ARDS AND NORTH DOWN BOROUGH COUNCIL

29 January 2019

Dear Sir/Madam

You are hereby invited to attend a meeting of the Regeneration and Development Committee of the Ards and North Down Borough Council which will be held in the Council Chamber, 2 Church Street, Newtownards on Thursday 7 February 2019 commencing at 7.00pm.

Tea, coffee and sandwiches will be available from 6.00pm.

Yours faithfully

Stephen Reid
Chief Executive
Ards and North Down Borough Council

AGENDA

1. Apologies
2. Declarations of Interest
3. Gifted Craft Fair 2018 (Report attached)
4. Quay Marina’s Quarterly October – December 2018 Report (Copy attached)
5. Response to Notion of Motion Concerning Traffic Congestion in Comber (Report attached)
6. Response to Notice of Motion about Mew Island (Report attached)
7. Notice of Motion – Sunday Musical Concerts (Report attached)
8. Top 100 Green Destination Award Gold Standard Award – County Down (Report attached)
9. Visit Belfast – Regional Tourism Partner Membership 19/20 (Report attached)
10. Regeneration and Development Budgetary Control Report – December 2018 (Copy attached)
***ITEMS 11 – 15 IN CONFIDENCE***

11. DAERA Rural Tourism Scheme Update Report (Copy attached)

12. Belfast Region City Deal (Report attached)

13. Queens Parade Update (Verbal Update)

14. Review of Ards Crafts and Ards VIC (Report attached)

15. Flagship Centre, Bangor (Report attached)

16. Any Other Notified Business

   16.1. Alderman Irvine - Update on preparations for the Snow Patrol concert including any meetings that been held with stakeholders including local residents, the promoter, chamber of commerce etc.

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**MEMBERSHIP OF REGENERATION AND DEVELOPMENT COMMITTEE**

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Ards and North Down Borough Council

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Background:

In December 2018, Council agreed to proceed with supporting Creative Craft businesses in attending the Gifted Fair in Dublin from the 4th to the 9th December 2018 (inclusive). The aim was to increase business visibility, sales (both direct and trade) and explore the export potential of the businesses involved.

Applications were invited from Ards and North Down Borough professional designer/makers. Successful applicants were supported through specific tailored training sessions in areas of export readiness, pricing for an international market and merchandising.

The agreed objectives of the project were to:

- Develop export capacity and support business growth within the creative sector
- Develop new markets and support additional sales for designer/makers
- Profile the Creative economy in the Ards and North Down Borough.
Recruitment

The process of recruiting designer/makers was carried out at the end of October 2018. There were four applications received. After an assessment of the applications received, three makers were offered the opportunity to participate in the programme.

Training

Training sessions were organised to enable and prepare the designers/makers:

- One session on Export Readiness focusing on maximising the lead time up to the event. The session received 100% Overall satisfaction.
- One session offering a theoretical overview of merchandising followed by a practical merchandising and display workshop. This session also received 100% satisfaction.

Gifted Fair Event

The Fair took place from the 5th to the 9th of December from 10am – 10pm 5th - 7th December and 10am – 7pm 8th and 9th December. The Assistant Economic Development Officer attended for the duration of the event to offer support and assistance to the Makers and to promote the Ards and North Down Borough as a creative region and tourist destination. A member of Tourism staff attended on Saturday 8th December to offer support. It is thought that the attendance figures for the event were between 30,000 and 50,000 visitors (at the time of writing this report a detailed summary report has not been received from the event organiser).

The expected outcomes specified by the Council were as follows:

- To meet an agreed sales target over the duration of their time exhibiting
- Grow customer base
- Identify 2 new retail outlets within 6 months of the event taking place

The three makers met both their personal objectives and the objectives that had been set out by the Council for the programme.

All of the makers exceeded their individually identified sales target for the event and achieved an increase in sales based on turnover for the previous financial year.

All three makers met with new customers to grow their customer base and each identified 2 new retail outlets.

At an evaluation meeting on Wednesday 16th January, one maker had successfully agreed orders with two online retailers. The other two makers are following their leads and hope to place orders within the next 6 months.
The Economic Development Section will follow up with the three makers within the next six months to ensure this target has been met and will bring back an updated report.

Conclusion:

It was felt that the programme was very worthwhile with all of the participants meeting the agreed targets of the programme. Overall satisfaction for the training was 100% and for the event itself was 33% Excellent and 66% Very Good. It is felt that, if this opportunity was presented again to makers, a longer lead in time would be required. It would also allow for more makers to consider applying for the programme and for a larger stand in the main hall (a more desirable position) to be secured.

This programme was not only a great opportunity for the makers who attended to explore the export potential of their business but allowed Ards and North Down Borough Council to showcase the area as a Creative Region and a tourist destination.

RECOMMENDATION

It is recommended that Council:

(i) Notes the content of this report
(ii) Considers supporting future similar internationalisation sector-based programmes
Members will be aware that Quay Marinas operate Bangor Marina on behalf of Council. As part of the agreement, Quay Marinas provide a quarterly report which is presented to Committee as received.

Attached is the third quarter report for 2018/19. The report covers the entire range of activities that are undertaken in the Marina.

To ensure compliance with the Port Marina Safety Code (PMSC), Bangor Harbour and Marina was independent audited by Omega Safety UK on 9 January 2019. Following this audit Simon Haig from Bangor Harbour and Marina as the designed person under the PMSC for Bangor Harbour and Marina will now issue a letter of assurance to the Council that Bangor Harbour and Marina is compliant. A full review of this audit will be contained in the next quarterly report, January – March 2019.

**Quarter three highlights**
An Oil Pollution Preparedness Response and Cooperation (OPRC) Audit took place on 30 November 2019 at the Bangor Marina with only one minor non conformity
which has already been addressed with an additional staff member trained to Executive Commander level for Oil Spill Response. The Council will be able to avail of this expertise.

To comply with the International Ship and Port Facility Security Code (ISPS) four table top exercises were undertaken throughout the year and internal training was undertaken has also been undertaken.

RECOMMENDATION

It is recommended that this report is noted.
ARDS AND NORTH DOWN BOROUGH COUNCIL— QUAY MARINAS LIMITED.

BANGOR MARINA AND HARBOUR

THIRD QUARTER – OCTOBER TO DECEMBER 2018

GENERAL

As we progress through the autumn and into the winter months, we have been encouraged by the fact that we have remained close on budget. Uptake of our winter berthing offer has been extremely encouraging as is the increase in unique casual visiting boats staying more nights. Unfortunately harbour income over the past quarter has declined.

Our Year To Date (YTD) operating profit is £78,082 which is £1,130 below budget.

Northern Ireland Economy.

The modest economic performance in Northern Ireland continued into the third quarter of 2018. Growth was underpinned by the recovering production sector but the economy remained subdued due to high inflation, Brexit and other local political uncertainties. Danske Bank estimate that economic growth in Northern Ireland will average 1.1% in 2018 and, assuming that Brexit occurs in an orderly fashion, they are forecasting growth of 1.2% in 2019.

The Weather – Monthly Summary

October

October was relatively dry and settled from the 1st to 7th and 14th to 25th with variable amounts of cloud. The second week in October was warm and often wet and windy with southerly winds, while a northerly outbreak on the 26th led to a cold end to the month.
The month’s mean temperature was provisionally 0.2 °C below the 1981-2010 long-term average. It was rather dry, especially in the south, with only 58% of the average rainfall overall. Sunshine was a little above average with Northern Ireland as a whole having 109% of average.

November

November started quite cold and sunny, but otherwise the first half was generally mild and wet with frequent southerly winds. It turned drier and colder from the 16th to 26th, though easterly winds brought some rain or showers at times. Mild, wet and very windy weather set in from the 27th.

The month’s mean temperature was provisionally 0.7 °C above the 1981-2010 long-term average. Rainfall was well above average in the south-east and near average in the north and west, while sunshine was near average in the south and above average in the north. Overall Northern Ireland had 130% of average rainfall and 115% of average sunshine.

December

The weather was mostly mild and changeable and dominated by westerly winds until the 23rd, but with a brief colder spell between the 13th and 16th. The last week was quieter with high pressure close by, but a generally westerly flow kept the weather very mild and cloudy with occasional drizzle.

