

Update on activities and funding of the Causeway Coast and Glens Heritage Trust	13th June 2017
To: The Leisure and Development Committee For Decision	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Protecting and enhancing our environment and assets
Outcome	Our natural assets will be carefully managed to generate economic and social returns without compromising their sustainability for future generations.
Lead Officers	Head Of Tourism & Recreation Coast & Countryside Manager
Cost: (If applicable)	£35,000

The purpose of this report is to provide elected members with an update on the work of The Causeway Coast and Glens Heritage Trust (CCGHT) that has taken place over the past 12 month period, in conjunction with Council, and to outline potential partnership arrangements for delivery of services for 2017-18.

Background

Causeway Coast and Glens Council funded Causeway Coast & Glens Heritage Trust (CCGHT) for the period of 1st April 2016 – 31st March 2017. The total amount of funding awarded was £35,000. This was awarded subject to the delivery of a number of specific activities.

The main focus of CCGHT continues to be based around the development and implementation of a number of environmental and landscape management plans including the Areas of Outstanding Natural Beauty (AONB); Binevenagh, the Causeway Coast and the Antrim Coast and Glens. CCGHT also has a role working on a regional basis to develop awareness of environmental management and to promote sustainable tourism.

Any agreement to fund this organisation will be based on the fact that the Council's Coast and Countryside remit will be complimented by the activities provided by CCGHT. In addition, any financial transaction will be based on a single tender action for services that only the CCGHT can provide as specialists in this area of work.

Services provided in 2016- 2017

A contract for services was approved by Council in June 2016 and within this a number of defined activities with specific outputs have been undertaken by CCGHT.

Causeway Coast and Glens Heritage Trust projects completed in partnership with the Council and providing direct benefit to the area in the past year include:

- Coordination of the of 3 AONB management plans in the CCGBC area.
- Development and co-ordination of the management of the Giant's Causeway and Causeway Coast World Heritage Site steering committee.

- Coordination and implementation of the Heart of the Glens Landscape Partnership Scheme.
- Coordination of a series of outdoor and heritage events across the Council area.
- Access improvement and interpretation schemes.
- Development of a programme for creative sector employment through 'Economusee'.

Council Funding Activities for 2016-2017

Services provided by CCGHT on behalf of Council during 2016 and the first half of 2017 include;

- Establish a Junior Rangers programme for the Council Area.
- Contribute to provision of high quality coastal area in the Causeway Coast and Glens Council area.
- Delivering opportunities to experience the Causeway Coast and Glens Council area's unique outdoor and heritage through public events.
- Review of Mountain Bike Vacation/Holiday Sector.
- Development of Causeway Coast and Glens Council area's geodiversity as a key opportunity for the development of tourism businesses, visitor experience and education and community engagement.
- Further develop the EU Charter for Sustainable Tourism in Protected Areas attributed to the Causeway Coast and Glens area in 2011.
- Assist Council with the delivery and promotion of biodiversity related prospects.

Funding/Support for 2017-2018

Council's financial support plays a vital role in sustaining the CCGHT.

CCGHT has confirmed that from 2017/18 funding will be available from NIEA (£151,000) and Tourism NI (£20,000). Mid and East Antrim Borough Council has also allowed for a £22,000 financial contribution for agreed services. In addition to the above core funding the Trust has received project and some revenue funding through the Heritage Lottery Fund under the Landscape Partnership Scheme for the Heart of the Glens.

Detailed in Annex A is a list of possible activities that CCGHT could deliver on the Council's behalf in 2017-2018.

Options for consideration

Option 1

That Council don't procure any services from CCGHT for any activities for year 2017-2018.

Option 2

That Council agree to procure the entire services as detailed in Annex A from CCGHT. The total cost for this work is £35,000.

Option 3

That the Council agrees to procure only a number of the services detailed in Annex A. This will require a reduction in the number of projects delivered and therefore the cost to Council will be reduced proportionately.

Recommendation

The Leisure and Development Committee are asked to consider and approve Option 2, whereby Council funds CCGHT for services proposed within Annex A, up to a maximum of £35,000. This is subject to staged approval and satisfactory delivery of the outputs as detailed in Annex A. It will also be subject to full completion of agreed activities funded for 2016-2017.

(The Tourism & Recreation Service in conjunction with the Councils Funding Unit will monitor delivery of outputs).

