and the ROI with 434k opportunities to see the campaign, and in the Visit Belfast Welcome Centre – city centre gateway for visitors.	

Autumn 2022

'Your Autumn Getaway Awaits' Campaign ran across paid-for digital advertising, organic social media, email, web, out of home and via NI and ROI radio advertising.

Unclassified

53

It targeted the 'Natural Quality Seeker' segments in NI and 'Open-Minded Explorers' in the ROI. See Appendix 1 for visual asset examples.

Considering the impacts of the cost-of-living crisis (and Tourism NI consumer sentiment research that indicated perceptions of the Island of Ireland holidays being high cost versus other European breaks), campaign messaging focussed on value-for-money. The campaign's call to action was to book offers directly with tourism providers and to enter the campaign competition for a chance to win £300 off a stay in the Borough.

Key Objectives and Results

Objective	Result
Promote AND tourism industry offers aligned to TNI offers listed on the discoverni and visitardsandnorthdown webpages	100% of tourism provider offers promoted (23 offers)
Web traffic measured via users landing on campaign pages – at least 4k web views and 400 competition entries	4,434 web views 562 competition entries
At least 4% growth in social media audience	4.7% social media growth - Facebook and Instagram overall Reach = 28k
Promotion of all offers submitted to Tourism NI in autumn campaign call out.	100% via web, social media and ezines Call to action on all artwork to book offers
Digital impressions 400k	553k digital impressions (Google Ads and Pay -per-click = 256k impressions, 2.6k clicks, 1,069 actions and online advertising via media partnerships =297k impressions, 260 clicks)
E-zine open rates of at least 35% as a direct result of the campaign	62% average open rate
TRADITIONAL CHANNELS Out of Home (OOH) - Visit Belfast Welcome Centre – city centre gateway for visitors 287 radio ads ran across 5 stations with high listenership levels for the target segments across NI and ROI.	

Combined Outcomes

- Both campaigns achieved a very strong social media reach of 163k with 1.8mn impressions.
- The combined social media audience growth was 11.7%.
- Digital marketing metrics show strong overall visibility of the campaign with 553k impressions from Google Ads/Pay-per-Click, and online advertising and 1.6mn social media impressions.
- These campaigns promoted all spring and autumn offers gathered by Tourism NI for tourism providers based in the Borough with 10k visitors being driven to the visitardsandnorthdown.com website from the promotional activity.
- The existing Visit Belfast Regional Tourism Partnership with Visit Belfast was also utilized to further extend campaign reach. This strategic partnership

Unclassified

54

managed via 2 x annual SLAs ensures strong year-round visibility across in Belfast and in both airports and the harbour as well as continuous digital promotion to Visit Belfast's large online audience. It remains a hugely beneficial promotional tool extending the borough's promotional reach to potential visitors.

Conclusion

The campaigns' main objective, building awareness through creating a strong profile for the Borough as an appealing visitor destination was achieved with strong reach across NI and ROI audiences. It is anticipated that the output of that greater awareness will be a positive impact on visitor interest and bookings. TNI undertake no direct evaluation of 'call to action' bookings and providers indicate that it is difficult to report via the various platforms. The Tourism Development team continues to engage with providers to encourage review of source(s) of bookings.

RECOMMENDATION

It is recommended that Council notes this report.



Ards and
North Down
Borough Council

Appendix 1

2022 Spring and Autumn Campaign Visual Asset Examples

Ards and North Down Borough Council
www.ardsandnorthdown.gov.uk



Spring 2022 – Visual Asset Examples



Ards and North Down Borough Council
www.ardsandnorthdown.gov.uk



Autumn 2022 – Visual Asset Examples





**Ards and
North Down
Borough Council**

Unclassified

59

ITEM 11**Ards and North Down Borough Council**

Report Classification	Unclassified
Council/Committee	Regeneration and Development
Date of Meeting	08 December 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Tourism
Date of Report	21 November 2022
File Reference	TD/182
Legislation	
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Not Applicable <input type="checkbox"/>
Subject	Food and Drink Sector Development Update 2022
Attachments	Appendix 1 - Food Trade Shows/Awards Imagery Appendix 2 - Awards Summary

Background

After a challenging period through the Covid 19 pandemic, comprising of three extended shutdowns and staffing restraints, the industry has now been further impacted with the crippling effect of increased operational costs, for example on utilities and inflation on goods.

