Meeting Pack
Derry City and Strabane District Council

Dear Member of the Business and Culture Committee

You are hereby summoned to attend the Monthly Meeting of the Business and Culture Committee to be held remotely, on Tuesday 12 January 2021 at 4.00 pm.

Yours faithfully

[Signature]

John Kelpie
Chief Executive

AGENDA

1  Notice and Summons of Meeting

2  Member Attendance and Apologies

3  Statement for Remote Meetings

4  Declarations of Members’ Interests

Open for Decision

5  Chairperson’s Business

6  Matters Arising from the Open Minutes of the Business and Culture Committee held on Tuesday 8 December 2020 (Pages 1 - 22)


8  NICHE Project Update and LegenDerry Food Legacy (Pages 33 - 54)

9  Update on Social Value Motion (Pages 55 - 58)
10 Tourism ‘Experience’ Programme and Marketing Campaign (Pages 59 - 62)

11 Workers’ Rights and Social Justice 2021 (Pages 63 - 66)

Open for Information

12 Business Innovation and Growth Programme (Pages 67 - 70)

13 Covid Recovery and Revitalisation - Business Grant Update (Pages 71 - 74)

14 PEACE IV Independent Evaluation Appointment (Pages 75 - 78)

15 Sperrins Future Search Project Update (Pages 79 - 86)

Confidential for Decision

16 Matters Arising from the Confidential Minutes of the Business and Culture Committee held on Tuesday 8 December 2020 (Pages 87 - 90)

17 Update on Clipper Race and Proposed Changes to DCSDC Contract with Clipper Ventures as a Designated Host Port (Pages 91 - 94)

7 January 2021
Derry City and Strabane District Council

Open Minutes of Business and Culture Committee Meeting held remotely on Tuesday 8 December 2020 at 4.00pm.

Present: Councillor Farrell (Chairperson); Alderman Guy, Ramsey and Warke; Councillors J Barr, R Barr, M Boyle, Cooper, Cusack, Doyle, Durkan, Ferguson, Logue and Mellon.

Non-Committee Members: Alderman Hussey; Councillor’s Donnelly and McCann.

In Attendance: Director of Business and Culture (Mr S Gillespie), Head of Business (Mr K O’Connor), Head of Culture (Ms A McCarter) PA to Director of Business & Culture (Ms J Galloway-Doherty) and Committee Services Assistant (MS N Meehan).

BC169/20 Notice and Summons of Meeting

The Director of Business and Culture read the Notice and Summons for the meeting.

BC170/20 Member Attendance and Apologies

The Director of Business and Culture took the roll call and full attendance was noted.

BC171/20 Statement for Remote Meetings

The Chair read the Statement for Remote Meetings.

BC172/20 Declarations of Members’ Interests

Alderman Hussey – Item 6 – Pavement Café Licences
Councillor Cooper – Item 8 PEACE IV Tourism Update.
Open for Decision

Chairperson’s Business

BC173/20  Best Wishes

The Chairperson reminded Members and Officers that this was the last Meeting of the Committee in 2020. He commended both on their input, involvement and contribution during the past twelve months particularly in the midst of the Covid pandemic and the impact thereof on the workings and outcomes of the Committee. He wished everyone a Happy and Safe Christmas and Peaceful New Year and looked forward to the future Meetings in 2021.

BC174/20  Pavement Café Licences

Councillor Doyle referred to a number of posts which had appeared on social media from a local business person regarding the application process for pavement café licences which they understood required the submission of architect’s drawings in respect of which a considerable cost would be incurred. He assured that this was not the case and suggested that in order to resolve any confusion a statement be issued on social media outlining the process involved in applying for a pavement café licence.

The Head of Business acknowledged the comments made and whilst this was essentially a licensing issue there was a Business and Culture element in regards to dealings with the business community. He stated that having become aware of the posts on social media Council had responded immediately to the business concerned clarifying the position that there was no requirement to submit architectural grade drawings as part of the pavement café licence application process. However, there was a clear need for health and safety and a risk assessment to be carried out which did require a sketch of business plans but reaffirmed that it did not require architectural grade drawings. He continued that in regards to businesses who were in receipt of the Covid Revitalisation Grant they would also qualify for support in regards to planning processes and the licence application process. These businesses would qualify for support from Council to complete this process. He reiterated that this had been clarified by
Council via social media and on Council’s web page through the business support section. He said Officers were very keen to assure the business community that Council was doing all in its power to be of assistance in such difficult times. He stated that the fast-tracking of the pavement café licences had been broadly welcomed by the business community from the outset and it was anticipated that this would greatly benefit towns and city centres.

Councillor Reilly welcomed the response provided by the Head of Business and the fact that clarification regarding the process had been provided on social media.

Alderman Hussey stated that as the holder of a pavement café licence he understood that the application process did not involve the submission of architectural drawings.

The Committee

**Recommended** that Officer prepare simplified graphics
to be posted on Council’s website/social media outlining what was required for the application process in respect of Pavement Café Licences.

**BC175/20**  
**Matters Arising from the Open Minutes of the Business and Culture Committee Meeting held on Tuesday 10 November 2020**

There were no matters arising.

**BC176/20**  
**Proposed Meeting with Invest NI and the Department for the Economy (BC155/20)**

Councillor Doyle acknowledged the importance of the sub-regional support and growth issue to all elected representatives. However, he pointed out that the lack of sub-regional impaction was policy from the Executive. He referred to the fact that there was currently no programme for government through which to direct any sub-regional policy and the current draft programme for government referred to a regional balance. He acknowledged previous debate on sub-regional policy but pointed out that a number of years previously the Economic Advisory Group had specified in writing that they did not feel that sub-regional growth was a priority during a period of majority membership of the Executive by DUP and Sinn Fein as was currently the case. He
suggested that those Parties wishing to address the issue of sub-regional growth and policy could address this through the draft Programme for Government. He stated that the current policy would only be changed if those in power made the required changes. He stated that the two majority Parties at Stormont had maintained the current situation.

Councillor Cooper said his Party were very clear that the approach of Invest NI and the Department approach was defective and his Party had met with Invest NI regarding this matter. He said he would not be taking advice from the previous speaker on his Party’s approach in regards to economic development. He said that further Meetings would be held with Invest NI in the coming weeks. He said his Party had lobbied for many years on the need for sub-regional strategy and agreed that it was a Ministerial guidance and a matter for the Minister to take the initiative. The current Minister, Diane Dodds MLA, had not yet done so. His Party had been clear in their view that she should take the initiative. In regards to the New Decade, New Approach document he was most specific in regards to a dedicated and targeted intervention being required in regards to the North West not only in terms of the economy but higher education and other areas. He said Sinn Fein intended using this in every forum possible to strengthen the case that the North West required special treatment because of the economic figures pertaining to here in respect of the long-term unemployed and other skills based issues. He assured that Sinn Fein would continue to work hard to have these issues addressed.

The Chairperson stated that the invitation had been issued to Invest NI and the Department for Economy to address the Committee as the result of a Motion arising from an Invest NI delegation which had presented to a Meeting of Committee held on 11 February 2020. He said himself and Councillor Cooper as well as others were extremely critical of the performance of Invest NI in this Council area but accepted that Invest NI worked within the policy which was determined by the Economy Minister. He said numerous requests had been made to the Economy Minister, Diane Dodds, MLA to address the Committee. However, she had instead instructed senior officials within her department and Invest NI to attend. He said it was obvious that this required a policy decision at Stormont which was what Council were seeking from Invest NI and DfE. He could not comment on the outcome of the forthcoming Meeting with the two bodies but assured that if it was felt necessary a further request to meet with the Minister would be issued.
Alderman Warke referred to previous discussion regarding the above and to the allocation of £620,000 towards flagship projects in Belfast. Whilst acknowledging that there were flagship projects taking place in Belfast there were also flagship projects taking place in the North West. He referred to the need for transparency in regards to such funding allocations through the Department for Communities. He suggested that a letter be sent to the Minister for Communities regarding the impact on the arts and culture sector in this area and requesting funding in respect of flagship projects and arts organisations in the North West. He acknowledged that Council Officers had worked tirelessly in regards to funding for flagship projects in this area.

The Chairperson pointed out that he had raised this issue at the November Council Meeting when he had proposed that Council write to the Arts Council and the Minister for Communities requesting information regarding the process involved in the allocation of £620,000 to flagship projects in Belfast, how those organisations concerned were identified and the application process involved. He stated that a further output of that aspect of the proposal was that a meeting be convened with other local Council partners to ascertain their views on the challenges presented by Covid on the arts and culture sector, the wider impact on society and their thoughts on the support forthcoming from central government. He reiterated that the above proposal had been approved at full Council and question the rationale of a further letter being sent specifically from Committee.

Alderman Warke advised that he had been contacted by a number of organisations and he felt it was necessary that there was openness and transparency in regards to arts and culture in the North West. He acknowledged that he may be echoing the sentiments expressed in the earlier proposal but felt it was important that pressure be placed on the Arts Council and the Minister for Communities in regards to the need for integrity in terms of the allocation of funding in respect of arts and culture. He commended Officers on their hard work and endeavours in this regard.

The Chairperson reiterated that a letter was already being sent to the Minister for Communities in regards to this matter and he did not feel it was necessary to send two identical letters on the same subject.
Alderman Warke felt it was justifiable that a letter be forwarded from Committee as well as Council in regards to this very important issue and the need for openness and transparency on this particular allocation process.

The Chairperson pointed out that a letter to the Minister from both Council and Committee was unnecessary duplication.

Whilst acknowledging the sentiments expressed by the Chairperson the Member felt a letter should also be sent directly from the Committee to the Minister.

Whilst supporting both proposals, Alderman Hussey said this issue related to Belfast Centric organisations which tended to draw in considerable funding because they had the so-called “flagship projects” in the greater Belfast area. However, he also referred to the fact that it was necessary to realise that this whilst there were flagship projects, mainly in the City which required funding, there were also projects in the more remote areas and throughout the wider Council area which deserved funding.

The Chairperson concurred with the previous speaker’s comments. He referred to a number of schemes which had been announced by the Arts Council and Department for Communities that organisations, individuals and venues from across those sectors could apply for. The issue in regards to this announcement was that no clarity was provided in terms of which scheme this had arisen from which was addressed in the letter. He referred to the stability and renewal scheme, emergency resilience programme which he assumed numerous organisations across the City and District had applied for and were awaiting the outcome of their funding application. He expressed concern that the announcement made on 12 November was unforeseen and there were four organisations who were allocated funding who were all located in Belfast and there did not appear to have been any process involved.

Alderman Warke expressed his support for the proposals put forward at the November Council Meeting.

**BC178/20 Council COVID Confidence Scheme**

The Head of Business presented the above report, a copy of which had previously been circulated. He advised that the purpose of the report
was to seek Members’ endorsement on the development and launch of the DCSDC COVID-19 Confidence Scheme to assist businesses reassure customers that their business is COVID 19 secure.

Councillor Logue welcomed the report which she endorsed and commended the work involved in bringing this together. She also welcomed the budget, albeit small, in respect of the promotion of the scheme. She also referred to the excellent work carried out by Council’s Marketing Team particularly in regards to the Shop Local Campaign which was evidently paying off.

Councillor Logue sought an update in regards to the roll-out of business support grants to businesses and if monies had as yet been made available.

The Head of Business said he could provide an update in regards to the localised restrictions support scheme. He stated that monies had begun to be made available for the majority of businesses although some businesses were still working through the application process. He said Officers had engaged at a very senior level with LPS regarding Council’s outstanding queries. He assured that LPS had allocated considerable resources to deal with the applications, however, given the sheer volume involved and ascertaining required information and ensuring that the application process was carried out robustly were all time consuming. He stated that Council were now in a position to collate the information received from the various businesses on a weekly basis and submit this back to LPS in order to fast-track any queries which arose. He advised any business currently awaiting on their grant to contact the Business Team who would continue to work on their behalf and acknowledged the stress involved in finding out whether or not their application was successful or on the outcome of an appeal.

Councillor Doyle referred to an initiative which had been introduced by the team from Pure Derry to start a site akin to an Amazon site for local businesses which enabled people to go online and make purchases. In regards to 2.2 of the report whereby the Business Team had rolled out bespoke mentoring for businesses he enquired if the Head of Business would contact a member of Pure Derry to find out what support Council could offer on a collective basis. Theirs was a fantastic initiative which complimented the Shop Local Campaign.
The Head of Business agreed to contact a representative of Pure Derry as suggested by the previous speaker.

Councillor Cusack, on behalf of the SDLP, commended Council’s Environment Health Section for their hard work and efforts during what had been an extremely difficult year and on their pro-active and professional approach in terms of addressing public concerns to which they had been alerted. Albeit she acknowledged that they were limited in terms of their powers. She also acknowledged their response to emails and the fact that they had worked at weekends and in the evenings to alleviate public concerns.