The month’s mean temperature was provisionally 2.0 °C above the 1981-2010 long-term average. Rainfall was near average for most of Northern Ireland, and sunshine was below average, especially in the west where there was less than half the normal amount. Overall rainfall was 96% of average and sunshine was 61% of average, and it was the third dullest December in a series from 1929.
1.0 INCOME

1.1 Contract

Since our last report in September contract numbers have increased to 384 which is the same as last year and the average contract value has increased to £1512 compared with £1440 last year. We have to secure £211 to hit the latest estimate (and budgeted figure) of £581k (£553k last year)

To date 84 winter berthing contracts have been secured.

1.2 Casual

During the past 3 months 61 individual visiting boats have stayed 149 overnights. At present visitor income have exceeded last year’s actual income by £7.1k

International Visitors

There were no international visitors during the past quarter.
Unique Visiting Boats & Overnights (October – December)

1.3 Fuel
During the past quarter 19256 lts of Gas Oil and 4223 lts of Petrol were dispensed.

Reputation is everything when supplying fuel to marine customers. At Bangor Marina we undertake several fuel husbandry procedures and processes to ensure that clean MGO class DMA is dispensed.

- All fuel is sourced and supplied by Carlisle Fuels.
- We offer Marine Grade Gas Oil – Class DMA.
- To ensure the highest standards in quality all fuel dispensed passes through 3 separate filters, the smallest being a hydrosorb 30-micron filtration unit
- Our internal pump filters are checked monthly and the hydrosorb filtration units are changed every 6 months.
- Our fuel tanks are dipped, and the fuel is tested with water finding paste on a weekly basis.
- MGO fuel samples are taken on a weekly basis and stored for a period of three months.
- MGO fuel is independently tested every 3 months either by David Brown or SGS.
- To date all fuel samples tested that the fuel dispensed from Bangor Marina is within the parameters of MGO class DMA.
- We regularly test for microbiological contamination in our fuel samples using dip slides. To date all dip slides have indicated that we are dispensing ‘Bug Free’ diesel.
- Our fuel storage tanks were emptied, professionally cleaned, weld and pressure tested in 2017.
- All our fuel lines were completely replaced in 2018.

Dip slides used to test fuel for microbiological contamination.
Presently we are assisting a high volume commercial MGO customer to identify sources of fuel contamination within his fuel system.

To rule out any possible contamination for our end we have had additional fuel samples tested by SGS. The results indicate that all fuel samples are within the parameters of Marine Gas Oil class DMA.

In addition, our sole supplier Carlisle Fuels arranged for certificates of analysis from the fuel tank farm to be forwarded to Bangor Marina to demonstrate fuel quality and traceability.

We will continue to assist the vessel operator with his investigations. It is reassuring to know that our fuel husbandry procedures are robust and go beyond the processes that are implemented at other coastal marinas around the UK and Ireland.
To date 21 vessels have entered into berthing and landing contracts this year. Three of these vessels are smaller vessels using the harbour pontoon. During the past quarter Bangor Harbour has provided shelter to several small fishing vessels engaged in clam dredging and to larger white fish trawlers. This year the clam dredging fleet operated further south than usual meaning that vessels could operate out of their home harbours of Portavogie, Annalong and Kilkeel. Our Harbour income of £26k is almost £6k below budget.
Maritime Guidance Note 591 (M+F) published August 2018

Marine Accident Investigation Branch (MAIB) reports indicate that poor access, including poor lighting, are a cause every year of serious and occasionally fatal incidents involving crew members and other persons boarding or leaving fishing vessels and small vessels, whether alongside a quay, jetty, afloat at a mooring, on a slipway or in a dry dock.

During the autumn and winter we see an increase in harbour activity. With MGN 591 in mind, all the top four rungs and handrails of quay ladders were painted dayglow yellow to enhance visibility and location which could aid recovery from the water.
1.5 **Miscellaneous**

Income is £611 above annual target

2.0 **OVERHEADS**

Overheads are 75.8% of annual budget

3.0 **ACCOUNTS**

Accounts are in order at this time.

4.0 **DEBTORS**

At the end of this quarter, three-month debt was £5465

5.0 **PERSONNEL**

All team members are working well and boatowner comments on the standard of service and the maintenance of facilities continue to remain positive.

Tommy Burns our Senior Berthing Master successfully completed Oil Pollution Preparedness, Response and Co-operation (OPRC Regulations) executive commander training.

Nicola Lenatti our intern from Livorno Nautical College Italy has been an integral member of our team for the past quarter. Before returning to Italy we treated him to a Pizza lunch at Little Wings which he enjoyed immensely.
6.0 PORT MARINE SAFETY CODE

The UK Port Marine Safety Code (PMSC) was developed in 2000 and offers a national standard for port safety in the UK with the aim to “improve safety for those who use or work in ports, their ships, passengers and cargoes, and the environment”. Creation of the Code was prompted by a review of the Pilotage Act 1987 undertaken in 1998 by the Department for Environment, Transport and the Regions in the aftermath of the 1996 Sea Empress disaster.

All Harbour Authorities are expected to comply with the Code. As the Code is not statutory, failure to comply is not an offence in itself, but the Code does set out references to legal duties that do exist and not adhering to it may be indicative of a breach of those duties.

The Code is subject to a triennial review process by a steering group of maritime organisations. It was reissued in 2016. In conjunction with the code, the Guide to Good Practice on Port Marine Operations underpins the ethos of the code by providing guidance and examples, written and agreed by industry, to assist authorities and organisations in promoting and executing safe, efficient and accountable port marine operations based on industry best practice.

In compliance with the PMSC we operate a Safety Management System to record / investigate all incidents. During the past year we have recorded the following incidents.

Incident Number & short description Jan 2018 to Dec 2018

335 Vulnerable male about to enter water from promenade – PSNI called incident 468 1/1/18. Male taken to hospital by PSNI
336 Crew member challenged, boat owner provided verbal permission for a crew member to board his vessel at 0320 hrs
337 Person reported to have slipped in car park.
338 Report of anti-social behaviour on promenade, bottle thrown at boat, PSNI called.
339 Report of disturbing engine noise from fishing vessel.
351 Report of anti-social behaviour on promenade, bottles thrown at boats PSNI ref 795 10/2/18
352 Report of smashed bottle on pontoon A106, no apparent damage to vessels.
353 Report of anti-social behaviour on promenade, bottles thrown at boats PSNI ref 933 17/2/18
354 Report of missing rope from a resident vessel.
355 Report of anti-social behaviour on promenade, PSNI ref 1163 23/2/18
356 Report of a missing dinghy, reported to HMCG
357 Report of a scooter (value £500) taken from a teenage boy by a young woman and thrown into the harbour.
358 Oil pollution incident, report of spill from Fishing Vessel Marina Lena. Incident no 5/18 0051 & MCA 009 072. Master informed that bunkering protocol applied to tank to tank transfer.
359 Report of a boat hook stolen
360 Report of incorrect fuel being dispensed – boat owners mistake.
361 Report of damage to an emergency pillar
362 F/V Achilles cast adrift at 0245 hrs, secured and retied by BM David Reid, SBM Tommy Burns & HM Kevin Baird
363 First aid given to elderly gentleman who fell on Bridge Street.
364 Report of yacht club rescue RIB’s being operated in an unsafe manner. Both coxswains reprimanded.
365 Report of vessel collision.
367 Person recovered from water by PSNI. Person taken into police care.
Report of anti-social behaviour on the Eisenhower Pier, group of 20 youths moved on by PSNI — incident number 1145 25/5/18

Report of vessel collision — vessel collided with 4 other vessels.

First aid given to dog owner who tripped over long lead.

Report of anti-social behaviour on the Eisenhower Pier, group of 20 youths moved on by PSNI — incident number 1291 07/6/18

First aid given to boat owner, taken to hospital for stitching.

Report of yacht going the wrong way around a starboard lateral marker post.

Report of yacht going the wrong way around a starboard marker pole.

Report of boatowner injuring knee on a raised nail. First aid given.

Eisenhower Pier — youths tombstoning from pier, instructed youths to stop and warned them about the dangers of tombstoning.

Vessel collision after mechanical failure onboard a motor vessel.

Two yachts collided while racing, during the collision two crew members were injured. The injured persons were landed at the fuel pontoon and first aid administered by ambulance crew. Injured persons were not taken to hospital.