Businesses report ongoing issues including: the continuing political instability, protocol uncertainty impacts of Brexit (for example in relation to staffing), alongside the fragile food supply chain, which remains in constant state of flux with producers needing to source new suppliers of core ingredients and find new ways to reach customers via direct sales. Restaurants continue to struggle with capacity and consistency of service resulting in shorter opening hours and smaller menus that are changeable week to week.

As a result, continuous challenges for food development, support and food tourism programmes exist. Despite this climate the team has been able to deliver on a number of the commitments within the Food Destination Development Plan including expanded attendance at trade shows, activity as part of the borough's experience development programme, deliver themed restaurant nights/"meet the maker" food showcases and content within our main annual food and drink festivals.

Unclassified

60

The following highlights the activity that has taken place during 2022 to date.

The Balmoral Show

The 2022 Balmoral Show took place on 11 to 14 May 2022. Six producers were featured on the Taste Ards and North Down stand within the Food NI pavilion, across the four days. Businesses with a turnover of up to £155k were able to take space within Council stands this year. The businesses included:

- Ballyboley Dexters: a pasture-fed beef business from Greyabbey.
- Mallow Makers: a luxury mallow business from Bangor.
- Morning Glory Granola: an artisan granola business based in Bangor.
- Peppup Sauces: Italian-style sauce company based in Newtownards
- Spore Shore: a gourmet mushroom business from Ballywalter.
- Wild Heart Coffee: ethical coffee roasting start-up from Newtownards.

Ards and North Down took 66 square metres of exhibition space next to one of the main entrances of the pavilion, this was a 30 square metre increase on footprint taken in 2021. The design of the stand was upgraded with traders being given more individual space to display product and new reusable display units were provided to create a more consistent appearance. The new layout provided a single walk-through access which ensured maximum visibility for the traders.

(Photos see Appendix 1).

As with all previous trade shows, restrictions were removed which allowed for the businesses to enjoy a more 'typical' Balmoral Show experience across the four days; all were able to provide samples, sell produce, fully interact with a broader range of retail and hospitality group buyers. Additionally, produce was featured on the three demo kitchens inside the food NI Pavilion. There was also more connection made with other areas of the show for the first time.

Feedback from the businesses was substantially more positive than in 2021. Peppup Sauces had the most successful show of all; the featured producers picked up considerable buyer interest from NI and ROI retail groups. They are now retailing in Avoca and The Butler's Pantry chains in the Republic of Ireland through direct contact at the show. Wild Heart Coffee and Morning Glory Granola picked up substantial local hospitality interest as well as farm shop and independent chain leads helping both these recent start-ups to gain brand recognition. Ballyboley Dexters used the event purely for quality brand recognition linking their presence in the cattle show area to customer sales on the Taste AND stand and sold out twice in two days. The Mallow Makers used the event to build collaboration opportunities and have their products featured in local produce boxes/hampers.

All businesses rated the experience as 4.5 out of five or above when surveyed and considered the key value of the event to be 'trade show learning' with 'making connections/collaboration' and 'reaching new customers' as most common responses.

On the demo kitchens all six companies succeeded in having produce featured across the four days with various chefs; Ballyboley Dexters and Peppup had most exposure

Unclassified

61

with a range of chefs using their products on three demo sessions. On the Friday morning session, Paula McIntyre promoted Comber Earlies and featured Richard Orr. Ballyboley Dexters took the main feature on Saturday morning discussing Nature Friendly Farming and The Mallow Makers made dessert with Chef Noel McMeel. Other demo shows included Portavogie seafood with Jim Mulholland of No14 The Georgian House in Comber and Copeland Distillery's Rum collection.