In response to a query from Alderman Guy, the Head of Business pointed out that he was not aware of any announcement from the Department for Finance that Sports Clubs would no longer be entitled to the localised restriction support scheme. However, he undertook to investigate this matter.

Alderman Guy said he understood that whilst a replacement scheme would be introduced this would not be payable to Cricket Clubs.

Alderman Hussey commended the Business Team on the work being carried out by them at this time. He referred to a number of businesses that operated in Donegal but resided in Northern Ireland who were experiencing difficulties in securing support for their businesses. He enquired if any non-financial assistance or guidance could be offered to those businesses which operated in Donegal but whose owners resided in Northern Ireland.

The Head of Business referred to the close working relationship which existed between Council and the Enterprise Office which operated from Donegal County Council in Letterkenny. He undertook to forward the details of those businesses concerned to colleagues at the Enterprise Office. He referred to similarities in the schemes operated in both districts.

Councillor Duffy welcomed the report and commended the Marketing Team on the Shop Local Campaign. She stated that the website which had been set up brought together all of the elements involved in a very positive way. She stated that from discussions with local businesses in recent months, she understood that they were keen to get up and running in the lead up to Christmas and said anything which Council could do to raise consumer confidence in regards to shopping must be
welcomed. She pointed out that she had been in contact with Officers from Council’s Environmental Health Section to ensure that businesses were adhering to the necessary health and safety restrictions. She commended the Business Team on their hard work and efforts in regards to the Shop Local Campaign.

The Committee

**Recommended**

that Members endorse the development and launch of the DCSDC COVID-19 Confidence Scheme to assist businesses and reassure customers that their business is COVID-19 secure.

**BC179/20 PEACE IV Peace Tourism Update**

The Head of Culture presented the above report, a copy of which had previously been circulated. She advised that the purpose of the report was to update Members on the project activity of the PEACE IV Natural Connections: Peace Tourism funded project delivered by the Tourism Development Department.

Councillor Doyle enquired if the marketing programme was specifically for those venues and organisations involved in the programme or was it part of Council’s overall tourism offering. He referred to the fact that there were a number of cultural and historical sites which did not have connections to specific venues.

The Head of Culture explained that the marketing programme was to promote the experiences which were developed as part of the programme and tended to focus on venues which participated in the programme. These were the key groups of the package. However, this was not to say that in the actual walking tour other elements of the story would not be incorporated. She stated that the venues and groups who participated had an existing product and were looking to encourage customers. However, clearly these were walking packages which had been developed and there were other elements which would come into these tours within the themes.

Alderman Hussey referred to three elements contained in the “City for Peace” and with specific regard to the first two elements he expressed concern at the concentration on City. In regards to the early Christian Heritage and specifically St Eugene’s Cathedral he pointed out that
Eugene had established the Abbey in Ardstraw before he had any connection with the City and the obvious connection which existed. He also pointed out that from the Abbey in Ardstraw there was the Christian Pilgrimage Trail along the Derg Valley up to Lough Derg. He referred to the fact that this was part of the Christian Heritage of this Council area. He queried if there was a specific concentration on the City or was there an opportunity that this would become a District wide project. He acknowledged that within the shared spaces element sections of the Derg River Walk were being developed but he was referring to the entire heritage walk which might be possible and if this was being considered. He agreed that in regards to the Siege the concentration was on the Walled City. However, there were other elements relating to the Siege such as the crossing at Clady, burning Newtownstewart, very many issues that could be brought into the idea of the Siege rather than the Plantation City. He wondered if there was the potential that this could be extended beyond the City.

The Head of Culture explained that this was a Peace Programme dependant on the participants who signed up for the programme. However, everything about it had been developed, particularly the walking packages, to be built upon with the expectation that they would be built on as Council progressed them as mainstream tourism development products. She acknowledged that the focus had tended to be on the City because this was where the majority of the organisations and groups who had participated in the programme were based. However, they were all based on the possibility of being extended and were all thematic and the themes involved extended across the City and District. She said there was scope and potential and she felt every intention to expand these products in line with the aims and objectives of the Tourism Strategy.

Councillor Cooper acknowledged that this was largely venue and City based and agreed that it should be expanded where appropriate. He also referred to the scope to extend this throughout the Council District and referred to the Visitor Passport currently being developed by Visit Derry which it was hoped would be rolled out in the coming year. The focus of this was to join up as many venues as possible in order that all could be incorporated into one tour permitting access to all of the major venues in the City and smaller venues throughout the District.

Councillor McCann referred to the need to acknowledge that what happened in Derry in regards to the Siege and the Plantation did not just have an Irish or Northern Irish dimension. He suggested that
perhaps what happened in Derry, Enniskillen and the Boyne was not just a contest in regards to who would rule in Northern Ireland or in other parts of Ireland. It was in fact part of a great European struggle. It was reckoned by Conservative Historian Lord MacAuley that the Battle of Aughrarn was one of the most decisive Battles in the history of Europe. The issue pertaining to this was whether or not there would be a Monarch in Parliament or the Divine Right of Kings. The felt Council was limiting itself and underselling itself in terms of the significance of our history which he felt was unfortunate. He felt it should be recognised and represented.

The Committee

Recommended

(i) that Members note the amendments to the original project to allow for the development of the brand and website;

(ii) Members approve the developed brand ‘A City for Peace’; and

(ii) Members approve the allocation of budget to support final development of experiences and marketing collateral to align with Embrace a Giant Spirit and be ready for market in Spring 2021.

BC180/20 The NI Woman in Enterprise Challenge 2018-2021

The Head of Business presented the above report, a copy of which had previously been circulated. He advised that the purpose of the report was to seek approval to fund Year 3 of “The NI Woman in Enterprise Challenge 2018-2021”, an initiative between the 11 local Councils, Invest Ni and Woman in Business to promote and support female enterprise.

Councillor Mellon welcomed Council’s involvement in year 3 of the Challenge. She expressed concern at the 1% increase in the Total Early Stage Entrepreneurial Activity of females in Northern Ireland over the past ten years. She referred to the need to examine gender roles within society.

Councillor Doyle concurred with the previous speaker’s comments. In regards to participants he enquired if it would be possible for Council
to ensure that young entrepreneurs and female entrepreneurs, in particular, were allocated a percentage of the places on the programme.

The Head of Business explained that there was a criteria which involved a competitive application process and they did target a cross section in terms of female entrepreneurs and female entrepreneurship. He pointed out that Council promoted the programme itself and Council’s messaging considered the various cohorts. He stated that whilst Woman in Business delivered the programme it was up to Council and their stakeholders to ensure that the correct audiences were made aware that this was available and encourage major participation. He stated that one of the reasons that Council had become involved with Woman in Business was because of finding which had shown that the majority of Council programmes were oversubscribed with male participation and were not receiving sufficient involvement from the younger sector. He stated that the programme would be evaluated following year 3 in order to address any gaps which existed. He said it would be interesting to determine what the figures presented at the end of the programme. He assured that Council could try to influence the process in order to ensure that young and female entrepreneurs were guaranteed a percentage of the places available on the programme.

Councillor Cusack, on behalf of the SDLP, welcomed this initiative for a further three years.

Councillor Mellon

The Committee

Recommended that approval be granted for Council participation in year 3 of “The NI Woman in Enterprise Challenge 2018-2021” at a cost of £6895.

BC181/20  Decade of Centenaries – NI 2021

The Director of Business and Culture presented the above report, a copy of which had previously been circulated. He advised that the purpose of the report was, following the recent Motions in Full Council, to convene a Working Group Meeting to agree the way forward.
Councillor J Barr agreed with proposal that this matter be referred to the Working Group for further discussion.

Alderman Ramsey sought clarification from Council’s legal team in regards to 2.3 of the report as he considered there to be ambiguity in the text provided. He also referred to the suggestion that there were no implications for Council pointing out that as this was an equality issue it would have implications.

The Lead Legal Services Officer acknowledged the comments made by Alderman Ramsey. He said 2.3 of the report should have stated “that the Motion was passed back to Committee for consideration”. He clarified that there was no Motion which had been passed by Council at the present time the position being that, following the call-in, the Motion was referred back to this Committee for further consideration. The proposal going forward was that the Committee would refer it to the Decade and Centenaries Working Group for its consideration who would report back to this Committee who would ultimately put forward a proposal to Full Council for consideration.

In regards to 4.1 of the report that there were no implications for Council at this stage the Lead Legal Services Officer pointed out that this was because at the present time there was no proposal passed by Council which would have implications for Council at this stage. It would ultimately be at a stage when Council came to a conclusion regarding this matter that there would be the possibility for screening etc.

Alderman Ramsey welcomed the clarity provided.

Councillor Ferguson referred to discussion which had taken place in regards to the equality aspect of this matter.

Councillor Ferguson Proposed, the following amendment, Seconded by Alderman Warke

That Members agree to convene a Meeting of the Decade and Centenary Working Group to further consider this matter and to ensure equality for all events covered by the Decades and Centenary including the NI Centenary.
Councillor Ferguson referred to discussion which had taken place at the November Meeting of Committee and said she was requesting that when reporting back to Committee that the equality of the 2021 Centenary was respected as well as the equality of the previous Centenary events.

In regards to the proposed amendment, the Lead Legal Services Officer pointed out that the recommendation was basically to refer the matter to the Decade of Centenaries Working Group with no other considerations in the hope that this could be present to that Working Group as soon as possible without any recourse from the Committee which would require further ratification by Full Council. He was conscious that any amendment to the recommendation may in fact delay the progression of the matter by requiring it to be referred to Full Council for further consideration at this stage.

Alderman Hussey said he was somewhat bemused by the interpretation provided by the Lead Legal Services Officer given that the original recommendation suggested that the matter be referred to Full Council. He queried the difference in the original recommendation and the amended recommendation.

Alderman McClintock suggested that consideration be given to the amendment proposed by Councillor Ferguson referring to the importance of the word equality being included in the recommendation. She referred to a cross-Party group had been in contact with the Equality Commission who were interested in the process to date and she again referred to the need for the word equality to be included.

Councillor Doyle referred to a number of conversations which he had with stakeholders regarding this matter. He enquired if the Centenary with regards to 2021 was being treated differently to any other events included in the Decade of Centenaries list.

The Lead Legal Services Officer explained that a proposal had been agreed at Council which was called-in on the basis that it was felt it caused confusion as to whether NI Centenary 2021 would be treated differently from other Centenaries. He continued that because the proposal was called-in and referred back to Committee for consideration this no longer had any affect and therefore currently the only active proposal was the one which was being operated upon by Council from the outset. He stated, however, that the proposal had
been referred back to Committee for consideration and would have to be considered by Committee through the Working Group and ultimately back to Committee and then Full Council. He was unable to comment on how this proposal would work itself through. He reiterated that the active proposal was the one which had been in place since the inception of the Working Group.

Alderman Ramsey said he understood that the Motion was effectively at a turning point as the matter had been referred back to Committee who were effectively working on the agreements passed in 2015 in respect of Centenaries. However, the issue remained that this event had already been treated differently because there was a Motion put forward which contained a serious equality issue and therefore there had already been a difference towards the Centenary of NI. He said the position explained by the Lead Legal Services proved that the Council's corporate position is as it was in 2015.

Councillor J Boyle, as the SDLP representative on the Decade of Centenaries Working Group, said his Party had been clear in regards to its position at the November Council Meeting that they were only interested in moving forward on the basis of equality and respect. These were the aspects that they would be proposing to pursue at the Decade of Centenaries Working Group. He said in his opinion he not did not feel in this particular situation that it was beneficial to continuously amend at this time and the matter should now be progressed in accordance with the recommendation contained in the report. He suggested that the matter be expedited to the Working Group without further delay in order that the matter could be progressed through Council.

Councillor Donnelly concurred with the sentiments expressed by the previous speaker.

Councillor Ferguson said without wishing to postpone progress her reason for putting forward the amendment was to ensure that the word “equality” was included in the recommendation. She said there was a public perception that this was a debate in regards of agreeing with the 2021 Centenary whilst it was in fact a debate to ensure that this Centenary would be treated exactly as previous Centenaries in regards to Council’s 2015 corporate position. She said ensuring equality for all was part of Council’s corporate policy and the inclusion of this word would provide reassurance that equality would be at the forefront of any discussions regarding this.
Councillor Cooper agreed that the recommendation set out in the report was the most straightforward approach. In terms of the use of the word equality he said it was his Party's position that the approach being taken in regards to the 2021 event should be the same as that taken for other Decade of Centenary events. He referred to ambiguities contained in the Motion put forward regarding this matter which his Party had supported on the basis that it would not change Council’s corporate policy around Centenary events. This would be reiterated at the Working Group when this proposal was considered and it would be proposed that, as in previous years, monies be made available for groups to apply in respect of events for 1921 but Council would not be taking action corporately. He suggested that any Member who opposed such an approach should clearly state their position.