Two men fighting in shower area — fight broken up by berthing master. Two men interviewed by Kevin Baird. Both men were reprimanded for their behaviour. Quay Marinas will not tolerate violent / bullying behaviour by boat owners on facilities they operate / manage.

Report of damage to vehicle parked in the marina car park.

PSNI called to youth smashing bottles at the side of Bregenz House, PSNI ref 1341/14.7.18

Russian yacht berthed at Bangor Marina boarded by UK Boarder Agency — all in order.

Report from berth holder that the shower water was cold and that one of the hand dryers was not working.

Vessel collision — both vessels damaged, insurance details exchanged.

Blank

Domestic disrupt onboard a yacht. PSNI called and drunken lady removed from the marina. PSNI ref 1343/19.07.18

Report of damage to vehicle parked in the marina car park.

Report of attempted burglary — BJ Marine Boatyard, two males challenged by Andrew Webster while they were trying to seal his boat. Andrew works for BJ Marine and is an amateur champion boxer — heavy weight division. The two males left and PSNI were called.

Swimmers crossing from Eisenhower Pier to entrance dolphins, youths instructed to stay out of the water, unfortunately instruction not heeded - PSNI were called to remove youths PSNI ref 1080/26.07.18

Report of missing deck brush

Unwell cross channel swimmer landed at the fuel pontoon, taken to hospital by ambulance.

Report of missing winch handle

Report of damage to vehicle parked in the marina car park.

Report of vessel collision, insurance details exchanged.

Lady observed on the slipway up to her knees in the water. HMCG, PSNI & RNLI informed. PSNI arrested the lady for her own safety.

Drunk male escorted from Marina — 0330 hrs

Vessel observed by Berthing Master excessively exceeding 4 knots speed limited with the Marina. Vessel owner reprimanded.

Vessel collision — visiting yacht had collided with a motor boat. Insurance details exchanged.

First aid administered to a minor (small cut on hand). Mother contacted, mother collected him from marina reception.

Berth holder reported that she fell after catching her flip flop on a raised decking nail.

Berth holder access PIN disabled to prevent youths accessing Marina.
402 PSNI contacted after youths were observed on the roof of the public toilets PSNI ref 1873 19.9.18
403 Report of a navigational Incident outside Bangor Harbour limits involving a berth holder. HMCG spoke with berth holder and to our knowledge the matter is now closed.
405 Berthing Master assisted German lady from water, she fell in while mooring her yacht.
406 Workboat towed speedboat from rocks to slipway
407 Manhole cover fell on the Senior Berthing Masters toe, taken to A&E all ok – no broken toes.
408 Visit by UK Boarder Force
409 Report of impact damage to vessel
410 Report of missing person – marina and harbour searched, nothing found.
411 Report of theft of deck knife.
412 Report from boatowner that a guest had tripped and fell on the access ramp. Guest was able to walk after accident.
413 Coil of rope and fish box reported missing from the commercial quay
414 Report of large fender missing. Fender found beneath pontoons
415 Berthing master Campbell fell at the bottom of the fuel ramp. Attended A&E – sprained thumb – splinted for 5 days.
416 Report of dangerous occurrence - intern student standing too close to exhaust of power washer
417 Report of female in the water on seaward side of the Eisenhower Pier, female recovered by RNLI. Harbour Master & female RNLI crewmember cared for female until ambulance arrived. Female taken to hospital by NIAS. PSNI incident number 552 41218
418 Report from boat owner that 4 studs had been unscrewed from his boat trailer which had been left at the top of the slipway. Nothing observed on CCTV
419 Three fishing vessels requested to move from N/Pier to Commercial Pier to accommodate deep drafted fishing vessel wishing to land on N/Pier.
421 Report of lifebelt and lifebelt housing including post being washed out to sea from the end of the Long Hole. Wind force 9

Incidents Ashore: 30
Incidents Afloat & Ashore: 5
Incidents Afloat: 40
Total Incident: 75
Navigational Incidents: 17

Recorded Navigational Incidents for 2018

Safety equipment i.e. a lift belt, housing and post were washed of Long Hole and out to sea during storm conditions. These items could pose a navigational obstruction to shipping during the hours of darkness.

Seven reports of leisure vessel collisions.

One leisure vessel had engine failure and was towed to safety by harbour /marina work boat

Two reports of vessels speeding within the marina.

Two reports of youth tombstoning and swimming across harbour entrance
Three reports of vessels not adhering to the COLREGS.

One report of a fishing vessel being cast adrift from the Eisenhower Pier.

**Anti-Social Behaviour**

There have been numerous incidents of anti-social behaviour and consumption of alcohol on the Piers. We are grateful for the support of PSNI for their response in dealing with these incidents and to the Council who we know take this issue very seriously.

**Vulnerable People**

We wish to highlight the following 5 incidents involving vulnerable people / searches for vulnerable people. We would like to thank the RNLI, PSNI, HMCG, NIAS and Safe Zone team for their assistance in helping our berthing masters deal with incidents of this nature.

335 Vulnerable male about to enter water from promenade – PSNI called incident 468 1/1/18. Male taken to hospital by PSNI
367 Person recovered from water by PSNI. Person taken into police care.
395 Lady observed on the slipway up to her knees in the water. HMCG, PSNI & RNLI informed. PSNI arrested the lady for her own safety.
410 Report of missing person – marina and harbour searched, nothing found.
417 Report of female in the water on seaward side of the Eisenhower Pier, female recovered by RNLI. Harbour Master & female RNLI crewmember cared for female until ambulance arrived. Female taken to hospital by NIAS. PSNI incident number 552 41218

We are in the enviable position at Bangor of having a group of competent and efficient contractors for our customers to call upon when the need arises, and we are keen to maintain this position. We believe that there are mutual benefits to be gained from this relationship. On Friday 26th October with the kind permission of the RNLI we used Bangor Lifeboat Station to host a PMSC Contactors Safety presentation. All 16 contractors present were invited to join Quay Marinas for a light lunch after the briefing.

Our main safety message this year revolved around the wearing of lifejackets while on the pontoons.

The RNLI provided a free lifejacket check to all Contractors during the safety presentation.

International Convention on Oil Pollution Preparedness, Response and Co-operation (OPRC)

To comply with the OPRC convention the annual 2018 return report for Bangor Harbour and Marina has been submitted to the Maritime Coastguard Agency. This annual return report detailed our wet and dry mobilisation and table top oil pollution exercises.

The International Ship and Port Facility Security Code (ISPS)

To comply with ISPS legislation 4 security exercises were undertaken throughout the year. Internal training was undertaken before each cruise visit.
7.0 EVENTS

Christmas Firework Display

Quay Marinas assisted the Council with organising the firework display from Bangor Harbour. Launching the fireworks from a motorised barge allowed for all wind conditions to be taken into consideration and for the display to proceed safely without firework debris falling onto the watching crowd or property.

Christmas mince pies and mulled wine – RYA Active Marina Event

During the afternoon of Friday 21st December all berth holders were invited to join Quay Marinas to celebrate the Christmas season with tea / coffee / mulled wine and mince pies. During the afternoon the marina team served over 200 people.
Christmas Lights Competition

To add that little extra sparkle to this festive season Quay Marinas organised and sponsored the 5th Marina Christmas lights competition.

The competition was judged by the marina team with the winners being announced on Friday 21st December. Two luxury Christmas hampers were awarded to:

Highlander (Best Yacht)

Nauti Bear (Best Motor Boat)

All customers who decorated their boats with lights received a letter of thanks and a credit of £10 to be used towards electricity.

Next year we intend to have a separate category for fishing vessel after the crew onboard F/V Unity decided to decorate their vessel.
8.0 MAINTENANCE ISSUES

We continue to replace planks and make repairs to structural beams. The pontoon system and associated piling are now 30 years old and will need replaced soon.

Graffiti - We continue to remove graffiti from pier walls and the promenade.
9.0 SUMMARY

During the winter months trading conditions can pose a challenge, however we are committed to upholding Bangor Marinas reputation as our country’s premier leisure maritime destination. My team and I are passionate about promoting our Boroughs coastline to residents and to visiting boat owners. We strive to proactively maintain the facilities at the Marina to a very high standard.