Irish Game Fair Review

The Irish Game Fair took place on 25/26 June 2022 at Shane's Castle, Antrim after a return of four years. This event was tested this year to assess the value of promoting Taste Ards and North Down at an event billed as one of the premier outdoor cultural events in Northern Ireland.

Olive Tree Bakes and The Local NI took space inside the Artisan Food Pavilion alongside a Taste Ards and North Down stand providing information on experiences, restaurants, and food tours. The two-day event was affected by heavy downpours and significant cancellations. Olive Tree Bakes sold out on day two of the event although sales were not what was anticipated for both traders.

The feedback was that the event did not match the quality artisanal content that organisers promoted. Whilst the Taste Ards and North Down information stand was busy on the Saturday, visitors were not considered by the two businesses to be buying artisanal food but hot food to go. The view is that this event will not be attended by Taste AND in 2023 and the Garden Show Ireland will be tested at Clotworthy House in Antrim as an alternative.

Honey Fair Review

The Honey Fair in Hillsborough Castle is a premier food and drink event in Northern Ireland. The event took place on 6/7 August 2022; the second year the event had run at the venue. Taste Ards and North Down was given eight trading spaces and was allowed to use the Taste Ards and North Down identity to promote our food destination at the two-day event.

Eight business took trading spaces:

- Cacao Patisserie
- Counterculture Bakeries
- Earth Rainbow
- Habanero Steve's
- Mallow Makers
- Morning Glory Granola
- North Down Beef Company
- Nitro Coffee Company

Five additional businesses took separate food-to-go trading spaces at the event:

- Glastry Farm Ice-cream
- Coffee Angels
- Simply Scampi
- Hellbent

Unclassified

62

- Olive Tree Bakes

In total the TASTE AND presence saw 13 of the 48 event food businesses being members of the Ards and North Down Food and Drink Network.

Feedback was broadly positive, rated 4.3 out of 5 on average by the 13 traders. Sales were excellent throughout the two days and five of the eight supported traders sold out by close on day two. The traders feel there is value in attending the event as Taste AND in 2023.

Summer Food Festival

In the lead up to the Comber Earlies Food Festival we saw both directly delivered or third party supported activity for the sector across 14 activities with over 2,500 attendees combined. This included activity such as TASTE AND market in Ward Park, Local suppliers' artisan market at No14 The Georgian House, Vegetarian dinner and music at Kylestone Nursery, Irish Spirits and cheese tasting at Echlinville Distillery, Comber Earlies guided historic lunch tour and "Time for Tea" at the Walled Garden Helen's Bay.

Unfortunately, Comber Earlies Food Festival was majorly impacted by bad weather (strong winds) which saw trader attendance on the day reduced. However, alternative arrangements facilitated a smaller number of local traders still being able to participate, with those on the day reporting mixed results.

Autumn Food Festival

This year the autumn festival, culminating with the Tide and Turf event at Portavogie, was heavily impacted by the passing of Queen Elizabeth II. All Council managed activity up to the end of mourning period was cancelled and resulted in only a small number of third-party providers being able to continue with three themed restaurant nights involving Harbour and Co and Bull and Claw (Donaghadee) and Bull and Claw (Portaferry). This was primarily due to the fact they had healthy ticket sales before marketing was postponed. Two third party events and the main council programmed artisan market were cancelled.

The Tide and Turf event on Saturday 24 September, saw over 20 local food and drink sector business involved. Feedback from the traders reported it was one of their most successful events of the year. Beef and Seafood cookery demos took place as part of the event throughout the day utilised and highlighted local produce. Footfall was estimated at circa 8000.

Award Winners 2022

The 2022 Food Awards season has now drawn to a close and it has been another highly successful year for all AND producers. Throughout the year, the Food and Drink Officer has continued to encourage local businesses to enter local, national, and international awards through providing information and technical advice for entry.