On a vote requested on the amendment to the recommendation the result was as follows: - For – 4; Against – 10; Abstentions – 0. The amendment therefore fell.

The Committee

Recommended that a Meeting of the Decade of Centenaries Working Group be convened to further consider this matter.

BC182/20 Public Artwork Update

The Head of Culture presented the above report, a copy of which had previously been circulated. She advised that the purpose of the report was to secure Member approval for additional costs relating to the refurbishment of the Stitch in Time artwork to enable the piece to be retained on site as indicated in agenda item BC1655/19 requiring the works detailed in the report BC120/18.

Councillor J Barr welcomed the recent maintenance works carried out at the Tinnies in Strabane. However, he expressed concern at the lack of lighting at this site. He expressed his support for option 4 of recommendation 5.3. and suggested that a further update be presented to a future Meeting of Committee on whether in the long term option 3 may result in savings.

Councillor M Boyle welcomed the work carried out at the Tinnies at the Let the Dance Begin sculpture in Strabane. She stated that these were
now an iconic feature in Strabane which had grown in popularity across the island of Ireland and further afield. She pointed out that this year’s Christmas tree was a very welcome addition to the area. She referred to the need to build on this. She referred to specific areas in the City such as outside the Guildhall where the Sleigh had been placed which attracted families to visit to have pictures taken which were extremely popular amid the ongoing restrictions. She stated that the Tinnies in Strabane were a much loved iconic area which attracted a large number of visitors. She expressed her support for option 4 which she felt would prove most beneficial in the long-term. Similar to the comments made by the previous speaker, she felt it was disappointing that the lights at the Tinnies site were not working and suggested that a further report on the matter be presented to Committee in regards this matter.

Councillor Cooper referred to the ongoing situation in regards to the necessary recommissioning works to the Stitch in Time piece and welcomed the recommendation in respect thereof. He stated that this had become an iconic piece of artwork which was visible across the City. He further welcomed the annual inspection of Council’s art portfolio which he felt was key in regards to seeking future government financial support.

Councillor Doyle referred to the figures presented in regards to options 3 and 4. He acknowledged the importance of the Tinnies in the Strabane area but expressed concern at the suggested costs in respect of lighting up these pieces of artwork particularly, given the ongoing hardship being experienced throughout this Council area. He also expressed concern at the cost involved in respect of the recommissioning works required for the Stitch in Time piece. He enquired with regard to the continual maintenance if there was any remedial works which could be carried out which would reduce the overall estimated costs in respect of this piece of work.

The Head of Culture reminded Members that in previous reports Officers had set out in detail the various options which had been considered in regards to the Stitch in Time piece. She stated that even the relamping itself and ongoing maintenance would result in considerable costs. This was mainly because of the proximity of the piece to the roof edge which required considerable safety equipment and other elements. She referred to one of the options which had been considered which was to move the piece further back on the roof. However, this would have incurred considerable costs which would have outweighed the ongoing maintenance costs. She said these were
the best value cost if it was the intention to retain the Stitch in Time piece.

Alderman Ramsey acknowledged the considerable costs outlined but pointed out that these pieces were not just artworks but significant landmarks and it was important that these were visible not just for local appreciation but also as major tourist attractions.

Councillor Cusack pointed out that the Stitch in Time piece had become a much loved iconic landmark and one of the very few current testimonies to the City’s manufacturing history. She acknowledged the costs involved in maintaining this piece and other pieces of artwork but pointed out that these pieces represented the local community.

Alderman Hussey empathised to some degree with the sentiments expressed by Councillor Doyle. He said the annual inspection regime was vital if it was hoped to maintain and keep iconic landmarks and artworks throughout the Council District. He suggested that other pieces of artwork be included within the forthcoming report referring specifically to the Loom Worker at Sion Mills which was located in an open space in the village as well as the Sports Montage in Donemana which was also unlit and the Bridges River art piece at the entrance to Newtownstewart and the viability of enhancing their locations.

Councillor Mellon acknowledged the levels of poverty and hardship being experienced throughout the City and District and Council’s efforts to address this. She referred, however, to the fact that the role of this Committee was to address issues relating to arts and culture. She further referred to the importance of public artwork and its positive effect on people struggling with mental health issues.

Councillor R Barr expressed concern at the comments made by Councillor Doyle which he did not consider to be beneficial in any regard.

The Chairperson acknowledged the comments made by Councillor Doyle in regards to the considerable monies involved in maintaining these art pieces. He referred to the significance of the Tinnies in Strabane and the need for these to be properly illuminated. He referred to the wonderful Christmas display presented throughout the City centre which brightened up the mood of the local community and in particular young children in these days of doom and gloom. This reflected the importance of art and light in peoples’ lives which he felt
was something Council should pursue. In regards to the Stitch in Time piece he said this was the last remaining legacy of the City’s very proud shirt industry and anticipated that in the coming months there would be additional pieces erected in the City reflecting this. However, at present this was the only reminder of the importance of the Shirt Factory workers for this City and should be promoted and protected. He said that funding a Hardship Fund did not eradicate the need or possibility of funding other things as well.

The Committee

**Recommended**

(a) that approval be granted for the additional costs relating to the recommissioning works required for the Stitch in Time piece the total cost for which was £13,900;

(b) that Members approve, as a priority spend, the initiation of a full annual inspection regime by Property Services across the DCSDC artwork portfolio including electrical, structural and site inspections where relevant; and

(c) Members note the lighting options available for the Let the Dance Begin Public Artwork and recommend that option 4 is agreed subject to budget and a further update be presented to a future Meeting of Committee.

**Open for Information**

**BC183/20  Business Innovation and Growth Programme**

The Head of Business presented the above report, a copy of which had previously been circulated. He advised that the purpose of the report was to provide Members with a progress update on the Business Innovation and Growth Programme.

Members noted the content of the report.

**BC184/20  Christmas 2020 Update**
The Head of Culture presented the above report, a copy of which had previously been circulated. She advised that the purpose of the report was to update Members on the Christmas campaign and activity for 2020.

Members noted the content of the report.

**BC185/20 Strabane Business Improvement District**

The Head of Business presented the above report, a copy of which had previously been circulated. He advised that the purpose of the report was to update Members on the Strabane BID campaign and activity.

Councillor M Boyle welcomed the report and acknowledged the tremendous work carried out in regards to the BID in Strabane and welcomed the new Town Centre Manager. She referred to a number of initiatives such as the giftcard, the shop window competition and buy in from all of the businesses on the BIDs particularly during such challenging times. She commended the Head of Business on the work he was carrying out with the business community in Strabane and all those involved in the stakeholder engagement and forum. She referred to the success of the Support Local, Shop Local initiative and referred to the need to do more to encourage people and footfall into town centres and requested that Council endeavour to do all in its power to motivate people to stay local, shop local and support local businesses.

**BC186/20 ESF Year 3 Quarter 2 Update**

The Head of Business presented the above report, a copy of which had previously been circulated. He advised that the purpose of the report was to provide Members with a year 3 quarter 2 (July 2020-September 2020) update on five ESF projects, match funded by Council to deliver services to those who are unemployed/economically inactive.

Members noted the content of the report.

**BC187/20 Golden Bridges**

The Head of Business presented the above report, a copy of which had previously been circulated. He advised that the purpose of the report was to provide Members with details of the 12th Annual Transatlantic Golden Bridges 2020.
Members noted the content of the report.

**BC188/20 PEACE IV Independent Evaluation Appointment**

The Head of Business presented the above report, a copy of which had previously been circulated. HE advised that the purpose of the report was to inform Members that Rubicon consulting had been appointed for the Independent evaluation of the PEACE IV Programme.

Members noted the content of the report.

**BC189/20 Startup Bootcamp**

The Head of Business presented the above report, a copy of which had previously been circulated. He advised that the purpose of the report was to provide Members with a report on the Startup Bootcamp delivered virtually on Wednesday 25 November 2020.

**BC190/20 Tackling Rural Poverty and Social Isolation Programme – DAERA Rural Business Small Grants Programme Update**

The Head of Business presented the above report, a copy of which had previously been circulated. He advised that the purpose of the report was to update Members on the awards under the Department of Agriculture, Environment and Rural Affairs Rural Business Capital Grant Scheme.

Councillor M Boyle welcomed the applications for this programme and the content of the report. She said she was aware that there had been an upsurge in demand for applications across the Sperrin DEA which had increased from the previous year. She enquired if there was any figures in respect of applications for the Sperrin DEA.

The Meeting then went into Confidential Business.
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1 Purpose of Report/Recommendations

1.1 The purpose of this report is to provide members with a progress update on the Covid Recovery Start Up Grant Programme and to request an increase of £10k extra funding to support an additional 20 no. new business starts.

2 Background

2.1 Members will be aware that a Covid Recovery Start Up Grant programme was launched on 27th November to support new business starts in the Derry City and Strabane District Council area.

2.2 Covid-19 is an unprecedented challenge for all businesses, however for Start Ups at the most vulnerable phase of their development it is a potential existential crisis. During the Covid crisis there has been extensive funding packages to support established businesses however government aid has tended to neglect Start Ups, this was a major area for concern.

2.3 It is widely recognised that new business starts are the lifeblood of a competitive economy, offering new and diverse employment opportunities and giving consumers greater choice, it is therefore vitally important that the Start Up eco system is supported financially not only to survive but to prosper during this time of crisis.

2.4 To address the issues above Councils Business team developed a Covid Recovery Start Up Grant Programme in collaboration with Enterprise North West and Strabane Enterprise Agency.

2.5 The aim of the Covid Recovery Start Up Grant Programme is to:

- Foster innovative ideas that have the potential to boost economic development
• Inspire and promote the spirit of entrepreneurship

• Allocate a cash grant up to £500 to participants to provide financial help towards the marketing of products, capital costs, rent, set-up costs, or cost of renovating premises etc.

2.6 The programme is open to individuals in Derry and Strabane who are planning to start a new business within 6 months of the programme launch on 27th November 2020.

2.7 The determination of who receives a grant is based on a formal eligibility process conducted by Enterprise NW and Strabane Enterprise Agency, once this is complete recommendations to progress to a Letter of Offer are made to DCSDC who then issue the contract.

2.8 Marketing activity to promote the programme launched on 27th November with a targeted radio and social media campaign (see attached Marketing Update Appendix 1).

2.9 During the initial two-week period since launch the Business team have issued 12 Letters of Offer (LoO) with a total value of £6K – see table below.

<table>
<thead>
<tr>
<th>Letters of offer issued 27th November – 11th December 2020</th>
<th>Strabane Town</th>
<th>Derry</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>7</td>
</tr>
</tbody>
</table>

2.10 This programme is also having a positive impact on enquires to the Go For It (GFI) Programme, the GFI call centre has seen an uplift of 40% of enquiries for Derry and Strabane compared to the same period last year.

3 Key Issues

3.1 The programme has experienced very high demand during the initial two-week period.
3.2 It is anticipated that the existing budget of £30K (which equates to 60 business plans) will be at least 80% exhausted by the end of January 2021 as both Enterprise Agencies are dealing with a pipeline of 35 applicants (23 Derry, 12 Strabane).

3.3 This will leave a balance 13 clients to be recruited for Strabane Town and Rural Strabane. Given the high level of interest in the programme we are confident that the funding will be consumed by mid-February.

3.4 Marketing efforts will continue to focus on Strabane. There is no further marketing activity planned for Derry as budget is consumed with current pipeline clients.

4  Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications

4.1 Due to the high demand for this programme and the positive impact that it is having on driving enquiries to the Go For It programme it is proposed to allocate a further £10k to the programme split evenly between both Enterprise Agencies. This can be accommodated within existing Business budget lines.

4.2 This further intervention means that the Covid Business Start Up Programme will deliver a total of 80 grants valued at £40k up to March 2021.

5  Recommendations

5.1 Members approve the proposal to increase the Covid Recovery Start Up Grant Programme by a further £10k to support an additional 20 no. new business starts.
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Covid Recovery Business Start Up Grant
Marketing Highlights
Key highlights

• New Enquiries
  • 27 (vs 19 during same period 2019) to the call centre (does not include direct calls to LEAs)
  • 16 Strabane EA
  • 11 ENW

• Radio
  • Highland Radio - 2 week run 30 sec ads
  • Go Radio – 2 week run 30 sec ads
Key highlights

• **PR placements**
  - Strabane Weekly News (3\textsuperscript{rd} Dec, printed & online)
  - News Letter (Belfast printed & online)
  - Derry Daily

• **Social Media**
  - Facebook ads – approx 8k
  - Total reach – approx 15k
Facebook

- Mechanic Ad

- Beautician Ad
Next Steps:

• Ramp up free social media on twitter and Instagram. Facebook adverts will continue for another 9 days.
• New social media campaign will restart in early Jan
1 Purpose of Report/Recommendations

1.1 To provide an update on NICHE project which completed in 2020 and the legacy plans.

2 Background

2.1 NICHE was a European Interreg funded project which ran from March 2016 to June 2020. Derry City and Strabane District Council were a partner with 6 other European regions (Finland, Romania, Crete, Poland, Estonia and Donegal). The project had a total value of €266,262.00.