Thirty years have passed since we welcomed our first foreign visiting yacht “Wabrimope” from Düsseldorf, during that time Bangor Marina has become renowned within the boating community for offering a safe, sheltered berth with fine facilities right in heart of Bangor town centre manned by friendly, knowledgeable, hardworking people.

As we look forward to providing an entry point for marine tourism into Bangor and the surrounding area for future generations, the Council must now consider investing in the infrastructure of the Marina and Harbour.

Respectfully yours,

Kevin Baird
Marina Manager & Harbour Master (Bangor) Jan 2019
At a recent meeting of the Council the following Notice of Motion was agreed:

“That in light of the substantial obvious increase in the population of Comber as a result of new building developments, officers urgently investigate introducing a one way system from Mill Street and Castle Street towards the Square as quickly as possible. That officers investigate current capacity to cope with current traffic flow and to write to Divisional Manager (DfI) to seek evidence of projected traffic flow and anticipated demands on roads infrastructure in Comber, with a view to offsetting the likelihood of worsening congestion.”

Correspondence was sent to Mr Simon Richardson, Divisional Roads Manager, giving details of the Notice of Motion that was agreed and again highlighting the concerns about the congestion in Comber. A request for a meeting was also made if it was deemed an appropriate way of discussing these concerns.

The following response has been received from Mr Richardson in which he addresses the issues raised by the Council. From the correspondence it would
appear that Dfi is of the opinion that the current vehicle traffic layout is appropriate for the current levels of vehicular traffic moving through Comber.

RECOMMENDATION

It is recommended that the Council notes the response from Mr Richardson.
Mr Brian Dorrian  
Head of Regeneration  
Ards and North Down Borough Council  
Town Hall  
The Castle  
Bangor  
BT20 4BT  
enquiries@ardsandnorthdown.gov.uk

Dear Brian

Thank you for your letter dated 7 December 2018 regarding an issue raised at a recent Council meeting relating to the road traffic management system in Comber.

We recognise the concerns associated with traffic progression in the area. A new traffic sequence was introduced at the High Street / Killinchy Street junction in September 2016, to reduce conflict and improve road safety due to concerns over the high number and severity of collisions involving personal injury in recent years.

I am pleased to advise that safety at the junction has been significantly improved. However, while much safer, the new sequence has unavoidably led to increased journey times at various times of the day. The signal timings have been optimised to reduce journey times, however it is not possible to completely restore them to former levels.

With regard to a potential one way traffic system on Mill Street to Castle Street, it is accepted that Mill Street is a narrow street and vehicles have to adopt a ‘give and take’ arrangement at points along the route. Castle Street, which is the continuation of Mill Street towards the junction at High Street / Killinchy Street is also narrow and traffic is held back at the traffic signals to allow progression through the narrowest section of the route.

I can advise that experience has shown that one-way traffic systems tend to increase the speeds of vehicles using the road as drivers no longer expect to be met by oncoming traffic, which causes concerns from pedestrians, cyclists and other vulnerable road users. Certain parts of other adjacent routes may also experience increased traffic flows as drivers would no longer be able to take the shortest route to access/exit the area.
Where two-way traffic exists, speed is curtailed as drivers anticipate on-coming traffic. A one-way system, while in some respect assisting the flow of traffic, does limit access to residents and businesses, particularly for those who live or work at the very ends of the road and can lead to abuse.

An initial assessment of the traffic management requirements in this section of Comber does not suggest that this would be a suitable location for the introduction of a one-way traffic system, particularly with the only alternative route for a one-way system on Mill Street being High Street and Railway Street, which is a residential street and has already been traffic calmed. Similarly, a one-way system for Castle Street, through Bridge Street Link has its difficulties due to the location of the existing car parks and the high pedestrian activity in the area.

As you will be aware, the Department is a consultee to the Council’s Planning Department on the development of zoned land. The projected traffic flow analysis for the zoned development areas around Comber were fully debated during the Public Inquiry for Ards & Down Area Plan 2015, resulting in a number of areas being found suitable for zoning. As specific sites are progressed for development, each application is assessed, taking cognisance of traffic impacts and associated mitigation, through specific traffic impact assessments.

The Department has no current plans for future road infrastructure in this area at this time. However, the Ards & Down Area Plan 2015 includes a proposal for the Ballygowan Link Road, (Proposal CR12) also referred to as Comber Bypass Stage 3. This link is between Killinchy Road roundabout and Ballygowan Road. This scheme is among a number of projects that DfI Roads would consider for inclusion in a long term forward planning programme. However, given the uncertainty about future funding, it is not possible to advise of a timescale for delivery.

I am sorry I am unable to be of more assistance on this matter but I hope this information is helpful.

Yours sincerely

[Signature]

Simon Richardson
Divisional Roads Manager
Ards and North Down Borough Council

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<td>If other, please add comment below:</td>
</tr>
<tr>
<td>Subject</td>
<td>Response to a Notice of Motion about Mew Island</td>
</tr>
<tr>
<td>Attachments</td>
<td>Appendix One - Minutes of the Group meeting</td>
</tr>
</tbody>
</table>

In June 2018 the Council agreed the following Notice of Motion:

“The Council will look at ways to preserve Mew Island in terms of its wildlife and nature as well as the historic and listed buildings that exist there. As part of this, the Council will facilitate a meeting of relevant organisations and statutory bodies in order to hear views and ideas of how Mew Island can be preserved for future generations. Some of those we should consider inviting to such a meeting should include Commissioner of Irish Lights, the Historic Environment Division, NIEA, Copeland Bird Observatory, National Trust, British Trust, British Trust for Ornithology and RSPB. This list is not exclusive. Mew Island is a treasure of our shores and we as a Council should be part of its preservation.”

It has proven problematic to arrange a meeting with all stakeholders however a meeting was held on 9th January and there was a good representation from the organisations with an interest in this Island, although two organisations pulled out of the meeting at the last minute.
The attached minutes record the view points of the different organisations and their main points of interest. The Commissioner for Irish Lights, as the owner of the Island, was keen to ensure the buildings were maintained to the appropriate standard, as they were nearly all listed. Captain McCabe highlighted that they would welcome that the Island would be more regularly visited, with people being able to see and touch the old equipment. This view is at variance to some of the other participants, as they were more concerned about the nesting birds and how visitors may interfere with them.

It was agreed that all the parties would meet again in the autumn to see if there was a way of working together to preserve the Island and the buildings, as well as making it a more attractive and assessable attraction but with the protection required for the nesting birds.

**RECOMMENDATION**

It is recommended that the Council notes the report.
### MEETING TITLE
Preservation of Mew Island

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday 09</td>
<td>2:00pm</td>
<td>Executive Business Lounge, Signal Centre, Bangor</td>
</tr>
<tr>
<td>January 2019</td>
<td></td>
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</table>

**Attendees**
- Brian Dorrian – Head of Regeneration, ANDBC
- Captain Robert McCabe – Commissioners of Irish Lights
- Eoghan Lehane - Commissioners of Irish Lights
- Caroline Maguire – Department for Communities, Historic Environment Division
- Wesley Smyth – Copeland Bird Observatory
- Shane Wolsey – British Trust for Ornithology
- Neil McCullough – DAERA
- Colin Armstrong – DAERA
- Marcus Patton – Historic Buildings Control
- John Anderson – Joint Committee on Industrial Heritage
- Louise MacQuarrie – Senior Professional and Technical Officer, Planning, ANDBC
- Mark Mairs – Sustainability Officer, ANDBC
- Rowena Moore – Administrative Assistant, ANDBC

### Agenda Item 1
**Apologies**
- Andrew Upton – National Trust
- Gregory Woulahan – RSPB
- Claire Barnett - RSPB

**Discussion**
<table>
<thead>
<tr>
<th>Agenda Item 1</th>
<th>Welcome and Introductions</th>
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<tbody>
<tr>
<td>Discussion</td>
<td>Mr Dorrian welcomed everyone to the meeting and provided the background and rationale for the discussion. In 2018 Council Members and Council Officers visited Mew Island – this visit resulted in a Notice of Motion being agreed, which was read out to the group. The aim is to have constructive dialogue regarding the preservation of Mew Island, in terms of its wildlife, environment and buildings, for future generations.</td>
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<table>
<thead>
<tr>
<th>Agenda Item 2</th>
<th>Overview of site and properties – Captain Robert McCabe, Commissioners of Irish Lights</th>
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<tbody>
<tr>
<td>Discussion</td>
<td>Captain Robert McCabe gave a presentation explaining the background of the Commissioners of Irish Lights and an overview of Mew Island and the buildings/contents situated on the island. Commissioners of Irish Lights has held ownership of Mew Island since 1882. All the buildings on the island date back to the late 1800s, with the exception of the watchtower, which is a more modern structure. Many of the buildings are listed and the Commissioners of Irish Lights is therefore obliged to maintain their structural integrity. The buildings include the lighthouse, engine buildings and the accommodation buildings for the lighthouse keeper and visiting tradesmen. All the buildings are reported to be structurally sound at present.</td>
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</tbody>
</table>
There is a fog signals engine room containing the diesel engine for the fog horn, which dates back to the 1920s and is therefore of historical interest. The fog horn engine requires regular maintenance and could potentially be moved and put on display in Donaghadee. There is also a now obsolete diesel engine which was previously used for powering the beacon light.