The 'gold standard' food and drink awards are the UK's "Great Taste Awards" announced in August and Ireland's "Blas na hEireann Awards" announced in September. For the alcoholic drinks producers, the gold standard class of awards are the "International Wine and Spirit Competition (IWSC)", the "World Gin Awards" and

Unclassified

63

the "World Whiskey Awards". Collectively, these are considered the "Food and Drink Oscars".

Other notable awards for food are the "Irish Quality Food Awards" and the "British Quality Food Awards" which are retail market focussed as well as the "World Bread Awards", "UK Bakery Awards", "UK Butchery Awards and the "UK Food Manufacturing Excellence Awards". Local food and drink businesses Awards of note are the Farming Life Awards and the Belfast Telegraph Business Awards,

In 2021, a total of 89 food and drink produce awards were won by 19 companies at the Local Food Hero Awards in April. So far, in 2022, 18 AND companies have lifted just under 70 awards with a few outstanding minor awards to be confirmed. Whilst the number of overall number of awards won is down in comparison to 2021 the quality and standard of awards won has shifted upward and indicates businesses are being more selective about the type of awards they enter.

The final number of awards will be known and verified with each business by end of December in preparation for the next Local Food Hero Awards due to take place in February 2023.

See Appendix 2 for summary of awards.

Local Food Heroes' Honours Reception

To highlight the achievements of local businesses the 'Local Food Heroes' Honours Reception with the Mayor of Ards and North Down will be held on 8 February 2023. Eighteen businesses will be presented with an award to recognise their achievements in 2022. Additionally, the annual award for the "Producer of the year" named after the late Lady Dufferin in recognition of her support and work within the local food and drink sector will be presented to one winner. Format will be similar to last year's event. The winner will be decided by the trustee organisations of the Clandeboye Estate.

Food and Drink Network Committee

In June 2022, the 114 members of the Food and Drink Network nominated representatives to a 13 Trade representative member Committee with a structure that is broadly reflective of the wider membership. There are six producer members, three restaurant members, two independent retailers, one food and drink associate member and a markets' representative. The Committee has now convened and will provide trade guidance to the Food and Drink Officer in developing plans and priorities over the coming year until the Committee term ends in January 2024.

Food and Drink Destination Development Plan

The first Ards and North Down Food Destination Plan was published in 2018 with a lifespan of three years. The document set out the path to a single ambition where Ards and North Down Borough is established as a premier food tourism destination on the island of Ireland.

This plan is now in need of replacement to ensure it is fit for purpose. Its development will be informed by the businesses that have formed the Ards and North Down Food and Drink Network, external trade, internal Council colleagues and other third-party organisations involved within the sector.

Unclassified

64

The first phase of business consultation on the replacement plan is now open until 30 November 2023 via an online survey. Other internal and agency feedback will run in December and February. Results of the survey along with further consultation with the Network Committee will help inform the development of the draft plan. It is anticipated that the Plan will be submitted to Council for approval by the end of March 2023. The new plan is envisaged to have a lifespan of four years to 2027.

RECOMMENDATION

It is recommended that Council notes this report.

Appendix 1: Food Trade Shows/Awards Imagery

Honey Fair, Hillsborough Castle 2022





Balmoral Show 2022





Appendix 2: Awards 2022

Blas na hEireann Awards 2022



Summary of Awards 2022 to date

Great Taste Winners 2022

Last year, 27 Great Taste Awards were won by eight AND companies. Despite a surge in submissions from Ards and North Down businesses in 2022 this proved to be a very tough year in the competition with several of last year's big winners not receiving any awards. There were substantial changes to categorisation of products this year which showed in the feedback of some products that missed out on awards. The awards themselves saw another surge in applications up 25% in total whilst dates for product submission were missed due to shortages of couriers.