2.2 The main objective of the NICHE project was to facilitate the application of innovation to ensure greater collaboration between research and food innovation centres and food producers. The main drivers identified for the NICHE project were the need to: 1) drive the importance of the food sector as an economic driver; 2) show a determination to raise standards by increasing the levels of research and innovation in the food sector in the region; 3) learning and sharing experiences from other European regions facing similar opportunities and challenges and; 4) a need to put in place the correct instruments and policies that will help the development of the food sector.

Key outputs of the NICHE project included

2.3 Development of LegenDerry food and drink brand, launched July 2020

2.4 Framework for businesses to become accredited under LegenDerry brand of which currently 50 businesses are members.

2.5 Development of a Local Food and Drink Strategy and Action Plan (2019-2025) launched February 2019

2.6 New LegenDerry food website www.legenderryfood.com;

2.7 Establishment of a Food network with a committee of 12 food and drink businesses, 50 accredited members under the food and drink brand and a wider group of over 140.
2.8 Establishment of strategic food group including key stakeholders such as DAERA, TNI, NIFDA, Loughs Agency, SeaﬁshNI, NWRC, Invest NI and Foodovation as well as key council departments.

2.9 Unexpected achievements included new product development including Grainola Goddess and Foyster (an oyster stout), a new LegenDerry Street food festival, a slow food dinner delivered by network and supported by council and Walled City Brewery collaborating with a brewery in Finland to create a unique beer as part of a World Beer Series.

2.10 The NICHE project created beneﬁt way exceeding expectation for our region. It has provided solid examples of why innovation and collaboration speciﬁcally is beneﬁcial to a region and that in turn with all the outputs has generated momentum within the sector locally.

2.11 A marketing campaign was also delivered from July–October 2020 to promote new brand and members. A video and poem was created ‘A Taste of LegenDerry’ which had 16.5k views and a total reach of almost 50,000.

2.12 Since the NICHE project completed in 2020, the impact of COVID-19 has been felt across the sector. The food and drink sector and associated food tourism businesses had been on an upward trajectory for the past decade and notably so in recent years with a strong quality offering across restaurants, hotels, new producers alongside new food festivals and experiences. Unfortunately, the impact of the pandemic has had serious implications for the sector. The new health guidelines as well as extended periods of closure and furloughing of staff throughout 2020 has caused major impact. The sector is at a precarious point, consumer conﬁdence will take time to rebuild and for businesses to recover to 2019 levels. The new tourism landscape is hard to imagine at this point, although the recent announcement of a vaccine is cause for some much needed hope.

3 Key Issues

3.1 The new LegenDerry brand launched in July 2020 to coincide with industry reopening, but has been unable to make full impact with the ongoing closing and reopening of the hospitality sector. Events have been unable to proceed as usual and many of the activities planned for 2020 such as best practice trips have been postponed.
3.2 It is critical that further momentum is not lost as we begin 2021 and that key actions from the Local Food and drink Strategy can be progressed. These will support the recovery of the businesses and the tourism sector locally as well as giving the brand a proper opportunity to establish itself.

These actions include:

3.3 Opening LegenDerry accreditation for a second round of applications. Newly accredited businesses will require photography, copywriting and marketing collateral and will be listed on website.

3.4 Food photography workshop (to be delivered virtually)

3.5 Marketing collateral for all accredited businesses (50 currently plus potential 20 new members)

3.6 LegenDerry Ambassador programme which will provide an opportunity for a number of members to become media trained and leaders for LegenDerry food.

3.7 Food and Drink businesses would also be eligible to participate in the proposed Tourism ‘Experience’ programme and associated marketing campaign outlined in a separate report to this committee.

4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications

4.1 The total costs of proposed actions is £12,000 and can be accommodated from core tourism budgets.

<table>
<thead>
<tr>
<th>Item</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>New accredited members (Workshop, photography, copywriting and marketing collateral)</td>
<td>£4,500</td>
</tr>
<tr>
<td>Food Photography Workshop</td>
<td>£1,500</td>
</tr>
<tr>
<td>Additional LegenDerry marketing collateral for all accredited businesses</td>
<td>£2,000</td>
</tr>
<tr>
<td>Ambassador programme</td>
<td>£4,000</td>
</tr>
</tbody>
</table>
5 Recommendations

5.1 Members are asked to consider contents of this report and approve allocation of budget to deliver on actions as outlined.

Background Papers

None
1 Purpose of Report/Recommendations

1.1 To update members on the progress of the NICHE project including programme plans and activity being delivered to support the food sector

1.2 Seek members' approval to progress the appointment of specialist consultants to support with the delivery of programme elements.

2 Background

2.1 Members will recall previous reports to this committee providing an update on the NICHE project which is an Interreg Europe funded project which has been running from March 2016 and will be complete in March 2020 with a budget of €266,262.

2.2 The main objective of the NICHE project is to support innovation and raising standards in the food industry and drive the importance of the food sector as an economic driver by learning from other European regions facing similar opportunities and challenges.

2.3 The Tourism Strategy 'A New Level of Ambition 2018 -2025' has identified food and drink as an integral part of the visitor experience and outlines the need to develop and implement a Food & Drink Strategy to further develop the region as a leading food destination.
3 Key Issues

3.1 Officers have appointed Place Solutions following council procurement policy to develop a Food & Drink Strategy for the region that will create a vision to inspire and develop the local industry. This work is underway and will be finalised and launched in September 2018.

3.2 Further to the strategy, the NICHE project required partners to develop a specific action plan which was developed from interregional learning as a result of the project. This action plan was developed in partnership with the industry and the Food Strategic Working Group which was established as part of the project. The action plan addresses gaps in current policy and makes recommendations on how to effectively grow the sector.

3.3 Actions include the establishment of a food network which will be made up of local businesses and key stakeholders to support local needs of the sector and provide a platform for collaborative working. We will develop a Terms of Reference and a governance framework which will clearly identify the roles and responsibilities of the private sector and other key stakeholders.

3.4 A Food Destination Branding Strategy will be developed as a framework to present all food related marketing activity this will include a brand design and brand guidelines, identify key target markets and deliver a series of workshops with the food network to secure buy-in and educate them on correct use of the brand in individual marketing activity.

3.5 Agreed criteria, governance framework and quality standards for a Local Food and Drink Accreditation Mark will be developed utilizing the Food Destination Brand which will support in establishing and positioning a Food Destination in the minds of the consumer.

4 Financial, Equality, Legal, HR and Other Implications

4.1 The total value of the project to Derry City and Strabane District Council over 3 years is €266,262. With €39,939.34 match funding requirement which has been profiled within the tourism budget.

4.2 The elements of the action plan outlined above has a budget of €30,000 and will be fully funded by the NICHE project. Specialist consultants will be appointed to carry out each element in line with councils’ procurement policy, recorded in the register of decisions and an update will be brought back to members.
5  Recommendations

5.1 Members to note the content of the report regarding NICHE project and pre approve the appointment of relevant consultants.

Background Papers

None
BC161/18 NICHE Project Update

The Head of Culture presented the above report details of which had been previously circulated to Members. The purpose of the report was to update Members on the progress of the NICHE project including programme plans and activity being delivered to support the food sector and to also seek approval to progress the appointment of specialist consultants to support with the delivery of programme elements.

The Committee

Recommended that Members note the content of the report regarding the NICHE project and pre-approve the appointment of relevant consultants.
C262/18  Monthly Business and Culture Committee held on Tuesday 17 July 2018

The Minutes of the Business and Culture Committee held on Tuesday 17 July 2018 (BC148/18 – BC167/18) were submitted.

Councillor Reilly Moved, Seconded by Alderman Warke and the Council

Resolved that the above minutes be adopted as a true record of the Meeting

Matters Arising from the Minutes

C263/18  Representation on the Northern Ireland Museums Council (BC153/18)

Councillor Cooper was nominated to sit on the Northern Ireland Museums Council.
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1 Purpose of Report/Recommendations

1.1 To update members on the delivery of the Local Food & Drink Strategy 2019-2025

2 Background

2.1 In February 2019 members approved the Food and Drink Strategy and Action plan 2019-2025 which was identified as an action in the Derry City and Strabane District Tourism Strategy in order to further develop the region as a leading food destination.

2.2 The vision of this strategy is to position our City and District as the number one Food Destination on the Island. This supports the aims of the Tourism strategy to create and support existing jobs and to double visitor spend to £100m by 2025. Food and drink accounts for a third of visitor spend so the growth of this sector is vital to reaching this target.

2.3 Officers have established a Strategic Food Group made up of stakeholders from the public sector and a local food and drink network who will collectively oversee the implementation of strategy.

3 Key Issues

3.1 In February 2019 members approved the review of the existing ‘Legenderry Food’ identity and the creation of a branding strategy. Mc Cadden were appointed to carry out this piece of work which will be complete in October 2019.
3.2 The strategy outlines the need to create an integrated online platform to encapsulate all the information about our Food Destination. It will enable visitors and locals to easily find the very best of our hospitality offer and motivate people to travel here for the world class food and drink. ‘Scaffold’ was appointed to develop this platform which will be complete in November 2019. Both the updated brand and online platform will be launched in Spring 2020 and will be supported by a Marketing & PR Programme with the aim of raising brand awareness and encourage additional visitors to the region.

3.3 An action within the strategy is to develop an accreditation mark for the region. This will provide a mechanism to communicate local food and provenance expected from a world class food destination as well as provide valuable promotional marketing opportunities for individual SMEs and ensuring international standout for the wider destination. This scheme will be launched in Spring 2020.

3.4 The Tourism Development Department deliver two major food festivals each year. In July 2019 the inaugural LegenDerry Street Food Festival which coincided with The Open attracted 20,000 visitors. The city had 98% hotel occupancy and provided trading opportunities for 15 local businesses. Feedback from traders was hugely positive and officers are continuing to see how this event can be further developed with the Food Network.

3.5 Taste the Island is a major three-year national campaign being delivered by Tourism NI, Failte Ireland and Tourism Ireland. It launches in September and runs from to November each year to promote local food and drink on the island of Ireland.

3.6 Officers are currently organising the Slow Food Festival which takes place from 10th – 13th October. This festival is going into its fourth year and attracts approximately 22,000 visitors and an average hotel occupancy of 89%. To support the Taste the Island initiative we have extended the programme to four days which incorporates events being led by the food sector locally. As a result of this campaign we have secured national TV coverage and will host a number of food journalists and tour operators.

3.7 Officers are also delivering the ‘LegenDerry Food Village’ at Halloween which will significantly uplift the food focus to maximise on the opportunities presented by the Taste the Island Initiative.

4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications
4.1 The review of the exiting LegenDerry Food Brand, the online platform and the development of the accreditation scheme are fully funded by the European project NICHE.

4.2 The delivery of a Marketing & PR’ Programme valued at £25,000 which is 50% funded by NICHE and matched by Tourism Development approved budgets. No additional ask of council is required.

4.3 Officers secured external funding for the delivery of the Slow Food Festival. £10,000 from Tourism NI and £7,000 from DAERA.

5 Recommendations

5.1 Officers to proceed with procurement of a ‘Marketing & PR’ Programme to support with the launch of the LegenDerry Food Brand and online platform to the value of £25,000.

Background Papers

None.
BC117/19  Food Tourism Update

The Head of Culture presented the above report details of which had been previously circulated to Members. The purpose of the report was to update Members on the delivery of the Local Food and Drink Strategy 2019-2025.

The Head of Culture in response to Councillor Kelly who welcomed the report, clarified that the wider City and District would be included in the concept of the LegenDerry Food Brand.

The Committee

**Recommended** that Council agrees for Officers to proceed with procurement of a ‘Marketing & PR’ Programme to support with the launch of the LegenDerry Food Brand and online platform to the value of £25,000.00.
Monthly Business and Culture Committee held on Tuesday 10 September 2019

The Minutes of the Business and Culture Committee held on Tuesday 10 September 2019 (BC105/19 – BC127/19) were submitted.

On a matter of accuracy, Alderman McClintock referred to BC115/19. She stated that discussions had taken place regarding on street car park enforcement. She stated that she had specifically made reference to the electric charging points, particularly those at the Diamond and Carlisle Road which had been out of order for some time. She stated that as it was a cross directorate issue and had asked if Council were prepared for an increase of the use of electric cars in the future and asked the Director of Business and Culture if he would lead on the matter. However her comments had not been referenced in the minutes.