The large, traditional glass lens from the lighthouse has been removed and is on display at the Titanic Museum in Belfast, having been replaced by a more modern light system. The present lighting system uses solar-powered batteries, which has reduced the maintenance such that only annual visits are now required.

Commissioners for Irish Lights would like to see Mew Island properties in use given the historical importance, but it was noted that visiting Mew Island is complicated by the exposed location and weather and tidal restrictions. To make Mew Island accessible for a longer season each year, significant investment would be required in improving the landing jetties for boats.

<table>
<thead>
<tr>
<th>Agenda Item 3</th>
<th>Other agencies involvement in Mew Island</th>
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<tr>
<td><strong>Discussion</strong></td>
<td><strong>Council – Regeneration Department</strong></td>
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<tr>
<td>Mr Dorrian provided an overview of the Council’s</td>
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<td>Integrated Tourism, Regeneration and Development</td>
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<tr>
<td>Strategy. A key asset of the Borough is the coastal</td>
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<td>drive from Holywood to Portaferry, and back up the</td>
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inside of Strangford Lough. Mr Dorrian wishes to consider if Mew Island could provide an opportunity to add to this visitor offering.

**DAERA**

Mr McCullough noted that the Copeland Islands are designated as an SPA under EU Directives (Special Protected Area). Mew Island is an important breeding ground for Arctic Terns and an important area for Eider Ducks. In the past there has also been a breeding colony of Roseate Terns on Mew Island (rare in the UK). Mr McCullough voiced concern over the potential impact and disturbance an increase in tourists/visitors could have on the bird colonies on Mew Island. If regular visits were established there would be the potential need for wardens to be on site during the breeding season (April – September).

Biosecurity measures would also need to be considered – for example predators such as rats could be transported on tourist boats to the Island, which are lethal for ground nesting birds.

Mr Armstrong reported that Mew Island is also important as a Grey Seal breeding ground, and that the waters around the island are important for Harbour Porpoises. Mr Armstrong also noted that there is significant underwater heritage in this area (shipwrecks etc).

Mr Armstrong suggested that, given the potential environmental impact, a more favourable option may be to move items of historic interest off Mew Island to Donaghadee (fog horn engine etc), where they could
be maintained by Donaghadee Heritage Group and put on display to the public. Organised boat tours around the island (but not landing) could then be organised to tell the story. It is important to make the most of assets, but this must be balanced with preserving the wildlife and built heritage.

**Council – Planning**
Ms MacQuarrie noted that a planning application would need to be submitted if there were any changes in the use of the buildings on Mew Island (this would then lead to consultations with other statutory organisations). Nature conservation considerations would be relevant in relation to planning matters for Mew Island.

**Copeland Bird Observatory**
Mr Smyth voiced concern that any visitations to Mew Island other than those of wardens/maintenance etc would likely be detrimental to the bird populations. As well as the importance for Arctic Terns, Mew Island is also a nationally important area for Eider Ducks – the Copeland Bird Observatory have a licence to carry out a ringing programme every year on Mew Island.

Mr Smyth also voiced concern that permitting organised recreational visits to Mew Island may also encourage unauthorised landings on the island. It may also give people the impression that the neighbouring Lighthouse Island is permissible for landings – currently only a small number of controlled visits run by the Copeland Bird Observatory take place to Lighthouse Island.
DfC Historic Environment Division
Ms Maguire reported that she first visited Mew Island in 2006, at which time there were discussions regarding the conditions of the buildings and the relocating of the lens optic and engines (National Museums were involved in discussions). Mew Island has one of nineteen B+ listed structures in Northern Ireland. Ms Maguire highlighted the importance of the area as a potential Maritime Conservation Area but noted that a lot of work would be required to pull together reports and build a narrative of the area.

Joint Committee on Industrial Heritage
Mr Anderson stated that a primary concern was that the buildings are maintained such that they remain weathertight, and that the machinery is kept stable – this is a valuable group of historic buildings and engineering and there is a story to tell here. Mr Anderson noted that it will be difficult to keep the machinery stabilised on Mew Island and recommended moving the engines to Donaghadee would be the better option if feasible. A resident warden on the island would be beneficial, but that this may not be feasible. A further suggestion to assist in the building maintenance was that the buildings could potentially be used for visiting groups of students/apprentices for the purpose of skills training (e.g. two visits of around ten days per year, outside of the arctic tern breeding season). Mr Anderson queried whether cameras could be installed to enable monitoring of the island, to which Cpt McCabe replied that Commissioners of Irish Lights did have an aspiration to install solar powered cameras on site.
### Historic Buildings Control

Mr Patton suggested that some way of keeping the interior of the buildings on Mew Island in use would be beneficial to their maintenance and condition – or a warden that could regularly oversee the buildings on both Lighthouse Island and Mew Island would also be beneficial.

### British Trust for Ornithology

Mr Wolsey reported that he has visiting Mew many times, and stated the need to consider all three Copeland Islands together. The larger Copeland Island is closer to shore and has a bay with open access, which is disastrous from the point of view of breeding birds. The outer two islands (Mew and Lighthouse) are less accessible due to trickier tidal and landing conditions and are therefore very good for wildlife. Mr Wolsey stated that he doesn’t consider Mew Island to be suitable for tourism, but a small number of managed visits could be made possible (visitors guided so that they do not stray from the main paths and buildings).

Mr Wolsey reported that Mew is important for Arctic Tern breeding, and that with habitat management it may be possible to re-establish a breeding colony of Roseate Terns – which would be important on a European level if achieved. If the number of breeding terns were to increase this would provide rationale for the management of the island (Mew Island could be managed as a council led partnership).

Mr Wolsey noted that for effective management a seasonal resident warden would be required during the breeding season.
<table>
<thead>
<tr>
<th>Agenda Item 4</th>
<th>Open discussion relating to preservation of buildings and wildlife on Mew Island</th>
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<tbody>
<tr>
<td>Discussion</td>
<td>Mr Dorrian asked if there was an increase in managed visits to Mew Island, would a new jetty be required to make this a safe venture. Cpt McCabe replied that the existing jetties could probably be made safe with some work but noted that any construction costs will always be increased due to the island location and difficulty of access.</td>
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<td></td>
<td>Mr Armstrong noted that a marine construction license would be required to improve the jetty. He also cautioned that if access to Mew Island was improved and made easier, this may encourage unlicensed and unauthorised craft to visit the island.</td>
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<td></td>
<td>Mr Lehane stated that lighthouses create an attraction for people and noted that they have driven economic development in a number of areas in Ireland – there is therefore the need to consider commercial opportunities as well as conservation. However, Mr Lehane also stated the need to consider how to manage demand should any commercial venture prove successful.</td>
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<td>Mr Dorrian reported that the Council may consider a business case for managed visits to Mew (this would involve a tender for the boat visits, and this would then be promoted as a visitor attraction in the borough). However, the Council funding would not be sufficient to provide a resident warden – only for a warden to accompany visitors on managed trips if this</td>
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</tbody>
</table>
was deemed to be feasible. The cost of a resident warden and potential improvements required for the landing jetty may make the business case unfeasible.

