

**BALLYMONEY BOROUGH COUNCIL****Development Committee Meeting No 214 – 19<sup>th</sup> April 2010****Table of Contents**

<b>214.1</b>	Minutes – Meeting No 213 – 15 <sup>th</sup> March 2010	<i>Adopted</i>
<b>214.2</b>	Projects Update c. Naturally North Coast Food Project h. PEACE III	<i>£1,000 contribution Lend Council support</i>
<b>214.3</b>	Draft Tourism Strategy	<i>Update</i>
<b>214.4</b>	Draft Regeneration and Housing Bill	<i>For information</i>
<b>214.5</b>	Tellus Project	<i>Invitation to GSNI</i>
<b>214.6</b>	Next Generation Broadband Project	<i>For information</i>
<b>214.7</b>	Small Business Rate Relief	<i>Welcomed</i>
<b>214.8</b>	NI Multiple Deprivation Measures	<i>For information</i>
<b>214.9</b>	Minister's Visit	<i>Details agreed &amp; invitation to Enterprise Minister</i>
<b>214.10</b>	Defra – Consultation on 'Green Claims Guidance'	<i>For information</i>
<b>214.11</b>	Ballymoney EI Scheme (Main Street)	<i>For information</i>
<b>214.12</b>	London 2012 Torch Relay Route	<i>For information</i>
<b>214.13</b>	Request for Signage – IN38 Gallery	<i>Support noted</i>
<b>214.14</b>	Nationwide Building Society	<i>Invitation to Nationwide Building Society representative Write to MLAs</i>
<b>214.15</b>	Presentation – Twinning Association	<i>Council £3000 funding</i>

**BALLYMONEY BOROUGH COUNCIL  
DEVELOPMENT COMMITTEE**

Minutes of Meeting No. 214 held in the McKinley Room, Riada House, on Monday 19<sup>th</sup> April 2010 at 2.43 p.m.

**IN THE CHAIR:** Councillor J Finlay (Chair)

**PRESENT:**

**Aldermen:**  
H Connolly  
C Cousley MBE (Deputy Mayor)  
J Simpson

**Councillors:**  
R Halliday  
M McCamphill (Vice-Chair)  
E Robinson  
I Stevenson

**APOLOGIES:**

**Aldermen:**  
F Campbell (Mayor)

**Councillors:**  
A Patterson

**IN ATTENDANCE:** Chief Executive  
Head of Corporate & Development Services  
Committee Clerk

**214.1 MINUTES – MEETING NO 213 – 15<sup>th</sup> MARCH 2010**

It was proposed by Councillor McCamphill, seconded by Councillor Stevenson and  
**AGREED:**

*that the minutes of meeting No. 213 on 15<sup>th</sup> March 2010, circulated,  
be confirmed as a correct record.*

**214.2 PROJECTS UPDATE**

**a. Tourism Feedback/Engagement**

A customer survey is being undertaken at Drumaheglis to obtain visitor feedback.

An engagement event is planned with tourism sector representatives in the Borough. Hospitality and NW200 local Events guides have been delivered.

**b. Business Seminars**

A Sustainable Development Workshop "Reducing Business Overheads Through Energy and Resource Efficiency" is to be held on 28<sup>th</sup> April, in association with Acorn and Invest NI.

**c. Naturally North Coast Food Project**

Moyle District Council, with funding from DARD, are delivering an agri-food project including rebranding of the Menu of Moyle initiative production of a local food producers directory. This is being rolled out across the cluster. A Tender has now been awarded to i2 Total Marketing in the amount of £26,650. It is **recommended** that Council confirm a contribution of £1,000 towards the project.

It was proposed by Councillor Robinson, seconded by Councillor Stevenson and **AGREED:**

***to recommend that Council confirm a contribution of £1,000 towards the project, from existing budgets***

**d. By-Gone Ballymoney Project (RDP)**

This tourism project has been deferred until 2011 due to the limited time available from approval of the application and delivery timeline. It is hoped the project will take place in June or September 2011 with the help from local Young Farmers Clubs.