On a further matter of accuracy, Councillor Farrell referred to BC120/19. He stated that when the matter had been raised initially he asked the Head of Culture if any feedback had been received from government departments regarding an ongoing maintenance budget for public art. He then subsequently proposed to defer the decision on a Stitch in Time until a response was received. He stated that he had also asked for a specific funding request to be made to the Department for Communities for a Stitch in Time, however his comments been omitted from the minutes.

Councillor J Barr Moved, Seconded by Councillor Farrell and the Council

Resolved that the above minutes, as amended, be adopted as a true record of the Meeting

‘Stitch in Time’ and ‘Celebrate’ Public Artwork (BC120/19)

Councillor Cooper stated that he had been contacted by organisations and members of the public seeking assurance that the Stitch in Time artwork would remain on site at the former Rosemount Factory. He stated that he had met with officers from the Business and Culture Directorate to discuss the matter. He reported that a scoping exercise had to take place to determine what maintenance and repair work would be required at the installation. He proposed that on the basis of those discussions that the item be deferred until a further report is brought to Council on the matter which would hopefully allow the structure to remain on the roof.
Councillor Harkin stated that Council should not accept the recommendation by the committee to have the artwork decommissioned. He explained that although people held different views regarding the quality of the artwork on the roof of the former Rosemount Factory, many were shocked to hear of the recommendation to have it removed. He stated that it had to be accepted that former attempts by Council to honour the factory workers of the city with a monument had been unsuccessful. Therefore, a Stitch in Time was the only recognition to those workers and their contribution to the city over the years. He proposed that funding be found to enable the structure to remain in place. He added that the only suitable reason for its removal was if an alternative way to properly honour the factory workers was established.

Councillor Jackson referred to comments made by Councillor Harkin. He stated that Sinn Féin would welcome his approach however, his party colleague, Councillor McCann had previously expressed the view that the artwork lacked imagination, adding that he didn’t see the point of the feature on a building.

Councillor Farrell stated that he had originally made the proposal put forward by Councillor Cooper, however it had been omitted from the minutes. He stated that he welcomed that Sinn Féin and People Before Profit now held a similar position on the matter.

In response to a query by Councillor Reilly, the Director of Business and Culture advised that as part of the recommendation to the Business and Culture Committee on 10 September, it had been agreed to meet with Artichoke as the commissioned company, the artists and any relevant government departments. He stated that those discussions were ongoing. He advised that officers had spoken to the Department for Communities who were keen to ascertain how they could assist in the matter regarding a Stitch in Time. He stated that a report would be brought to committee to consider the various options going forward.

Continuing, he outlined that work towards commissioning a piece to commemorate the City’s industrial heritage in particular the factory workers was progressing and an update would be provided at a future meeting of the Business and Culture Committee.

Councillor Cooper Proposed, Seconded by Councillor Fleming
That Council agree that the item be deferred until a further report is brought to Council on the matter which would hopefully allow the structure known as a Stitch in Time to remain in place.

After voting by a show of hands the result was as follows:


The Proposal was therefore carried and the Council

Resolved That Council agree that the item be deferred until a further report is brought to Council on the matter which would hopefully allow the structure known as a Stitch in Time to remain in place.

Councillor McCann stated that he made his recent remarks regarding the cultural and artistic value of the Stitch in Time artwork and had not changed his mind on the matter. He further stated that People Before Profit did not have a party line on cultural aesthetics. He remarked that his Party wished to have a more appropriate testament to commemorate the factory workers of the city. He noted that in the nineteenth century, women from the city and beyond were at the cutting edge of the trade union movement and that this was an enduring legacy which should be commemorated and suggested that a memorial be placed at the local trade union building.

Councillor McCloskey concurred with the sentiments expressed by Councillor McCann. She stated that a Stitch in Time was a neon sign in need of costly repairs and described it as an unfitting memorial to the women and girls previously employed in factories throughout the years. She noted that the artwork was erected during the City of Culture year, therefore was not intended to be a permanent structure. She stated that something of substance needed to be done to commemorate the factory girls.

C245/19 Deputation: Visit Derry (BC108/19)
Councillor Gallagher referred to previous deputations to Council by Visit Derry wherein he had expressed his concern regarding the substantial funding from Council towards the organisation who did not extend their marketing strategy to the Strabane area. He stated that the rate payers from the Strabane area were paying as much money as those in the City and should be entitled to more than being simply included through the reference to the Council region. He then referred to a previous Mayor of Derry City and Strabane District Council who visited the United States to represent Visit Derry. He stated that photographs of the visit described him as the Mayor of Derry, with Strabane being omitted. He felt in his opinion that Visit Derry were of the opinion that Strabane was not worth marketing. He stated that people from the Strabane area were asking why the area was not being promoted. He further stated that it was known that tourism helped towards building growth in the economy and that Strabane deserved to have its fair share of Visit Derry’s tourist drive.

Councillor Gallagher proposed seconded by Councillor R Barr

That Council suspend funding to Visit Derry until they provide evidence of targeting tourism in the Strabane area.

Alderman Devenney stated that he concurred with the sentiments expressed by Councillor Gallagher. He stated that he had attended the first meeting of the Strabane Neighbourhood Renewal Partnership were business people from the area had raised a number of concerns regarding the lack of tourism promotion for Strabane from Visit Derry. He stated that it was important to highlight Strabane as there were some wonderful historic buildings in the area. He suggested that businesses from the area meet with Council officers to find ways on how to promote Strabane as a tourist attraction. However, he stated that he did not agree with the proposal to suspend funding to the organisation.
Councillor Cooper stated that in terms of the Strabane area as a tourist product, a lot of development needed to be undertaken in certain areas such as the Sperrins to encourage visitors to stay longer. He advised that product development was not a role for Visit Derry but for Council, Tourism NI and other bodies. He stated that the funding request made at the meeting of the Business and Culture Committee was specifically towards destination marketing which involved promoting a product. He stated that there was a job of work in developing a tourism product for the Strabane area, however it was not the role of Visit Derry. He stated that Councillor Kelly stated at the committee meeting that applications to the Planning Committee for tourist accommodation had been refused in the past, which would also have an effect on visitor numbers to the area. He outlined that visitor numbers to the Sperrins had increased and also in Derry, however not to the same scale and that more work needed to be undertaken.

Continuing, he stated that if funding to Visit Derry was suspended then the destination marketing programme for the entire city and district would cease. He referred to the presentation by Visit Derry where it was noted that visitor numbers had never been higher with the subsequent employment that this had created. He stated that the suspension of funding would be counter-intuitive and more discussions needed to take place with Visit Derry. He outlined that a further issue related to previous marketing campaigns for the Sperrin area. He stated that some former tourist attractions no longer existed and the gaps had not been filled. He stated that discussions were needed with stakeholders from the Strabane area, accommodation providers and Tourism NI to ensure that a product was there to market and with the Planning Department to ensure that applications for accommodation were dealt with properly in future.
Councillor Reilly stated that people would obviously have concerns regarding what was being spent in their area, however he felt that the proposal by Councillor Gallagher to suspend funding was not the correct way to proceed with the matter. He referred to the presentation by Visit Derry and stated that the organisation had highlighted all the good work carried out to attract more people to the region and were seeking additional funding to further market the city and region. He stated that the City’s largest tourism event would take place in a month’s time where the City was renowned for celebrating Halloween. He stated that if a decision was made not to allocate funding to Visit Derry, it would be the wrong signal to the visitors who planned to visit the City next month. He stated that his Party would not be supporting the proposal, albeit there were other methods to raise these points with Visit Derry to ensure that people from the Strabane area were being heard. He stated that Councillor Gallagher had also previously raised issues regarding the Clipper and Maritime Festival which took place on and around the River Foyle, however the additional footfall and visitor numbers to the area had a large impact on the entire North West area.

Councillor R Barr concurred with the sentiments expressed by Councillor Gallagher and the delegation from Visit Derry had assured him that their remit covered the Strabane and rural areas. However, not once during the presentation was Strabane or any of the rural areas mentioned. He stated that prior to his election onto Derry City and Strabane District Council, he had felt there was an imbalance with the funding between Derry and Strabane, with Strabane being the poor relation and he has not seen any evidence to convince him otherwise.

The Mayor stated that as Mayor of Derry City and Strabane District Council, she did as much as possible to promote her home town of Strabane. She described that since being elected as Mayor she found that Visit Derry did a tremendous job in marketing the entire area as a visitor attraction. She stated that she had attended a recent meeting where a similar issue had been raised regarding how the people of Strabane could promote and market themselves better with the assistance of Council officers and Visit Derry. She stated that Council officers also carried out a lot of work to market and promote the entire district including Strabane, which was of significant importance to Council. She stressed that it was important that Strabane was given the due diligence it deserved. She described Strabane as a hidden gem amongst the other towns throughout the North West, with a lot to offer visitors to the area. However, she concurred with Councillor Gallagher that more could be done and that Visit Derry should encapsulate the entire district.
She stated that she had discussions with Visit Derry who assured her that they did market the Strabane area, although maybe not as well as people thought they should. She stated that it was up to visitors to the region to decide where they wished to go. She then stated that a further issue to consider was the lack of visitor spend to the area when they did stay.

Councillor McGuire agreed with the remarks made by Councillor Gallagher and referred to the Mayor’s point that Strabane would need to market itself better and expressed concern at the amount of funding to market the city compared to a much lesser amount for Strabane and the rural areas. He referred to the recent North West Angling Fair held in Castlederg and stated that the area had one of the greatest rivers in the North of Ireland, hill walking activities and new walking trails, which were not sufficiently marketed by Visit Derry.

Councillor Harkin thanked Councillor Gallagher for raising the issue and hoped that the Council would become more proactive in creating a situation of fairness. He stated that Strabane should not have to pull itself up by its own bootstraps and that Council could do more to help areas that did not have the investment to move forward. He referred to remarks made by Councillor Reilly and stated that whilst there was a boom in tourism, nothing had changed for the workers within the industry. He stated that there were new hotels throughout the city that reported full capacity during events such as Halloween, yet the employees were on the same wage as twenty years ago. He stated that citizens of Derry and Strabane had not seen any change to their lives even though the City has become a booming tourist industry.

Alderman McKane stated that he agreed with the remarks made by Councillor Gallagher. He further stated that if there was a tourist bus going to Strabane he hoped it would also travel to Castlederg, as both areas had strong connections with famous people such as Woodrow Wilson and Davy Crockett.

Councillor Gallagher thanked the Members who had supported his proposal. He stated that he had clearly asked for a suspension to funding to Visit Derry not to halt it entirely. He said that he put forward the proposal as the organisation had not acted on previous requests from Members to include Strabane and the rural areas in their marketing campaigns. He stated that it was important to have those issues raised with Visit Derry and to also assure the rate payers that the matter was being addressed.
Councillor Gallagher Proposed, Seconded by Councillor R Barr

That Council suspend funding to Visit Derry until they provide evidence of targeting tourism in the Strabane area

After voting by a show of hands the result was as follows:

For – 9; Against – 23; Abstentions - 4.

The Proposal therefore fell.

Councillor Farrell stated that he recently attended a meeting of the Northern Ireland Museum Council and advised Members that the Tower Museum received two awards for accreditation status for the museum and that a member of staff received 100 percent in a Tourism NI mystery shopper visit. He added that the Museum had also been recently designated as dementia friendly. He congratulated the staff at the Tower Museum on their excellent service which should be acknowledged.
1 Purpose of Report/Recommendations

1.1 To provide members with an update on Council’s motion in relation to Social Value and to agree next steps.

2 Background

2.1 As Members will be aware, a notice of motion was presented to Council at its 24th September 2020 meeting. The motion calls on the Council to:

- Develop a social value strategy to promote and further the social, environmental and economic goals of Derry and Strabane District Council and;

- formally incorporate social impact clauses into the pre-procurement stage of all council contracts and to include them within the award criteria for council contracts;

- the development of this Policy Framework and increased use of Social Clauses should initially be informed by a social needs assessment, which will focus on poverty related issues particularly within areas of multiple deprivation

2.2 Social value is concerned with maximising the impact of public expenditure to achieve the best possible outcomes. This can in part be achieved by ensuring that, where practicable, the money spent on procuring goods, works and services benefits the people, the communities and the economy of Derry City and Strabane District Council. There are five key areas to consider when looking at social value:

- **Jobs**: Promote Local Skills and Employment: To promote growth and development opportunities for all within a community and ensure that they have access to opportunities to develop new skills and gain meaningful employment.

- **Growth**: Supporting Growth of Responsible Regional Business: To provide local businesses with the skills to compete and the opportunity to work as part of public sector and big business supply chains.
• **Social:** Healthier, Safer and more Resilient Communities: To build stronger and deeper relationships with the voluntary and social enterprise sectors whilst continuing to engage and empower citizens.