Mr Dorrian also noted that the Sir Samuel Kelly lifeboat has been leased to Donaghadee Heritage Group for conservation and display in a planned heritage facility. If this is realised this could potentially be a suitable venue for displaying the diesel fog horn engine alongside, should the decision be made to move the historic engine to Donaghadee.

<table>
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<tr>
<th>Agenda Item 5</th>
<th>Next Steps</th>
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<tbody>
<tr>
<td>Discussion</td>
<td><strong>ACTION:</strong> all attendees are requested to draft a couple of paragraphs relating to their perspectives and vision for Mew Island and forward to Rowena Moore (<a href="mailto:rowena.moore@ardsandnorthdown.gov.uk">rowena.moore@ardsandnorthdown.gov.uk</a>).</td>
</tr>
<tr>
<td></td>
<td><strong>ACTION:</strong> R Moore to forward the Ards and North Down Borough Council Notice of Motion for Mew Island to attendees.</td>
</tr>
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<thead>
<tr>
<th>Agenda Item 6</th>
<th>Any Other Business</th>
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<tbody>
<tr>
<td>Discussion</td>
<td>Mr Dorrian thanked everyone for attending and suggested a further meeting may be arranged in a few months’ time.</td>
</tr>
<tr>
<td>Adjournment</td>
<td>The meeting ended at 3:50pm.</td>
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ITEM 7

Ards and North Down Borough Council

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<td>Responsible Head of Service</td>
<td>Head of Tourism</td>
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<tr>
<td>Date of Report</td>
<td>15 January 2019</td>
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<tr>
<td>Subject</td>
<td>Notice of Motion - Sunday Musical Concerts</td>
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<td>Attachments</td>
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Context

At October 2018 Committee a Notion of Motion was submitted requesting that ‘Council officers bring back a report with costs regarding the extension in 2019 of the Sunday Musical Concerts, currently being held in Ward Park, to other venues across the Borough including the Ards Peninsula Villages.’.

The dates suggested in the original NOM are from June to mid-September. This equates to 15 Sundays, whereas the Ward Park music programme runs in July and August only, totalling 8 weeks. Ward Park Summer Sundays average an attendance of between 800 and 1000 per week. Sunday band concerts (principally flute and silver bands) at other locations (Donaghadee, Newtownards and Comber) were previously run by the legacy Ards Council. Legacy records indicate that attendance per event was between 100 and 200. There are no records of whether the attendees were visitors (ie from outside the borough) or local residents.

As well as the Ward Park concerts, Mount Stewart will be running a musical programme on the following Sundays in 2019: 26 May, 30 June, 28 July, 29 August
and 29 September. There is thus potential for the Council to “cannibalise” its own and other events by adding more events on the same dates.

Costs

Under the Ward Park model, a Casual member of staff is employed to work each Sunday at scale point 21 - £11 per hour. Working hours are 1.30–6.30 pm, or £55 per event. For the proposed 15-week programme of summer music around the Ards Peninsula, this equates to £825. In addition, an electrician/labourer would be required to install power where required and provide chairs for performers. This would cost £17 per hour, charged at double time on a Sunday, costing £170 per week, or £2,550 across 15 weeks.

Additional costs for site cleansing after each event, based on 2 x litter picker operatives at £13 per hour – charged at double time for 4 hours – would equate to £208 per week or £3,120 over a 15-week programme.

In terms of the musical programme for each event, fees for a brass band performance are between £250 to £350. For the purposes of this report an average cost of £300 has been applied. Over a 15-week programme this would equate to £4,500.

As this would be a new programme it would be necessary to implement an effective marketing campaign to raise awareness and promote attendance, estimated cost £3,500.

At present the Tourism Events Unit is operating at maximum capacity and would not have the capacity to deliver this substantial additional programme directly. It would therefore be necessary to sub-contract project management to an agency. This requirement is estimated at one member of staff x 6 weeks to programme the events and organise logistics. Based on an average cost of £15 per hour/£450 per week, this equates to £2,700. The table below summarises these costs and results in a total cost for the programme of over £17,000.

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<th>Item</th>
<th>Cost per event</th>
<th>Cost for 15-week programme</th>
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<tr>
<td>Event Casual Staff Member</td>
<td>£55</td>
<td>£825</td>
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<tr>
<td>Electrician/Labourer</td>
<td>£170</td>
<td>£2,550</td>
</tr>
<tr>
<td>Cleansing</td>
<td>£208</td>
<td>£3,130</td>
</tr>
<tr>
<td>Performers</td>
<td>£300</td>
<td>£4,500</td>
</tr>
<tr>
<td>Marketing</td>
<td>£233</td>
<td>£3,500</td>
</tr>
<tr>
<td>Agency Staff</td>
<td>£450 (x 6)</td>
<td>£2,700</td>
</tr>
<tr>
<td>Total</td>
<td>£1,416</td>
<td>£17,205</td>
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Conclusions

In addressing the requirements of the NOM, issues relating to dates, resources, visitor attendance and costs have been discussed. Only venues which can offer a significant complement of activities/attractions, restaurants and shops with Sunday opening are likely to attract visitors in any significant numbers or generate an appreciable economic impact, as required for Tourism to meet its targets under the Integrated Strategy for Tourism, Regeneration and Economic Development. The success of the Bangor/Ward Park model has resulted from the fact that many of the town centre shops are open on Sundays and Tourism has been able to work closely with relevant partners to develop a full package of offers to encourage visitors to a) come to the town; b) spend in its shops and eateries; and c) extend their stay by visiting nearby attractions. Partners in this have included the local Chamber of Commerce and traders, Translink, Pickie and Aurora.

Further, in the current climate where officers are being asked to make efficiencies to achieve the Council’s desired rate increase, it is not viable to introduce a new and substantial addition to the events programme which has already been approved and included in 2019/20 budget estimates.

RECOMMENDATION

It is recommended that the Council does not approve the development of additional Sunday musical concerts around the Borough at this time.
Ards and North Down Borough Council

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<td>Subject</td>
<td>Top 100 Green Destination Gold Standard Award - Co Down</td>
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<td>Appendix 1 - 2018 Sustainable Destinations Top 100</td>
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Background

The Top 100 initiative aims to recognise tourism destinations that have worked hard to make a difference and take sustainability seriously. The programme is endorsed by VisitScotland, Visit England, Visit Wales, Tourism Northern Ireland and Fáilte Ireland, and provides a service to 2,500 business members across the globe including the British Isles, Europe, North America and Africa. Destinations can apply for a Green Destination Award or a Quality Coast Award. There are four different award levels: Bronze, Silver, Gold and Platinum.

A Green Destination Award demonstrates a commitment towards people, place and the planet and excellence in the primary aspects connected to a destination’s quality offer to travellers in one or several of the following aspects:

- Destination Management
- Nature, Animals & Scenery
- Environment & Climate
The highest rated award winners are eligible for the annual Sustainable Destinations Top 100 Awards. Every year Awards are presented at the ITB Berlin and at Global Green Destinations Day.

Originally the legacy Ards Borough Council applied for a Green Tourism Award for County Down in partnership with the then Down District Council. An award at that time was contingent on the number of businesses having gained the Green accreditation. The application was successful, and a presentation took place in 2016. At the time, 108 businesses in the area held a Green Tourism accreditation and in just one year these businesses experienced a huge collective saving of £162,933 because of sustainable practices introduced under the Green Tourism initiative.

**Top 100 Green Tourism Award**

Following RPA the decision was taken in Autumn 2018 that Ards and North Down Borough Council would again, working in partnership with Newry Mourne and Down District Council, apply for an award.

In the period between applications the emphasis of the award had changed to make it more robust and to base it on a more expansive set of criteria. Applicants had to provide extensive information on their efforts to make their destination and its stakeholders more sustainable, for the benefit of visitors, local communities and the world. Candidate destinations had to clarify what they have been doing to comply with the 100 globally recognised criteria of the Green Destinations Standard. Applications were evaluated by the Sustainable Top 100 Team and members of the Top 100 International Committee and country experts.

Under the new stricter criteria AND and NMDDC have been successful in achieving a Gold Standard award for County Down, the only region to achieve this within the UK and Ireland. Globally other award winners included the “Red Center” – Australia; Niagara Falls - Ontario, Canada; Brittany – France; and Malmö - Scania County, Sweden. For a full list see appendix 1.