**e. Big Lottery Community Planning Project**

The project bid has been completed and lodged by the lead authority, Coleraine Borough Council.

**f. NEP**

The Joint Committee has now been constituted and the inaugural meeting will be held on 28<sup>th</sup> April.

**g. LED Forum**

Regional officers are meeting to consider a joint response to the LED Forum Position Paper on Developing the Powers and Practice of Local Economic Development in NI. The paper is a key aspect of the LED Forum's development of a long term strategic direction for its work. Its purpose is to begin setting out a clear and defined role for local authorities in the local economic development arena, using examples of best practice across NI. Feedback will be provided at a future committee meeting.

**h. PEACE III**

SEUPB have contacted NILGA to seek a view from local government on re-organising the existing EU Peace III programme funding clusters to match the new proposed Council area boundaries. It is the view of NILGA's Executive Committee that there is no benefit in changing the current cluster arrangements at this time. This view is expressed in the context that the current Peace Programme is due to end in 2013 and change at this time may cause disruption and delay in the delivery of projects on the grounds.

It is **recommended** that Council lend its support to this view.

It was proposed by Councillor McCamphill, seconded by Alderman Cousley and **AGREED:**

***that Council lend its support to the NILGA view that there is no benefit in changing the current cluster arrangements for Peace III at this time.***

**i. Young Enterprise – Business Masterclass P6 Pupils**

This programme commences this month with over 120 P6 pupils (*Ballymoney Model, Dalriada Prep, Eden, Rasharkin, St Brigids [Cloughmills], St Patricks [Loughgiel] PSs*) are taking part in a Business Masterclass at Ballymoney Town Hall. Two separate Business Masterclass Events about businesses, career building blocks and personal skills will be delivered on Tuesday 27<sup>th</sup> April 2010.

**j. Easter Teenage Taster Sessions**

With the support of town leisure sector teenage taster sessions were promoted, via local secondary schools, from 7-9 April. Initial feedback has been positive. Response to the event will be evaluated with a view to promoting further events during the summer holiday period.

### **214.3 DRAFT TOURISM STRATEGY**

The Department of Enterprise Trade & Investment (DETI) has published a consultation document on a Draft Tourism Strategy for NI to 2020. The aim of the draft strategy is to provide a clear and inspiring vision for the development of Northern Ireland's tourism experience through to the year 2020. The consultation document includes an action plan which sets out how the strategy will be delivered. Information has already been provided to members on this consultation with advice as to consultation seminars currently being rolled out by DETI. The consultation document, with supporting evidence document, can be viewed or downloaded on the DETI website [www.detini.gov.uk](http://www.detini.gov.uk). A copy is also available from OCE.

The draft strategy is ambitious in its aim to double the income earned from tourism by 2020. This will be achieved by increasing visitors from 3.2 million to 4.5 million by 2020 and by focusing on making it easier for visitors to spend money by increasing quality at every level and widen the range of tourism product available.

The Head of Corporate and Development Committee gave an overview of the draft tourism strategy and covered areas such as the importance of tourism, signature projects, the vision 2020, action plan priority themes, delivery arrangements and explained the respective responsibilities of DETI, NITB, Tourism Ireland, Invest NI, Regional Tourism Partnerships, local councils and the private sector. She also outlined examples of local government actions and council's own activities in relation to tourism marketing, investment in product development and facilities.

\* **Alderman Simpson joined the meeting at 2.56pm during the presentation.**

- \* **Councillor Stevenson left at 2.56pm and rejoined the meeting at 3.05pm.**
- \* **Alderman Connolly left the meeting at 3.07pm.**

The Head of Corporate and Development Services reported on a consultation event delivered by DETI at the Rosspark Hotel, Kells. A good cross representation of agencies were in attendance. Key issues, concerns and suggestions were discussed at the event. The vice-chair, Councillor McCamphill also highlighted various issues raised at the consultation event. It was noted that NILGA was also organising a consultation event to formulate a local government response to the consultation.