• **Environment:** Decarbonising and Safeguarding our World: To ensure the places where people live and work are cleaner and greener, to promote sustainable procurement and secure the long-term future of our planet.

• **Innovation:** Promoting Social Innovation: To promote new ideas and find innovative solutions to old problems

2.3 Members will also be aware that, since 2011, the former Derry City Council through its Kickstart To Work programme was widely recognised as a champion of social clauses.

2.4 Derry City Council developed and delivered the first social clause of targeted recruitment and training in Northern Ireland on the Peace Bridge project. In addition, DCC established the first Social Clause Delivery Forum in NI and published a social procurement booklet. This innovative work on social clauses has also featured in research undertaken by NICVA, in research commissioned by the Joseph Rowntree Foundation on tackling poverty through procurement and in a University of Glasgow report into community benefit clauses.

2.5 More broadly, Council’s progressive use of social clauses influenced the development of Buy Social - an approach developed by the Strategic Investment Board to maximise social and economic benefits from public purchasing, currently through targeted recruitment and training opportunities. The Buy Social Model for construction projects was approved by the Procurement Board and became mandatory in April 2016. This was followed by the Buy Social Model for services contracts in early 2017.

2.6 In 2015, Council member’s endorsed the ‘Buy Social’ Toolkit launched by the Strategic Investment Board. Currently, DCSDC has adopted the implementation of the SIB Toolkit in its capital build through Targeted Recruitment and Training (TR&T). TR&T requires contractors to provide a proportion of the total employment on the contract to people who have no substantial work experience (such as school or college leavers) or people who are long-term unemployed.

2.7 Since 2019, the SIB Buy Social Unit have developed other social considerations to target economic inactivity and maximise social value. These initiatives can include work placements, skills development, support for Voluntary, Community, Social Enterprise organisations, business in education activities and digital inclusion projects.
2.8 Recently, a meeting has taken place with SIB and they have offered assistance on developing, implementing and monitoring a social value policy for Council.

3 Key Issues

3.1 The Public Services (Social Value) Act came into force on 31\textsuperscript{st} January 2013. It requires all public bodies to look beyond the financial cost of a contract and consider how the services they commission and procure might improve the economic, social and environmental well-being of an area. The act is mirrored across the UK, with the Well-being of Future Generations Act 2015 in Wales and the Procurement Reform (Scotland) Act 2014 in Scotland and, although these acts have even stricter requirements, the principles and outcomes targeted by all three pieces of legislation are very similar.

3.2 Since its adoption, proactive lobbying has taken place to bring forward legalisation in respect of a Social Value Act for Northern Ireland, but to date no legislation has been passed. The European Directive which formed the basis of the Social Value Act is, however, applicable in Northern Ireland.

3.3 The absence of such legalisation in Northern Ireland does not prevent Council from integrating social value through the procurement process, as this is permissible under the main Procurement Legislation - the Public Contract Regulations 2015. The main difference is that Council can elect to integrate social value on a voluntary basis as opposed to a mandatory requirement through a Social Value Act.

3.4 The Minister for Finance made an oral statement to the Assembly on 1\textsuperscript{st} December regarding the Procurement Board. The Minister outlined the need to better utilise the £3b in Executive Expenditure for Community Good. The establishment of the procurement board will focus on ensuring that Procurement Policy will assist the Social Value agenda and will be a priority of the newly re established procurement board.

3.5 Given the ambitions set out in our Strategic Growth Plan for inclusive growth and in the City Deal projects, the ethos of social value aligns with this commitment. Again, this is not a new area of work for Council but there is an opportunity to evolve our approach by taking account of best practice in England, particularly with progressive councils like Manchester City Council.

3.6 To progress the motion, it is proposed to establish a Cross-Directorate Social Value Working Group to include representation from Procurement, Legal, Capital Projects, Business and supported by SIB. The purpose of the Working Group will be to inform and lead on the development of Council’s Social Value Strategy.
3.7 The Working Group will:

- Investigate the options available to Council for the integration of social value, taking into account best practice approaches to the integration of social value within procurement processes;

- Review the implications of incorporating social value into procurement & contractual processes including risk, financial affordability, legal implications and the maximisation of impact;

- Consider how social, economic and environmental benefits can be aligned to areas of need;

- Propose mechanisms to effectively monitor and measurement contractor performance in this area;

- Develop and deliver an implementation plan for the adopted approach to include resource implications and the need for staff training etc.

4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications

4.1 Financial, Legal and all other implications will be considered by the Working Group as part of the development and implementation of the Social Value Strategy.

5 Recommendation

5.1 It is recommended that members consider the content of this report and establish a Cross-Directorate Working Group.

5.2 A further, more detailed report on the methodology proposed for the implementation of this motion is to be brought back to Council.

Background Papers

None.
1 Purpose of Report/Recommendations

1.1 To provide details of proposed Tourism ‘Experience’ Programme and associated marketing campaign and to seek approval for delivery.

2 Background

2.1 Tourism in Northern Ireland has been on an upward trajectory for the past decade, recording record visitor numbers and spend. Ambitious new targets had been identified, seeking to support the tourism industry to build on these achievements and double the value of tourism in Northern Ireland to £2bn by 2030 and generating an additional 25,000 new jobs. However, in March 2020, global tourism came to a standstill because of the COVID-19 pandemic. Flight restrictions, lockdowns, social distancing and the cancellation of mass gatherings became the new normal. Specifically in Northern Ireland, it has seen the majority of hotels and visitor attractions face extended periods of closure, thousands of tourism jobs have been furloughed or lost while tour series and conferences have been postponed or cancelled. The new tourism landscape is hard to imagine at this point, although the recent announcement of a vaccine is cause for some much needed hope.

2.2 The tourism industry requires significant support to restart business and encourage visitors in 2021. DCSDC Tourism Strategy ‘A New Level of Ambition’ 2018-2025 and Local Food and Drink Strategy and Action Plan 2019-2025 have both identified the need to facilitate an experience development programme and to work with industry to ensure experiences are visible and bookable.

2.2 Tourism Northern Ireland launched the new Tourism Brand for Northern Ireland ‘Embrace a Giant Spirit’ in November 2019 at world travel market. TNI have a specific experience development framework and DCSDC currently has 8 experiences which have either achieved EAGS status or are well progressed and likely to achieve this in short term. A further 5 are at early stages of development.
3 Key Issues

3.1 There are two key tourism support programmes which are in development to support recovery of DCSDC businesses in 2021. These are outlined below in 3.1.1 and 3.1.2. The DCSDC Tourism ‘Experience’ programme will wrap around these two programmes to ensure that tourism businesses across the council area can avail of supports and there is a consistent approach to experience development.

3.1.1 The North West Regional Development Group have funded a Crossborder Tourism Product Development programme which DCSDC officers have worked with DCC to shape the programme that will support 15 businesses on each side of the border to develop experiences which will align with both Fáilte Ireland and TNI experience templates. Businesses will work with a mentor to create an Action plan and have opportunity to avail of a business grant to implement plans. The objectives of this

- To build tourism businesses resilience.
- To generate alternative and additional revenue streams in turn generating economic growth.
- To sustain and develop the North West crossborder tourism product.
- To mitigate the impact of the COVID-19 pandemic on the industry as well as emerging potential Brexit challenges.
- To develop and promote strong connections between cross-border businesses.
- To develop a collaborative approach to adjusting and developing the North West Tourism product.
- To develop cross border tourism packages which align to the demands of emerging target markets.
- To encourage domestic travel to North West region in short and medium term (by supporting and aligning to the marketing campaign) whilst preparing for long term return of international customers.
- To grow tourism businesses knowledge and confidence working with expert mentors experienced in working with tourism businesses.
3.1.2 Officers have been successful in securing £50,000 of funding from DAERA (including DCSDC match funding of £12,500) to deliver a Rural Tourism Collaborative Experience programme. This programme aims are to

- Development of a Rural Tourism Cluster
- Agree the proposed experiential tourism offering.
- Scope and identify the market(s), customers, segments and opportunities for a rural tourism Cluster including how to target and maximise these.
- Recruit/identify potential participants and review each to determine how they can work together in the development of a high quality, authentic visitor experience.
- Develop a measurable Action Plan on how to bring the proposed experiential tourism offering to the marketplace.
- Identify any skills/digital gaps and how to address these to ensure businesses are equipped to capitalise on new business opportunities identified and deliver a high quality visitor experience.
- Identify further stakeholders and partners who could benefit from the new experience offering.
- Develop a Marketing Plan that will include using cutting-edge research, data and digital technology to launch the new experience offering to marketplace in line with the ‘Northern Ireland – Embrace a Giant Spirit’ brand, driving regional identity development, activation and demand stimulation to draw in visitors, benefitting both people and place.

3.2 While there is a significant programme of support to develop experiences on a cross border basis and in the rural area there is now a gap in the core tourism businesses in the council area and officers are proposing to develop directly a programme utilising existing tourism budgets to complement and enhance the funded programmes. The aim of the proposed Tourism ‘Experience’ Development Programme is to provide support to Tourism businesses as they recover and restart business in 2021. Businesses could have an idea for a new experience, have an existing experience which they wish to adapt or have a desire to collaborate with other businesses to strengthen the experiential offering.

This programme will support them to expand and develop their experiential offering in order to attract visitors and increase visitor spend and to achieve Embrace a Giant Spirit status. The programme will also consider sustainability and reducing environmental impact of experiences.
3.3 The programme will include a series of workshops with businesses including for example; storytelling, best practice and what makes a great experience. This will be followed by 1-2-1 mentoring and businesses/collaborations who develop experiences which demonstrate commercial viability will be able to apply for seed funding to support them getting started and to participate in product testing. A specialist tourism consultant will be engaged to deliver the programme.

3.4 New experiences which meet criteria to be deemed commercially viable will be able to participate in a bespoke marketing campaign and to get professional photography taken of their experience. The marketing campaign will give these new experiences visibility and will align with other proposed campaigns during 2021.

3.5 The successful supplier for the ‘Experience’ programme will be required to submit a report at the end of the project identifying further opportunities for new experiences and collaborations.

4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications

4.1 The proposed budget of £17,000 for delivery of the Tourism ‘Experience’ programme from tourism core budgets.

4.2 A proposed budget of £15,000 for delivery of Marketing Campaign and professional photography from tourism core budgets.

4.3 Officers will work to procure and appoint suppliers by end of March 2021 and roll out programmes in Spring/Summer 2021.

5 Recommendations

5.1 Members are asked to consider contents of this report and approve allocation of budget to deliver both elements.

Background Papers
1 Purpose of Report/Recommendations

1.1 The purpose of this report is to inform members of an outline programme for Workers Rights & Social Justice 2021 and to seek their approval to proceed.

2 Background

2.1 Members will recall at a Council meeting on 26th September 2019 that a wider motion from Cllr Sean Harkin and seconded by Cllr McCann proposing a Worker’s Rights & Social Justice Week was adopted. (C261/19)

2.2 A further committee paper was presented in January 2020 (BC18/20) outlining the programme for the week 27th April until Saturday 2nd May 2020.

2.3 The programme was feasible within existing budget and resources as the existing collections were in keeping with the theme and officers worked with external groups holding a number of engagement meetings to generate interest in external programming to add to the programme at no extra cost. Key themes agreed for the event were as follows:

1. Historical (highlighting museum & archive collections and key local people – bringing their ‘stories’ to life)

2. Educational (involving schools/young people – learning about their local civic history and inspiring them to make a change in society)

3. Community (local groups taking pride in the power of local activism to create change for society)

2.4 Unfortunately COVID restrictions limited the programme in the main to online access to information, collections and archives and virtual events.

3 Key Issues
3.1 This year it is proposed to Workers Rights & Social Justice event from 26 April – 1 May 2021 and the focus will be themes of history, education and increased access for communities.

3.2 The Museum Service has the following collection resources that can be utilised to develop an engagement programme:

- Bridget Bond Collection includes a lot of items that relate to workers’ rights
- Gerry Lynch Collection – Socialist, labour and trade union movements in the City. Newspapers, booklets, memorabilia and printed and written documents detailing meetings and party policies
- Shirt Factories Collection – artefacts/shirt collars/sewing machines

3.3 Officers have been scoping out a potential similar programme to allow for a 2021 event that can be delivered regardless of potential restrictions and budget constraints and highlights include the following:

- Issue a public call for relevant collections and archives (this can be older artefacts linked to trade unionism/civil rights and social justice as well as modern contemporary artefacts) They will be available on the Tower Museum Learning Website: https://towermuseumcollections.com/
- Develop online digitisation of archives (such as items from the Shirt Factory collections and Council Minute Books)
- Proposed to deliver 2/3 virtual academic talks focusing on key figures such as James Larkin, James Connolly and Michael Davitt.
- A focus on women’s contribution – highlighting Sarah O’Doherty and other key figures as well as the role of Shirt Factories in the story of trade unionism and equal rights.
• Link in with planned Shirt Factory Exhibition in partnership with Fashion & Textile Hub and Inner City Trust.