The award winners will be celebrated and receive their certificate at the ITB Earth Award Top 100 Awards ceremony on 6 March 2019 at ITB Berlin, the world’s leading travel trade show.

The Senior Tourism Initiatives Manager for Newry Mourne and Down District Council is attending the ceremony on behalf of Newry Mourne and Down District Council and can collect the award on behalf of both councils.

**RECOMMENDATION**

It is recommended that the committee notes the above report.
Appendix 1:

2018 Sustainable Destinations
Top 100

AUSTRALIA
Douglas Shire (Queensland)
Red Centre

BELGIUM
Durbuy

BHUTAN
Kingdom of Bhutan

BOTSWANA
Chobe, Makgadikgadi &
Okavango Delta
Selinda Reserve

BRAZIL
Fernando de Noronha

CANADA
Great Bear Rainforest
Vancouver (British Columbia)
Castle Region & Alberta
Southwest
Mackenzie Delta - Beaufort Sea
Niagara Falls (Ontario)
Thompson Okanagan

CHILE
Cape Horn Biosphere Reserve
Chiloé Island
Huilo Biological Reserve
Puerto Natales

COLOMBIA
Otún Quimbaya Sanctuary

COSTA RICA
Costa Rica

CROATIA
Town of Drniš

CYPRUS
Pafos Region

INDIA
Khangchendzonga Nat. Park
(Sikkim)

INDONESIA
Bali Barat National Park

ITALY
Cogne (Valle d’Aosta)
Villasimius & C. Carbonara MPA
(Sardinia)

JAPAN
Kamaishi (Iwate)

JORDAN
Ajloun Forest Reserve
Sharhabil Bin Hassneh EcoPark

KENYA
Loisaba Conservancy

MALAYSIA
Taiping (Perak)

MALTA
Gozo

NAMIBIA
#Khoadi-/Hoas Conservancy

MEXICO
Sierra Gorda Biosphere Reserve

NETHERLANDS
Ameland (Friesland)
Berg en Dal (Gelderland)
Goeree-Overflakkee (Zuid-
Holland)
Hoek van Holland (Zuid-Holland)
Katwijk (Zuid-Holland)
Nijmegen (Gelderland)
Noordwijk (Zuid-Holland)
Schouwen-Duiveland (Zeeland)
Wassenaar (Zuid-Holland)
Westvoorne (Zuid-Holland)
Veere (Zeeland)

NETHERLANDS - CARIBBEAN
Bonaire
Saba

NORWAY
Lindesnes region
Lyngensfjord region

PALAU

PORTUGAL
Águeda (Baixo Vouga, Centro)
Alto Minho CIM
Azores
Cascais (Greater Lisbon region)
Lagos (Algarve)
Peneda-Gerês National Park
Oeste CIM, West Portugal
Serras do Socorro e Archeira
Sintra (Greater Lisbon region)
Torres Vedras (Oeste)

ROMANIA
Bison Land

RWANDA
Volcanoes National Park

SLOVENIA
Ljubljana
Bled
Komen
Podčetrtek
Rogaška Slatina
Slovenia Green Destinations

SOUTH KOREA
Suwon Hwaseong (Suwon City)

SPAIN
Baiona (Galicia)
Bergueda County (Catalunya)
Islas Atlánticas de Galicia
Noja (Cantabria)
Terres de l’Ebre
Toledo (Bajo Aragón)

SWEDEN
Åre (Jämtland County)
Malmö (Scania County)
Östergötland region

TAIWAN
Nanliao Penghu
Northeast and Yilan Coast NSA
Pinglin district (New Taipei City)

TANZANIA
Chumbe Island (Zanzibar)

UNITED KINGDOM
County Down (Northern Ireland)

USA
ECUADOR
Galapagos Islands
Sani Isla

FINLAND
Pyhä-Luosto

FRANCE
Bretagne - Brittany

GERMANY
Norderney (Lower Saxony)

GREECE
Folegandros (Cyclades)
Skyros Island (Evia)
Sifnos Island (Cyclades)

PHILIPPINES
Bojo (Aloguinsan)
Lio Tourism Estate (El Nido)
San Carlos City (Negros Occ.)

Republic of Palau

Jackson Hole-Yellowstone (Wyoming)
Vail (Colorado)

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Ards and North Down Borough Council

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Background

North Down Borough Council joined the Greater Belfast Regional Tourism Partnership (RTP) in 2006. The purpose of the partnership is to facilitate communication between the partnership councils with regard to tourism development and for Visit Belfast to create effective marketing communications and visitor servicing platforms which are efficient and represent value for money for each of the council areas. Since 2015, Ards and North Down Borough Council and Lisburn City and Castlereagh Council have remained local authority partners. Other local authorities who were RTP members prior to Council merger, have chosen to ‘purchase’ other sales opportunities or services on a required basis only eg specific advertising on relevant platforms.

The cost per annum for local authority membership has remained at £30,000 since 2015.
Ards and North Down BC have an annual partnership Service Level Agreement in place with Visit Belfast.

An evaluation report is provided at the end of each financial year with detailed breakdown of activity.

The following provides a brief summary of the first six months of the 2018/19 SLA.

- Belfast Plus - Regional partner promotion. Inclusion on dedicated AND web pages, 3 bi-monthly ezines, Belfast plus social media activity.
- 20,000+ email communications to the Visit Belfast consumer database. E-zine campaigns included: Belfast Plus Easter Campaign (11 April) featuring Mount Stewart, Ulster Folk, and Transport Museum, Exploris, Echlinville, Day Trips to Ards and North Down and links to Belfast Plus Guide where all products are listed and Top August Events featuring Portavogie Seafood Festival.
- Printed collateral including: Visit Belfast City Guide (x3) and Belfast Plus guide
- Ards and North Down products and events were included in a dedicated digital campaign 29 March – 11 April 2018 which resulted in almost 2 million digital impacts including 1.8 million social media impressions.
- Inclusion in cruise Belfast and conference tourism Belfast publications and collateral
- Consumer and Trade Promotion: Partnership attendance at World Travel Market with Officers in attendance (see separate report). “What’s New for 2019” presentation given to ROI operators at an event in Dublin exclusively targeting travel trade. Inclusion in travel trade e-zine themes e.g. Castles, Stately Homes and Gardens

Additional activity included:

- Development of digital media plan to secure greater coverage for 2019.
- Inclusion in Christmas City Guide
- 5 foreign language for their editions in French, Spanish, German, Italian and Mandarin for WTM that included AND material
- Inclusion of a full day and overnight Fam Visit for Back Roads Touring for Dec 18. (visiting; NI Food Tours, Mt Stewart, Echlinville, Grace Neill’s and staying in Crawfordsburn Old Inn)
- Attendance at the Autumn Industry Briefing session

**Membership cost and other contributions**

Following a review of the current annual membership at £30,000, it has been established that if Council were to purchase all benefits independently from Visit Belfast, the total cost would amount to circa £48,000 per annum. Not only does this present a cost saving but the ‘reach’ to potential visitors that Visit Belfast can currently achieve, through its digital channels, is not something Ards and North Down Borough Council could equal at this time.
In addition to the local authority membership the Tourism service secures primary promotional space in the Belfast Welcome Centre at a cost of £6000 per annum. This is a destination display desk with dedicated racking, headline imagery and profile. A promotional package at the George Best Belfast City Airport is also secured to profile the Ards and North Down area at a cost of £5,000 per annum.

The overall financial contribution of £41,000 to Visit Belfast per annum lever an additional £18,000 value of promotional activity.

**New Opportunity**

In the last number of months the Chief Executive, Director of Regeneration, Development and Planning and Head of Tourism have been approached by the Chief Executive of Visit Belfast to consider a new membership proposal. The context of the proposal is that the broader Belfast Destination would be presented as the Belfast City Region. This would be a further extension of the existing Belfast Plus concept to include all regional partners. The benefits presented by the Chief Executive of Visit Belfast include:

- Repositioning and branding – wider industry engagement and rebrand ‘Visit Belfast Region’
- Marketing and communications – redesign of website and app, expand social media promotions, rebrand publications, enhance video assets, campaigns in NI, ROI and Europe
- Cruise tourism – regional product to be promoted via itineraries, new cruise welcome pavilion
- Visitor servicing – deeper regional content, wider visual representation, touchscreens, train VIC staff, fam trips to ANDBC
- Business Tourism – regional product heroed, social programme, business tourism campaigns and sales activity focus on Meetings, Incentives, Conferences and Exhibitions market
- Travel trade platforms – promotions at 20 shows, Belfast region showcase, Belfast region video

The Chief Executive of Visit Belfast outlined that recent research undertaken in GB has identified Culturally Curious and Family as market segments which they should pursue (28% and 17% of GB visits to Belfast), aligning to the markets which Ards and North Down has targeted within its Integrated Strategy. However, it is noted that Social Energisers remain the highest market segment at 39% of GB visits, a market which is primarily driven by City Breaks.