In response to Councillor Robinson, the Head of Corporate and Development Services updated members on the cancellation of the music festival at Leslie Hill.

#### **214.4 DRAFT REGENERATION AND HOUSING BILL**

The Department of Social Development (DSD) is seeking views on its proposals for transferring certain responsibilities, under the Review of Public Administration, to 11 new councils in May 2011. The consultation document is available from the DSD website [www.dsdni.gov.uk](http://www.dsdni.gov.uk). DSD is transferring responsibility to councils for work on tackling deprivation including the Neighbourhood Renewal Programme; town and city regeneration including comprehensive development schemes, public realm and environmental improvement schemes; the delivery of support for the voluntary and community sector at local level; and some housing functions relating to houses in multiple occupation (HMO), housing unfitness (including repair and demolition notices), and local energy conservation. Responsibility for the Living over the Shop Scheme (LOTS) will also pass to local councils and this is intended to complement their new regeneration role. NILGA intend preparing a response on behalf of local government and a response is also being prepared for consideration by the Transition Committee. This was noted for information.

Councillor Finlay queried would resources be available to carry out these new responsibilities when transferred to Council.

#### **214.5 TELLUS PROJECT**

Tellus Project is a geological mapping project, which is managed by the Geographical Survey Northern Ireland (GSNI). It was funded under DETI and the Rural Development Programme and Building Sustainable Prosperity. Airborne and Geochemical surveys were carried out resulting in the production of new geochemical and geophysical maps. As a result, they have generated interest in the exploration and development of resources, e.g. mineral, and base and precious metal prospecting. It will also inform where geothermal and other resources could be developed and identify where remedial action has to be taken in relation to soil, etc. There is a good background summary on the overview page; this is the link: <http://www.bgs.ac.uk/gsni/tellus/overview/index.html>.

It was **AGREED:**

***to invite GSNi to a future meeting to give a presentation.***

#### **214.6 NEXT GENERATION BROADBAND PROJECT**

BT & DETI have provided an update on progress regarding the rollout of Next Generation Broadband (NGB) Project. Information will be communicated via our website and business bulletin.

BT has been chosen, via a competitive tender process, to deliver a £48million investment in telecoms infrastructure project. Funding for the project has been provided (approximately) as follows:

BT	£30 million
European Regional Development Fund (ERDF) through the European Sustainable Competitiveness Programme, managed by DETI	£16.5 million
European Agricultural Fund for Rural Development (EAFRD) through the Rural Development Programme, managed by DARD	£1.5million
<b>Total Cost</b>	<b>£48 million</b>

The purpose of the initiative is to ensure that 85% of businesses will have access to NGB speeds by 2011. It is targeted at both urban and rural Northern Ireland areas that may not have been suitable for private sector investment but by receiving high speed broadband will deliver the greatest economic benefit. All communications providers will have access to this advanced network, giving businesses a choice of supplier.

Work commenced in December 2009 and the project, which will be rolled out in phases, is due for completion in May 2011.

BT intend, during this summer, to hold a number of face-to-face briefings for businesses across Northern Ireland. Businesses will also be contacted directly during the project's delivery, if their organisation is covered by this project.

Further information on the project and the new NGB areas is available from [www.fasterbroadbandni.com](http://www.fasterbroadbandni.com).

#### **214.7 SMALL BUSINESS RATE RELIEF**

The Federation of Small Business has published a guide "Small Business Rates Relief – A Helping Hand for SME's". The Assembly has decided to introduce this small business rate relief for Northern Ireland Businesses from April this year, so we will no longer be the only region in the UK not to have such a scheme. This was welcomed by members.

### 214.8 NI MULTIPLE DEPRIVATION MEASURES

The provisional results for the NI Multiple Deprivation Measures has been published by NISRA and are available on its website.

### 214.9 MINISTER'S VISIT

The DOE Minister, Mr Poots, has agreed to meet with committee to discuss concerns with application of planning policies in the determination of planning applications in rural areas. Arrangements are in hand to agree a mutually convenient date. The Economy Minister has taken the view that the matters raised fall within the responsibility of DOE and for this reason does not think it would be appropriate for her to become directly involved.