• The programme will be supported by building on and developing last year’s marketing & communication strategy which brought together key events into a concentrated programme.

4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications

4.1 It is hoped that this programme can be delivered as part of the Museum Service Annual Programme and existing marketing and staff resource despite reduced numbers due to furloughing and other budgetary pressures.

4.2 Due to the uncertainty around Covid-19 restrictions next year it is anticipated to scope out content that can be delivered digitally and free for all to access.

5 Recommendations

5.1 Members are asked to consider the proposed report for Workers Rights & Social Justice 2021 and approve the proposed programme.
1 Purpose of Report/Recommendations

1.1 The purpose of this report is to provide members with a progress update on the Business Innovation and Growth Programme (BIG).

2 Background

2.1 Members will previously be aware of the October 2019 paper (Ref BC143/19 Business Innovation and Growth), advising members of secured funding application from Invest NI and the European Regional Development Fund under the EU Investment for Growth & Jobs Programme (2014-2020) to deliver the BIG Programme. A letter of offer was received on 2nd April 2019.

2.2 BIG seeks to drive innovation and productivity of local businesses in the Derry City and Strabane District Council area through a series of interventions that aim to assist companies to become more competitive in both indigenous and export markets.

2.3 The programme will provide local businesses with the fundamental building blocks to transform customer experience, operational processes and business model ultimately resulting in commercial success and the ability to create new jobs. The BIG programme aims to:

- Support creation of new sustainable jobs in the council area
- Act as a pipeline to Invest NI Client financial support for entrepreneurs and businesses with high growth potential
- Promote business growth and innovation
- Provide support for priority sectors
- Provide accessible, need driven business support that is tailored to business requirements

- Engage with key business support stakeholders to develop a portfolio approach to business support in the council area, ensuring that there is no duplication of effort

2.4 The table below highlights BIG programme targets and a progress update to achieving these targets:

<table>
<thead>
<tr>
<th>Recruit No. Participants</th>
<th>Number of Mentoring Days/Workshops delivered (Per MONTH)</th>
<th>Progress Update (as of 16th October)</th>
<th>Progress Update (as of 23rd November)</th>
<th>Progress Update (as of 15 December)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruit No. Participants</td>
<td>840</td>
<td>54</td>
<td>71 (This represents an increase of 17 since Oct.)</td>
<td>97 (This represents an increase of 26 since Nov.)</td>
</tr>
</tbody>
</table>

| Reasonable endeavours to create No. Jobs | 550 | 66.5 jobs projected from the 54 recruited participants thus far | 90.5 jobs projected from the 71 recruited participants thus far (This represents an increase of 24 jobs since Oct.) | 145.5 jobs projected from the 97 participants recruited thus far (This represents an increase of 55 jobs since Nov.) |

<p>| Quality referrals to Invest NI | 30 | None to date – too early | None to Date | None to Date |</p>
<table>
<thead>
<tr>
<th>Deliver No. mentoring days</th>
<th>1935</th>
<th>77 days allocated to date</th>
<th>105 days allocated to date (This represents an increase of 28 since Oct.)</th>
<th>178 days allocated to date (This represents an increase of 73 since Nov)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver No. Digital Action Plans</td>
<td>450</td>
<td>29</td>
<td>42 completed to date (This represents an increase of 13 since Oct.)</td>
<td>46 completed to date (This represents an increase of 4 since Nov.)</td>
</tr>
<tr>
<td>No. Workshops</td>
<td>15</td>
<td>Brexit</td>
<td>Brexit Workshop on 9th November – Target of 12 attendees – 15 clients attended + 2 Council Staff</td>
<td></td>
</tr>
<tr>
<td>Thematic Programmes</td>
<td>3</td>
<td>20 Businesses registered &amp; onboarded to the Procurement Programme. First workshop took place 9th December with 15 attendees.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. Networking/Launch Events</td>
<td>4</td>
<td>None as yet</td>
<td>None as yet.</td>
<td></td>
</tr>
</tbody>
</table>

3 Key Issues
3.1 The project commenced on 10\textsuperscript{th} June 2020 and will close on 9\textsuperscript{th} June 2023. The key deliverables will take place from September 2020 to 31\textsuperscript{st} December 2022 (28 Months).

4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications

4.1 The total value of the BIG Programme is £821,250 broken down as follows

- Grant £657,000, (80%)
- DCSDC match funding £164,250 (20%)

5 Recommendations

Members note the content of this report
1 Purpose of Report/Recommendations
1.1 To provide members with an update on the Business Grant element of Councils Covid Recovery and Revitalisation programme funded by the Department for Communities (DfC) and Department of Agriculture, Environment and Rural Affairs (DAERA).
1.2 To advise members of additional funding received from DfC and DAERA to deliver a second tranche of business grants valued at £155k

2 Background

2.1 Members will be aware that a cross directorate internal working group was set up in May 2020 led by senior Officers from Business & Culture, Environment & Regeneration, Health and Communities tasked with delivering a series of programme’s funded by DfC, DAERA and DfI to assist in Covid Recovery and Revitalisation. The programme themes and associated budgets are:

2.2 Business Grants (Urban) - grants up to £3k to support businesses to adapt to the changing trading environment associated with Covid & cluster grants up to £25k for combined projects among businesses (valued at £350k)

2.3 Business Grants (Rural) - grants up to £3k as above (valued at £148k)

2.4 Physical & Environmental Improvements - A series of interventions designed to enhance streetscapes through upgrading public realm i.e. - street furniture - seating/planting; decorative lighting; meanwhile public realm; clearance of derelict sites; new market stalls; pedestrian counters for Derry City & Strabane Town Centres (valued at £380k)

2.5 Highway Interventions (DfI Grant) - Funding to support interventions to promote greater and safer opportunities for pedestrians and cyclists ie. Temporary road closures & pavement extensions to promote greater social distancing; other greenway and pavement improvements/upgrades (valued at £373k)
2.6 **Specialist Town & City Centre Cleaning** - Purchase of 2 no. specialist mechanical cleansing machines to assist with enhanced cleaning schedules of both locations (valued at £105k)

2.7 **Marketing Campaign**: Design and delivery of a bespoke marketing campaign promoting Derry City & Strabane Town Centres consisting of advertising (outdoor, digital, press); branded merchandising & materials (valued at £75k)

2.8 **Animation** - towards the delivery of an animation programme to compliment the above grant funded activities (valued at £76k)

2.9 The purpose of this paper is to provide members with a progress update on the Business Grants element, see table below:

<table>
<thead>
<tr>
<th>Number of Applications</th>
<th>Value (£)</th>
<th>Funding Tranche 1</th>
<th>Funding Balance Tranche 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>198</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>52</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>68</td>
<td>£350,000</td>
<td></td>
<td>£106.93</td>
</tr>
<tr>
<td>62</td>
<td>£144,515</td>
<td>£148,000</td>
<td>£3,485</td>
</tr>
</tbody>
</table>

*Pending refers to grants that have outstanding issues such as planning, café pavement licenses etc*
2.10 Example items that businesses are requesting include:

1. Digital equipment (laptops; IPads; software) to facilitate home working; getting businesses online; use of online booking and ordering systems

2. Awnings to protect customers while queuing

3. Tables, chairs, heaters to facilitate outdoor dining

4. Internal modifications to buildings to facilitate social distancing and increase capacity of premises e.g. knocking down walls; removing storage space to make more floor space

5. Minor building works to make outdoor seating/ waiting areas for customers;

6. Shop front enhancements including new signage and lighting

7. Sanitising equipment e.g. steam cleaners, hand sanitising stations

8. Screens to enable businesses to meet Covid health regulations

9. Electronic Point Of Sale (EPOS) systems to facilitate contactless payments

10. Barriers/ marquees to aid with queuing and social distancing

3 Key Issues

3.1 On Tuesday 8th December, Council received correspondence from DfC and DAERA to advise that in response to exceptional demand from businesses for the Covid Recovery and Revitalisation grant schemes an additional £1.7m (£1.4m from DfC and £300k from DAERA) is being made available to meet demand across all Councils in NI.

3.2 The total value of business grants support to DCSDC is detailed in section 4 below.
4.1 The total value of DAERA/ DfC support for Business Grants is detailed below:

<table>
<thead>
<tr>
<th>Source</th>
<th>Type</th>
<th>Focus</th>
<th>Tranche 1 (£k)</th>
<th>Tranche 2 (£k)</th>
<th>Total Funding – Business Grant Schemes</th>
</tr>
</thead>
<tbody>
<tr>
<td>DfC</td>
<td>Capital</td>
<td>Urban towns and cities (i.e. population of 5000 and above).</td>
<td>£350,000</td>
<td>£130,000</td>
<td>£480,000</td>
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<tr>
<td>DAERA</td>
<td>Capital</td>
<td>Rural settlements</td>
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<td>£25,000</td>
<td>£173,000</td>
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<tr>
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<td><strong>Total Funding</strong></td>
</tr>
<tr>
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<td></td>
<td><strong>£653,000</strong></td>
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</table>

5 Recommendations

5.1 Members note the contents of the report.
1 **Purpose of Report/Recommendations**

1.1 To update members on the PEACE IV Programme and the PEACE Plus Programme.

2 **Background**

2.1 The PEACE IV Programme is entering its final phase of delivery. Almost all projects must be fully completed by 31\textsuperscript{st} March 2021. SEUPB have extended the official deadline to 31\textsuperscript{st} September 2021 as the scale of the programme will require a 6 month closure period for audit and reporting purposes.

2.2 SEUPB are working on PEACE Plus and a brief update is included here for members.

3 **Key Issues**

3.1 The PEACE IV Team have run two ‘Closing Down Clinics’ for projects to assist their focus on successful completion of projects. 15\textsuperscript{th} December 2020 and 8\textsuperscript{th} January 21. It is anticipated that, with the impact of Covid having shifted many of the 65 individual project deadlines to 31\textsuperscript{st} March 21 instead of 30\textsuperscript{th} December 20, that the period January – March 2021 will be exceptionally busy for the PEACE IV Team. It is likely that the final closure event will run in April/May 2021.

3.2 The independent evaluation won by Rubicon Consulting is progressing well. The workshop with staff was held 17\textsuperscript{th} December 20. Workshops with the Board and by theme (Children and Young People, Shared Spaces and Services, Building Positive Relations, and Small Grants) are scheduled for 13\textsuperscript{th}, 14\textsuperscript{th} and 19\textsuperscript{th} January 21. Fifteen case studies (5 per theme) have been selected and are underway.

3.3 In Communications, the three thematic videos which will be a key part of the final closure event are now complete. A Covid 2020/21 double issue of the PEACE IV magazine was issued and distributed in December featuring 14 project articles from across the themes and geographical area of the council.
3.4 Project delivery under the three themes continues to progress reasonably well in spite of Covid. Projects have been creative and adapted with support, sometimes intensive, from the PEACE IV Team. A handful of projects are facing more serious difficulties of aspects of their contracts which simply can’t be sourced in the current climate. All viable approaches are being explored with SEUPB. Close to 60 contractual changes have now been processed by the PEACE IV Team, approved by SEUPB, amended on the EMS system, and ratified by the PEACE IV Board. This is extensive additional workload which would not have existed but for Covid. The key aim of this is to ensure all changes are approved with sufficient proof for audit and that the funding is not lost. PEACE IV funding has sustained vital social and economic impact into our local communities at a difficult time.

3.5 In an update to the Chief Executive on 14th December 2020, SEUPB have stated that PEACE Plus is progressing. They are now moving towards the end of the development process and will be undertaking a Statutory Public Consultation in relation to the proposed Programme in the near future, and then following approval by the Northern Ireland Executive, and the Irish Government, the Programme will be submitted to the European Commission for their approval. Early indications are that there will be a strong link to community plans and structures associated with these.

3.6 The PEACE Plus plans will support social inclusion, build positive relations and improve the physical and social environment. SEUPB envisage the content of the plans will be formed across three areas:

- Delivering community regeneration, empowerment, leadership, reimaging & restoration, community shared facilities and building positive relations;

- Enabling thriving and peaceful communities; and

- Celebrating cultures, diversity and inclusion.

This breadth of actions should enable councils to progress key objectives included within their individual community plans in a manner which will also deliver significant peace and reconciliation benefits locally and across the Programme area.

3.7 SEUPB aim to assist the PEACE Plus process in councils more directly than before with financial and non-financial resourcing. For consistency and quality, SEUPB will appoint consultants early in the New Year to complete the following:
- Conduct a review of Community Planning Models in operation across the Programme area, to ensure synergy and the incorporation of existing structures where appropriate.