A total of 15 products won awards from eight businesses. There were 2 "two-stars" and 13 "one-star" awards in total from Corries on the Farm, Ballyboley Dexters, Echlinville Distillery, Mash Direct, RockadoodleDoo Sauces, Simply Scampi and Springmount Farm. Indie Fude also took two awards for their own label products made with third party producers.

Blas na hEireann 2022

(Photos Appendix 1)

This year resulted in a 'best ever' performance for Ards & North Down business at the Blas Awards. For the first time since 2019 the Awards were held live in Dingle in late September that came with a new Food Village and a mini conference. All finalists were invited to attend and showcase at the event, six finalist businesses were represented in Dingle; Bow Bells and Clandeboyne Estate Yoghurt joined the Taste Ireland in Day showcase. Habanero Steve's attended the event and the Food Officer represented Papa's Minerals, Longbridge Drinks and Totally Hot NI. The standout performance from the awards was Papa's Minerals/Longbridge Drinks taking home two gold awards.

11 finalist products from six AND companies were listed in the Blas Guide. In the Friday Awards Show AND companies lifted two gold and five bronze awards. Bró Coffee, based in neighbouring NMD announced it was opening a second production unit in Ards and North Down as they took home one gold and one silver awards. On the same day the Food and Drink Officer joined a conference panel to speak on the value of food networks in supporting food producers.

Ards and North Down was one of three food networks represented across the entire event alongside Boyne Valley and Wexford Food Network. It was agreed at the event that the three networks will look at a proposal to form an Association of Food Networks to support and learn from each other alongside the newly formed Dingle Peninsula Network which was established at the event.

The '*Blas*' Awards are increasingly competitive and useful to those companies accessing all-island supermarket chains and hospitality groups. As with the Great Taste Awards there has been a significant increase in entries from 2021.

Drinks Awards 2022

Both Echlinville Distillery and Copeland Distillery have enjoyed their most successful awards season ever putting them at the very top of the Northern Irish distilling sector. Both have, thus far increased their awards won from 2021 by at least 50%, mostly through the international competitions.

Copeland took six International Wine and Spirit Competition Awards receiving one gold, three silver and two bronze awards, they also received a Northern Ireland best gin trophy. Echlinville Distillery took a phenomenal nine World Whiskies Awards and two World Gin Awards. They also had three unexpected wins at the Irish Whiskey Awards last month, perhaps the most significant award was winning Best Overall Whiskey of the Year with their Dunville's 21-Year-Old Palo Cortado Sherry Cask Finish Cask No. 1197. Other awards at the San Francisco and Tokyo Awards still to come.

Other Significant Awards

Bangor's Olive Tree Bakes received a World Bread Award in London in October which is hugely significant event for this young ambitious company. Ballyboley Dexters took home a third Farming Life Award in two years for Agri-Food Business Impact of the Year. Grattans Fine Foods achieved High Street Food Business of the Year in the Belfast Telegraph Business Awards and Mash Direct won in both the UK and Ireland version of the "Free From Awards".

Unclassified

73

ITEM 12**Ards and North Down Borough Council**

Report Classification	Unclassified
Council/Committee	Regeneration and Development Committee
Date of Meeting	8 December 2022
Responsible Director	Director of Regeneration, Development and Planning
Responsible Head of Service	Head of Economic Development
Date of Report	21 November 2022
File Reference	160167
Legislation	
Section 75 Compliant	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Other <input type="checkbox"/> If other, please add comment below:
Subject	ED Performance Report Q2 2022-23 (June-Sept 2022)
Attachments	N/A

Context

Members will be aware that Council is required, under the Local Government Act 2014, to have in place arrangements to secure continuous improvement in the exercise of its functions. To fulfil this requirement Council approved the Performance Management Policy and Handbook in October 2015. The Performance Management Handbook outlines the approach to Performance Planning and Management process as:

- Community Plan – published every 10-15 years
- Corporate Plan – published every 4 years (Corporate Plan Towards 2024 in operation)
- Performance Improvement Plan (PIP) – published annually (for publication 30 September 2022)
- Service Plan – developed annually (approved April/May 2022)

The Council's 18 Service Plans outline how each respective Service will contribute to the achievement of the Corporate objectives including, but not limited to, any relevant actions identified in the PIP.