Primary benefits have been defined by the Chief Executive of Visit Belfast as:

- Significant exposure for Ards and North Down
- Focus on common segments
- Efficiency – pulling resources and leverage
- Increase visitor numbers and spend

This new local authority proposal is costed at an initial partnership fee of £70,000.
Other City Deal partners

The Head of Tourism has made enquiries with regard to other local authority partner interest in the above proposal. It is anticipated that Belfast City Council will remain at their existing core contribution of circa £1.2m per annum to promote the City. Lisburn City and Castlereagh Council has not confirmed its position and is currently reviewing the proposal. Indications are that Antrim and Newtownabbey, Mid and East Antrim and Newry and Mourne District Council will remain with existing arrangements only. Mid and East Antrim Council currently pay £20,000 for some elements of promotion but are not a full local authority member and Newry and Mourne District Council pay £6000 for the promotional package at the Belfast Welcome Centre. Although all officers view this as a proposal which may yield benefits in the coming years, it is not one which currently demonstrates tangible localised benefits.

Both the Head of Tourism in Ards and North Down Borough Council and the Tourism Manager in Lisburn City and Castlereagh District Council believe that if a specific localised campaign can be delivered by Visit Belfast with defined local outcomes, a further investment in that ‘package’ would be worth exploring. At this time the Visit Belfast team have not been able to provide officers with a proposal which demonstrates the benefits from an increased annual membership fee of £70,000.

Conclusion

The current membership at £30,000 affords Ards and North Down Borough Council a full range of benefits to a wider consumer audience which the Council on its own could not achieve. The value of benefit attributed to the current membership is higher than the contribution, presenting good value for money. It is not clear that other local authority partners are committed to this Visit Belfast Region approach and it may be the case that it is slightly premature in the City Deal activity.

Further communication received from Visit Belfast indicates that Visit Belfast could identify opportunities for partner campaign activity in the ROI and GB markets to promote the City Region as a short break destination. The campaign would be subject to further discussion and agreement by partners. This is on the basis of a increase in membership but the Head of Tourism would be hopeful that this has the potential to be negotiated separately at a later stage if deemed appropriate. Any such arrangement would be reported to Council at that time.

RECOMMENDATION

It is recommended that Council approves the continued local authority membership contribution of £30,000 and £6,000 and £5,000 for promotional packages to Visit Belfast as noted in the report for financial year 19/20, subject to the rates setting process.
Appendix 1: Examples of activity

Belfast Visitor Guide 2019

Social media posts

**Visit Belfast**

Pay a visit to Comber tomorrow and enjoy delicious fayre and fun at Comber Earlys Food Festival!

Highlights include a brass band, tasty potato-based dishes to sample, street theatre, family fun, and live cookery demonstrations from chef Jean-Cristophe Novelli!


**Visit Belfast**

Ahoy matey! The Sea Bangor Maritime Festival will be washing ashore this weekend with @coolfm Roadshow, food stalls, pop-up pub and lots of family fun!

Find out more >> [bit.ly/2JznCuf @ANDborough #BelfastPlus](https://bit.ly/2JznCuf @ANDborough #BelfastPlus)
Event Listings

Top August Events
You can view more events at visitbelfast.com/whatson

Portavogie Seafood Festival
11 August
A superb family day out with family fun, fish market and food stalls, and cookery demonstrations with celebrity chefs.

Eastside Arts Festival
2-12 August
The EastSide Arts Festival showcases the talent of east Belfast and serves up a sizzling feast of events over 11 days.

MCE Ulster Grand Prix Bike Week
4-11 August
The Ulster Grand Prix is the World’s Fastest Road Race, extremely popular among motorbike enthusiasts right across the globe.

Hidden Beer and Music Festival
24-26 August
Held in the grounds of Hidden Brewery, with great beers, great craic and great music, the annual Hidden Beer and Music Festival hits all the right notes.

Shrouds of the Somme Exhibition
23 August - 16 September
3,775 miniature shrouded figures will be laid out in the Garden of Remembrance at Belfast City Hall.

Titanic Dance
9-19 August
A cast of world class Irish dancers and musicians tell the story of RMS Titanic, from its beginnings in the Belfast shipyards to its tragic end in the Atlantic Ocean.
### Ards and North Down Borough Council

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This Regeneration and Development Budgetary Control Report covers the 9-month period 1 April to 31 December 2018 and is set out on page 3. The net cost of the services is showing an under spend of £275,588 (8.9%).

### Explanation of Variance

In addition, a Budgetary Control Report by Income and Expenditure for Regeneration and Development is, also, shown on page 3 which analyses the overall favourable variance (£275,588) by expenditure (£38,632 adverse) and income (£314,221 favourable).

### Regeneration & Development

**Expenditure - £38.6k (1.1%) worse than budget to date.** This adverse variance is mainly made up of the following: -

1. Regeneration - £132.6k adverse. This adverse variance is more than offset by a £258.0k favourable income variance (see 4 below) and is explained by:
a. Payroll £70.4k favourable due to 2 vacancies in Urban Development (£52.4k) which are in the process of being filled. There is a vacant post in Craft Development (£31.6k).

b. Donaghadee THI grant payments are £225.8k over budget but this is offset by increased grant income (see 4a below).

c. The Village Programme is £21.5k over budget but this is offset by expected increased grant income (see 4b below)

d. There are favourable variances in running costs (excluding payroll) for Craft Development (£16.8k), Rural Development (£9.3k), Urban Development (£11.3k) and Portavogie FLAG project (£6.0k).

2. Economic Development - £57.5k favourable. This favourable variance is explained by: -

   a. Payroll costs are over budget by £2.2k to date.
   
   b. Economic Development projects are £33.9k under budget to date.
   
   c. There are a number of small underspends to date such as, Signal Centre (£2.1k), Workshops (£2.1k), Economic Development running costs (£7.6k) and Pickie Fun Park (£5.0k).

3. Tourism - £29.2k favourable. This favourable variance is explained by: -

   a. Tourism and Borough Marketing payroll costs are £33.5k under budget to date. The Borough Marketing and Food and Drink Officer posts are in the process of being filled. There are, also, small payroll favourable variances for the Council’s VIC’s (£15.1k).

   b. Events running costs are £26.0k over budget to date. There are a range of overspends and underspends on Council events but the more significant are:

   i. Sea Bangor - £16.0k over budget to date. Mainly due to additional staging and production required for the children’s Tiddler’s Tent.

   ii. Puppet Festival - £12.9k over budget to date. Mainly due to additional security costs, printing costs, hire costs for Big Top and additional craft services required to cover the volume of visitors.

   c. There are small favourable variances for a range of Tourism services such as Bangor VIC (£2.1k), Portaferry VIC (£1.8k) and Experience Ards (£1.9k).

   d. Tourism Marketing is £13.8k under budget to date.

Income - £314.2k (68.5%) better than budget to date. This favourable variance is mainly made up of the following: -

4. Regeneration - £258.0k favourable. This is mainly due to:

   a. Donaghadee THI grants are £226.7k favourable. The Council has paid out more grant than budget so will receive more grant funding (see 1b above).
b. The Village Programme is expected to receive £21.8k grant income which was not budgeted (see 1c above).

5. Economic Development - £41.6k favourable. This is mainly due to Signal Centre income being better than budget to date (£34.3k).

6. Tourism - £13.8k favourable. This is mainly due to the following
   a. Tourism income is £10.8k favourable – there are small favourable variances for Bangor VIC (£1.8k), Experience Ards (£2.4k) and Cockle Row (£4.5k).
   b. Events income is £3.0k better than budget to date.

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RECOMMENDATION

It is recommended that the Committee notes this report.