Following discussions it was decided that a delegation of 5 members, namely Alderman Campbell (Mayor), Councillor Finlay (Chair), Councillor McCamphill (Vice-Chair), Councillor Robinson and the Chief Executive meet with DOE Minister, Mr Poots at his private office on Tuesday 11 May 2010 at 1.30pm. A pre meeting of the delegation will be arranged to settle the case to be put forward.

It was **AGREED:**

***that an invitation be extended to the Economy Minister to meet committee to discuss the economic impact of substantial job losses in the Borough.***

### 214.10 DEFRA – CONSULTATION ON 'GREEN CLAIMS GUIDANCE'

DEFRA (Department for Environment Food and Rural Affairs) has launched its consultation on its proposed updates to its 'Green Claims Guidance'. The aim of the updated guidance is to:

- Provide support businesses through updated and more constructive guidance to enable businesses to develop robust environmental claims; and
- Protect consumers and businesses from unfair marketing (or competition) by reducing the amount of claims that may be misleading.

Views are sought on the content and format of the guidance, whether tailored sector specific guidance should be provided, and on the impact assessment on the rationale, costs and benefits of the proposal. Feedback from all stakeholders will be welcomed.

The consultation package is available for download from:  
<http://www.defra.gov.uk/corporate/consult/green-claims/index.htm>

The deadline for Defra comments is 5.00 pm on Tuesday, 15<sup>th</sup> June 2010.

**214.11 BALLYMONEY EI SCHEME (MAIN STREET)**

The invoice for this scheme has now been received and a claim for recoupment of grant lodged with DSD.

**214.12 LONDON 2012 TORCH RELAY ROUTE**

A NILGA questionnaire inviting thoughts and ideas in connection with route planning for the London 2012 Olympic and Paralympic Torch Relays has been completed, highlighting areas of cultural, historical and sporting significance in the borough and landmarks and events of the region.

**214.13 REQUEST FOR SIGNAGE – IN38 GALLERY**

A request has been received from Bell Architects, on behalf of IN38 Gallery, for support for erection of signage to the new gallery in the town's Main Street, which is attracting visitors and contributing to tourism revenue.

Following discussion on the current criteria for directional "brown" tourist signage for visitor attractions as set down by DOE/NITB it was noted that the application for signage which would be dealt with by Planning Service and council would be consulted in due course as a statutory consultee. Committee also noted the support available from council to promote and market tourism businesses which the new enterprise could avail of.

\* **Councillor Halliday left the meeting at 3.44pm during discussions.**

**214.14 NATIONWIDE BUILDING SOCIETY**

Councillor Stevenson circulated a letter from Nationwide Building Society advising customers of the closure of their agency in Church Street, Ballymoney. He expressed his disappointment at the decision and the inconvenience caused.

It was proposed by Councillor Stevenson, seconded by Alderman Cousley:

***to invite a Nationwide Building Society representative to next month's Development Committee meeting and to write to MLAs seeking support for reinstatement of the facility.***

Following discussion the Chair put the motion to the vote with 2 members voting in favour and none voting against.

**the Chair declared the motion carried.**

**214.15 PRESENTATION – BALLYMONEY TWINNING ASSOCIATION**

A presentation was given by Stephanie Fulton, Press Officer, Ballymoney Twinning Association on the association's activities over the past year. Apologies were given for Mr Benny Knight. He was unable to attend the meeting.

Councillor Robinson congratulated the Association on the detailed report and its busy programme of activities, commending them on the youth involvement and co-operation with twin towns.

It is **recommended** that Council confirm a contribution of £3,000 funding towards Ballymoney Twinning Association.

It was proposed by Councillor Robinson, seconded by Councillor McCamphill and **AGREED:**

***that Council confirm a contribution of £3,000 funding towards Ballymoney Borough Twinning Association.***

In response to Alderman Simpson, Councillors present on Ballymoney Twinning Association were confirmed.

This concluded the business of the meeting the time being 4.05 p.m.