Unclassified

74

Reporting approach

The Service Plans will be reported to relevant Committees on a quarterly basis as undernoted:

Reference	Period	Reporting Month
Quarter 1 (Q1)	April – June	September
Q2	July – September	December
Q3	October – December	March
Q4	January - March	June

The report for Quarter 2, 2022-23 is attached.

Key points to note:

- Performance in certain areas of service delivery has been affected as difficulties in recruiting staff to fill posts has continued into this year, as have some instances of staff illness. Work streams had to be prioritised in line with the resources available and therefore some targets in this quarter have been not met and budgets underspent.
- Following a joint meeting with DfE and the NI Audit Office (NIAO) it has been agreed that Councils should reference both the statutory targets and the *Go for It* programme targets. We are therefore reporting on the two sets of targets for Business Start-up activity: the original target set as part of transferring functions under RPA (referred to as NIBSUP2) and the revised target issued last year by DfE for *Go For It*. The new target will not be formally agreed to replace the original until the Executive is in place.

Key achievements:

- Pickie Fun Park and Exploris are continuing to perform well and are attracting increasing number of visitors.
- Business start activity figures are typically lower during the summer months. Following discussions with our LEAs officers are confident that the figures will be back on track and job creation targets being met in the next quarter.
- The Digital Growth programme take up has improved as businesses seek to optimise growth through better use of digital channels.
- Work has progressed to be able to take forward to the next stage the Marina and Pickie projects, which form part of the Bangor Waterfront project

Emerging issues:

- The funding for Business Start programme will end on 31 March 2023. There is still no clarity on replacement funding streams for ERDF however, Officers continue to work with all other Councils, through the established working group, to seek funding and to prepare plans to provide continuity of support for business start-up and to prepare for a new programme.
- Work has continued with officers preparing the ground work to be ready to roll out LMP supports which form part of the Action Plan once the Letter of Offer, is received in early November. It will be challenging to implement all the planned activity within the remaining months of the year, but officers will work hard to achieve the delivery targets for the year.

Unclassified

75

Action to be taken:

- Officers will continue to work with HR to address staffing issues.
- Officers will continue to work in collaboration with other Councils and government departments to progress funding confirmations for the required work streams.
- Due to the issues in staff resources and budget allocations it is felt that some of the original targets for certain measures within the annual service plan need to be revised as follows:
 - No of 1:1 business advice 115 to 100
 - No of research assignments 90 to 70
 - No of businesses supported through Digital Growth Programme 35 to 30
 - No of participants on Digital Transformation Programme 14 to 8

RECOMMENDATION

It is recommended that Council notes the report and approves the proposed changes to the annual targets.













Unclassified

76

Quarterly Performance Report - Economic Development

Generated on: 21 November 2022

Last Update Q2 2022/23

Performance Data Traffic Light Icon	PI Short Name	Performance Data Current Value	Performance Data Current Target
	% spend against budget	96.23%	100%
	Manage operator agreements performance	100%	100%
	% staff attendance	90.72%	95%
	Team Briefings to be communicated to all available staff monthly (unless Sick or on leave)	100%	100%
	PR & thought pieces placed in relevant publications	2	4
	No of business support group interventions/workshops (cumulative)	9	12
	No of 1:1 Business Advice sessions (cumulative)	40	40
	Number of participants on ERDF Digital Transformation programme	3	4
	Number of business research assignments (cumulative)	35	44
	No of new jobs created through NIBSUP2	55	40
	Number of new jobs created through Go For It programme (cumulative)	55	62
	Number of jobs created through the Social Enterprise programme	2	0
	Number of businesses supported through the Digital Growth Programme	28	25
	Draw down of Seal Sanctuary claim from DAERA	100%	100%