- Develop a Model for use in the development of all PEACE PLUS Action Plans;

- Develop support material and guidance for local authorities to use as part of the PEACE PLUS Action Plan development process;

- Help to facilitate the development of plans. This will include but is not limited to: working with local authorities to ensure consistency of approach; and providing assistance with governance arrangements and the implementation of guidance.

3.8. PEACE Plus outline suggests that ‘Local Community Peace Partnerships’ will be established in each of the District Electoral Areas (DEAs). Each Local Community Peace Partnership will work with communities to develop a priority action plan for their individual area; which combined will form an overall PEACE PLUS Action Plan for the council. Actions within the localised plans will span the range of social, environmental and economic interventions included within the PEACE PLUS Programme. However, principally, the plans will be centred around three core themes:
1. Community regeneration and transformation;

2. Thriving and peaceful communities; and

3. Celebrating culture, diversity and inclusion.

3.9 The cross-community and inclusive nature of the Local Community Peace Partnerships is emphasized / required and interventions must ‘demonstrate significant peace and reconciliation progress.’ Projects must ‘result in increased levels of social inclusion and cross community integration. By design, related actions should incorporate the level of sustained contact between those from different community, cultural and political backgrounds, required to achieve significant attitudinal and behavioural change.’ In practice, as some DEA’s are less diverse in their populations than others, this may mean DEA’s having to work together within our council area. The issue of ‘sustained cross-community contact’ did cause some difficulties within the PEACE IV programme but also had some significant benefits. The involvement and support of all our local communities including CNR/PUL/BME/Other would remain critical to PEACE Plus.

3.10 SEUPB state that ‘Support will be provided to help quality assure the plans from a peace and reconciliation perspective. The proposed plans will span the range of activities included within the PEACE PLUS Programme, for example: youth development programmes; health and wellbeing initiatives; community regeneration projects; redevelopment and reimagining of existing community facilities for shared usage; initiatives to build positive relations; and education and skills development programmes; social innovation / enterprise initiatives.’

4. **Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications**

4.1 Costs are covered within the PEACE IV existing budget.

4.2 It is noted and welcomed that SEUPB intend to provide financial and non-financial support to councils in development of Peace Plus bids.

5. **Recommendations**

5.1 For information, that members note the progress on PEACE IV implementation and the update on PEACE Plus.

Background Papers

None
1 Purpose of Report/Recommendations

1.1 The purpose of this report is to provide members with an update on current progress of the Future Search initiative.

2 Background

2.1 Members will recall approving at this committee a proposal to support the delivery of a Future Search conference for the Sperrins in partnership with Mid Ulster District Council, Fermanagh & Omagh District Council and Causeway Coast & Glens Borough Council.

2.2 The conference entitled ‘The Sperrins – Reaching New Heights, Realising Our Potential’ was held in the Glenavon House Hotel, Cookstown on 27th – 29th September 2017. The event brought together a group of key stakeholders to draft and agree an action plan for the future development of the Sperrins and in particular the designated Area of Outstanding Natural Beauty (AONB).

2.3 It was agreed to build on the enthusiasm that was so evident at the conference and 5 thematic stakeholders groups emerged from the conference and convened to:

- Confirm that the draft action plans for each thematic area accurately reflected the discussions held at the conference
- Clarify the actions suggested in the action plan to ensure they are stated in a way that can be easily understood
- Prioritise actions
- Confirm what attendees are ready and willing to do to help deliver the actions
- Consider if any additional participants should be part of that thematic group.

2.4 Each council was delegated to co-ordinate the thematic group meeting as outlined in the table below.
2.5 The five thematic working groups agreed their short and long term action plans and the final plan has since been produced. It had been hoped to officially launch the report late last year but it was paused to allow for the recruitment process of officers to conclude and further delayed due to the current Covid-19 crisis. Consideration is being given towards an official launch of the document in the early New Year 2021. Key Stakeholders will be communicated with and kept up to date with information about the official launch event date and re-engagement of the thematic groups.

3. **Key Issues**

3.1 A Sperrins Future Search Project Officer and part time Administrative Support have been appointed and took up their respective roles on 12th October 2020, initially for a period of one year.

3.2 The Project Officer will aim to preserve, enhance and manage the natural, built and cultural heritage of the Sperrins area through the identified Future Search Action Plans which have been established through four thematic groups. These action plans will assist with the delivery of the project which have been identified within the Sperrins Future Search report. A key part of the Project is to assist with the implementation and delivery of these plans on behalf of the five thematic groups.

3.3 Coronavirus outbreak has created much uncertainty in many aspects of everyday life, constant changes and subsequent restrictions have inadvertently created opportunities to encourage people to engage in local outdoor offering. There has never been a greater opportunity to motivate people to get out and explore their surroundings and the natural, cultural and built heritage that is on their doorstep, all of which is on offer in the Sperrins AONB.
3.4 Members will be aware that funding has only been committed from the partner Councils for one year and while the overall aim of the project will be to roll out the action plan developed due to the short time frame for this stage and the fact that there is a strong desire to capitalise on the wider work done to date that the initial focus will be on reconvening the Brand and Tourism Working Group in the first instance with the initiation of the remaining working groups following at a later stage throughout the tenure of the project.

There is a need to look more closely at gateway communities that can be further strengthened as destination hubs. Outdoor adventures to challenge and refresh and build on the unique inter-relationship between the area’s cultural heritage, the landscape and the activities that take place within this setting, while elevating the linkages between the past and the present and offer an insight into the unique cultural heritage in inspirational settings.

3.5 The project thus far has been referred to as Sperrins Future Search Project, which was the name of the process used to create the report and the associated actions plans. It is suggested that the project going forward will be named Sperrins Partnership Project.

3.6 Current collaborative cross Council partner projects include:

- The Sperrins Sculptural Trail
- The International Appalachian Trail

**The Sperrins Sculptural Trail**

The Sperrins Sculptural Trail tourism partnership initiative is a joint partnership project being developed by Derry City and Strabane District Council, Mid Ulster District Council and Fermanagh and Omagh District Council. The project is funded by the Department of Agriculture, Environment and Rural Affairs, Rural Tourism Scheme.

The Sperrins Sculptural project proposes the installation of three iconic artworks, which will be located at the preselected locations which are the Sperrins Heritage Site, Cranagh, Davagh Forrest, and Mullaghcarn Peak will form an iconic sculpture trail and flagship visitor offering for the region while celebrating the unique cultural heritage of the Sperrins.

The aim of this scheme is to support investment in natural and built heritage projects that can act as a key driver for encouraging rural tourism and particularly out of state visitors. The Sperrins Sculpture Trail project will provide a focus for
and link the many stunning walking, driving and cycling routes that currently exist and showcase the Sperrins AONB. This iconic and unique flagship tourism project will create capital infrastructure, enable increased visitor numbers to the area, encourage investment within our tourism sector and ultimately deliver new jobs while sustaining others. It is envisaged that the Sperrins Sculptural Trail will provide the focus for the Sperrins to establish itself as a must visit destination among local, national and international audiences.

**International Appalachian Trail**

The Ulster–Ireland Chapter of the International Appalachian Trail was established in 2011. The trail is in the province of Ulster and runs from west Donegal to Larne, Co. Antrim. The route starts at the spectacular Slieve League Mountain and passes through the Blue Stack Mountains in Co Donegal then crosses into Northern Ireland. Here it picks up the Ulster Way where it passes the Giant’s Causeway, the stunning northern coastline before traversing the Glens of Antrim.

Derry City & Strabane District Council has procured the marketing contract for the entire route and the successful company – Outdoor Recreation NI - has been appointed to deliver.
3.7 **Workplan and Timescales**

The Project Management Board Meeting will be reconvened early 2021 and scheduled quarterly thereafter. A Director Management Meeting will be convened on a quarterly basis, with the Operational Management Meeting taking place on a twice monthly basis at present. It is envisaged to host an event to officially launch the Sperrins Future Search Report in February 2021 and this event will combine promotion of the International Appalachian Trail and Sperrins Sculpture Trail collaborative projects. A basic outline of the communication plan is outlined in Appendix 1.

4. **Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications**

4.1 Each council has committed £22,000 for the financial year 2020 -2021 which includes salary and programming costs. It is expected that there will be a further ask to Councils to extend the project to maintain momentum and build on early success.

5. **Recommendations**

Members are asked to note the content of the report including the launch Event planned to take place in early New Year 2021 and the new project name.

**Background Papers**

**Appendix 1** – Sperrins Project Communication Plan
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<table>
<thead>
<tr>
<th>Communication Type</th>
<th>Objective of Communication</th>
<th>Medium</th>
<th>Frequency</th>
<th>Audience</th>
<th>Owner</th>
<th>Deliverable</th>
</tr>
</thead>
</table>
| Management Board Meeting       | • Introduce the new team and the update on the project.  
• Review project objectives and Management approach. | Video Conference call   | Quarterly (first meeting to be arranged prior to possible Launch Event Jan/Feb 2021) | Project Team  
  • Stakeholders*  
  • Elected Members | Project Officer | • Agenda  
  • Meeting Minutes  
  • Actions |
| Director Management Meeting    | • Review status of the project                                                             | Video Conference call   | Quarterly  
  First meeting 10th December 2020 | Directors           | Project Officer | • Agenda  
  • Meeting Minutes  
  • Actions |
| Operational Management Meeting | • Discuss operational matters  
• Create suggestions to drive project forward  
• Set objectives and timescales | Video Conference call   | Twice monthly  
  First meeting 3rd November 2020 (meeting frequency will be kept under review) | Council Partner Leads | Project Officer | • Agenda  
  • Meeting Minutes  
  • Actions |
| Project Status Report          | • Report on the status of the project to Council | Presentation to council(s) via video call | Report 1 to January 2021 Council Committees | Elected Members  
  • Project Team  
  • Stakeholders* | Project Officer | • Report  
  • Meeting Minutes  
  • Actions |
| Environment and Heritage WG    | • Deliver the short term and long term action plan  
• Articulate the needs of Stakeholders                                               | Video Conference       | To be agreed at a later date | Elected Members  
  • Stakeholders*  
  • Project Team | Project Officer  
  • Project Officer  
  • Working Group Chair? | • Report  
  • Meeting Minutes  
  • Actions |
| Infrastructure WG              | • Deliver the short term and long term action plan  
• Articulate the needs of Stakeholders                                               | Video Conference call   | To be agreed at a later date | Elected Members  
  • Stakeholders* | Project Officer  
  • Project Officer  
  • Working | • Report  
  • Meeting Minutes |
<table>
<thead>
<tr>
<th>Stakeholders</th>
<th>• Project Team</th>
<th>Group Chair?</th>
<th>• Actions</th>
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<tr>
<td>Branding and Tourism WG</td>
<td>• Deliver the short term and long term action plan</td>
<td>Video</td>
<td>Early New Year 2021?</td>
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<td>(CCGBC Lead)</td>
<td>• Articulate the needs of Stakeholders</td>
<td>Conference call</td>
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<td>• Elected Members</td>
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<td>• Stakeholders*</td>
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<td>• Working Group Chair?</td>
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<td>• Meeting Minutes</td>
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<td>• Actions</td>
</tr>
<tr>
<td>Community WG</td>
<td>• Deliver the short term and long term action plan</td>
<td>Video</td>
<td>To be agreed at a later date</td>
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<td>(DCSDC Lead)</td>
<td>• Articulate the needs of Stakeholders</td>
<td>Conference call</td>
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<td>• Actions</td>
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**Key Events**

<table>
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<tr>
<th>Project Launch</th>
<th>• Officially launch the Sperrins Future Search report and action plans</th>
<th>Possibility of a socially distanced event in Ally Theatre. (subject to change in regulations)</th>
<th>Jan/Feb 2021</th>
<th>• Elected Members</th>
<th>• Stakeholders*</th>
<th>• Project Team</th>
<th>Project Officer</th>
<th>• Event Programme</th>
<th>• Press Release</th>
<th>• Social Media</th>
<th>• Other marketing activity</th>
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<tbody>
<tr>
<td>50 year AONB Celebration Event</td>
<td>• Designated in 2008 under the Nature Conservation and Amenity Lands (NI) Order 1985</td>
<td>TBC</td>
<td>2021</td>
<td>• Elected Members</td>
<td>• Stakeholders*</td>
<td>• Project Team</td>
<td>Local Communities</td>
<td>Project Officer</td>
<td>• Event Programme</td>
<td>• Press Release</td>
<td>• Social Media</td>
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</tbody>
</table>

*Stakeholders to be reviewed and confirmed.*

*The Sperrins Project Communication Management Plan will be reviewed periodically.*
By virtue of paragraph 3 of Part 1 of Schedule 6 of the Local Government Act (Northern Ireland) 2014.
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