CCGHT Activities in the Causeway Coast and Glens Council area 2017/2018

Proposed service activities for Council

CCGHT Activity	Expected outcomes to benefit Causeway Coast and Glens DC area	Quarter				Outputs	Contribution to strategic themes	Financial Implications
		1	2	3	4			
Contribute to the Council's activities in managing Coastal environments.	<p>Assist with beach management in the Causeway Coast and Glens area.</p> <p>Facilitate Awareness of the coastal environment in our area.</p>	●	●	●	●	3 beach clean and awareness events organised with visitors, users and activity providers.	Sustainability Prosperity.	£1,718 Funded by Council.
Delivering opportunities to experience the Causeway Coast and Glens Council area's unique outdoor and heritage through public events.	<p>Series of outdoor and heritage events to include mountain biking, walking, stargazing, angling, bird watching, wild flowers, geology, built heritage developed, promoted and delivered.</p> <p>New opportunities for providers to further develop outdoor and heritage activities in the future is developed through the process.</p> <p>Partners' events are promoted.</p> <p>New or enhanced opportunities in the Causeway Coast and Glens Council area to access and learn about the countryside.</p>	●	●	●	●	<p>At least 15 events organised.</p> <p>At least 250 participants.</p> <p>New partners approached and supported.</p> <p>Event programme to be finalised by Feb 2017, published and promoted through visitor information points and online (including social media).</p> <p>Organisation of 1 archaeology experience day opened to visitors, local tourism providers and community groups.</p>	Health and Wellbeing/people Prosperity.	£3,437 Funded by Council. Funding also from other Partners.

Annex A

CCGHT Activity	Expected outcomes to benefit Causeway Coast and Glens DC area	Quarter				Outputs	Contribution to strategic themes	Financial Implications
		1	2	3	4			
						<p>Development of Heritage guiding across the council area.</p> <p>Advise the Council on the potential development of the Ballymoney to Ballycastle Greenway.</p> <p>Compile a report/business case auditing potential future greenway experiences and provide outline business case for development.</p>		
Analysis of overseas walking market for the Causeway Coast & Glens area.	<p>Assessment of market future demand.</p> <p>Key product experiences, sustainability, best fit locations and revenue/cost implications.</p>	●	●			Detailed market analysis of international walking market with segmented niches and an action plan to allow communication with target sectors.		£3,000
Assist Council with the delivery and promotion of biodiversity related prospects	<p>Support the delivery of the Local Biodiversity Action Plan.</p> <p>An assessment of potential to introduce red squirrel to Mountsandel, Castleroe & Somerset forests.</p>	●	●	●	●	<p>Promotion of 'Don't Mow Let It Grow' and other biodiversity projects.</p> <p>Report on feasibility of re-introducing red squirrel.</p>	Health and Wellbeing/people Prosperity Community Sustainability.	£1,718
Identify and prioritise studies that investigate the effects that human activity /interactions has on the sustainability of the Causeway Coast and Glens area. Particular	Wide ranging examples from relevant destinations that captures issues from the growing visitor market, the impact on the local environment/economy and detailing interventions used to address issues.	●	●			Assist in addressing infrastructural /managerial issues that have arisen from large number of visitors in the peak season.	Health and Wellbeing/people Prosperity Community Sustainability.	£3,500

Annex A

CCGHT Activity	Expected outcomes to benefit Causeway Coast and Glens DC area	Quarter				Outputs	Contribution to strategic themes	Financial Implications
		1	2	3	4			
reference is required to address traffic congestion at key “honeypots”								
Submit an application through HLF for the landscape Partnership Scheme for the Binevenagh and coastal low lands.	Development phase of application over a 12/18 month period leading to a full LPS programme of activities for the following 5 years.	●	●	●	●	3 million in project value for Landscape projects, Tourism development, Infrastructure and communication.	Health and Wellbeing/people Prosperity Community Sustainability	£11,628
Development of Causeway Coast and Glen’s areas geo-diversity as a key opportunity for the development of tourism businesses, visitor experience, education and community engagement.	Enhanced geo-diversity experience in the area targeting specialist groups and in particular schools and universities. Host a conference inviting delegates from the education sector, specialist tour operators, and local schools to raise awareness of the geology sites of significance and promote inbound travel from niche markets and universities. Completion of electronic brochure selling the area’s geological unique interest to delegates that is transferable to other media.	●	●	●		Conference held in area with a minimum of 50 delegates from outside NI. Promotion of geological experience and direct expenditure within the economy.		£10,000