

COOKSTOWN DISTRICT COUNCIL

Minutes of Proceedings of a DEVELOPMENT COMMITTEE MEETING held in the Council Chamber on Tuesday 18th November 2008 at 7.00 pm

Present:	Councillor McCartney	(Vice Chair)
Councillors:	Cassidy, Clarke, Glasgow, McAleer, McCrea, McGarvey, McNamee, Molloy, Quinn, Wilson	
Officers:	Adrian McCreesh	Director of Development
	Emma Bell	Development Admin Officer
	Terry Scullion	Town Strategy Manager

1. APOLOGIES

Apologies for absence were reported on behalf of Councillor Baker, Greer, Lees and McIvor.

Councillor Molloy entered the meeting at 7.03pm.

2. PRESENTATION

The Chairman welcomed Maureen Johnston, Client Services Director, Coey Advertising Co Ltd, to the meeting to give Members a presentation on Cookstown's new Christmas 2008 and Easter 2009 Marketing Campaign.

Councillor Wilson assumed the role of Chair, until Councillor McCartney arrived at 7.05pm, after which Councillor McCartney took the Chair.

Ms Johnston advised Members that the new Marketing Campaign's aim is to promote Cookstown as the "Retail Capital of Mid Ulster." She outlined that the Christmas budget of £42,000 includes Christmas television and radio as well as generic radio production and transmission. In addition an Easter budget of £2,500 has been allocated and will include radio transmission only.

Ms Johnson advised Members that an advertisement had been placed in the local press and letters issued to 360 town centre businesses offering them a unique opportunity to contribute £1000 towards the television advert and in return receive a presence on the television advert. As a result, five businesses confirmed their contribution at £1000 each. Ms Johnston outlined the various timings of each type of advert and gave a break down of each of the costings, as follows:

- Production of Television advert (30 seconds), £13,536
A Christmas radio advert (30 seconds), and
A Generic radio advert (30 seconds)
- Christmas 2008 television transmission (UTV) £29,000
- Christmas 2008 radio transmission £ 4,464
(Downtown/Cool Fm and Six Fm)
- Easter 2009 radio transmission (Six Fm) £ 2,500
£49,500

The proposed television storyboard was then visually presented to Members. The Chairman thanked Ms Johnston for her presentation, after which she answered a number of questions from Members.

Ms Johnston and Mr Scullion left the meeting at 7.25pm.

Discussion ensued amongst Members after which the Director of Development advised that a meeting of the Town Centre Forum will be scheduled for 21st November 2008 at 4.00pm and all Members are welcome to attend for a preview of the final professionally produced television advert.

3. LOCAL ECONOMIC DEVELOPMENT

3.1 Engineering Innovation Programme

It was proposed by Councillor McGarvey
Seconded by Councillor McNamee and AGREED

That Council place an advert in the local press to recruit a suitably qualified organisation(s) to deliver an Engineering Innovation Programme under the auspices of Council's Local Economic Development Programme, subject to receiving confirmation from DETI to co-fund the Programme with Council, under the EU Competitiveness Measure.

3.2 Pomeroy Business Park

Councillor Wilson declared an interest in the matter.

The Director of Development gave Members an update on Pomeroy Business Park and their finalised financial projections and funding package, which is supported by a business plan compiled by Cookstown Enterprise Centre. The Business Park plans to open in January 2009 and it is recommended that Council's agreed funding contribution of up to £60,000 be directed towards ensuring the project's feasibility. In January 2009 an initial investment of £25,000 will be required to equip and fit out the Centre, and in January 2010 a further £19,000 is required to complete the final fit out of the building. It is recommended that the remaining £16,000 be paid to Cookstown Enterprise Centre to manage the facility over a two year period. In addition, the Department for Social Development's investment will support the purchase of variable assets. It is anticipated that the Business Park will operate in a deficit in the initial years, which emphasises the need for such an investment package to ensure it's survival and prosperity. An occupancy schedule prepared by Cookstown Enterprise Centre for letting the units was also tabled for information.

The Director of Development stressed that governance and management are key issues within this project and in return for Council investment stringent monitoring controls will be put in place to monitor and evaluate progress. To this end Council will (1) issue a Service Level Agreement to Cookstown Enterprise Centre to manage the facility for two years and (2) issue a Letter of Offer to Pomeroy Development Projects to equip and fit out of the Centre.

After discussion,

It was proposed by Councillor McGarvey
Seconded by Councillor Molloy and AGREED.

That Council's £60,000 contribution be allocated towards the project as follows:

- Up to £16,000 to Cookstown Enterprise Centre to manage the Business Park for two years, as per Service Level Agreement to be issued by Cookstown District Council.
- Up to £44,000 to Pomeroy Development Projects to equip and fit out the centre, during the years 2008/2009 and 2009/2010 as per Letter of Offer to be issued by Cookstown District Council.

It was proposed by Councillor McGarvey
Seconded by Councillor Clarke and AGREED

That a site visit be organised to Pomeroy Business Park to allow Members the opportunity to view the facility.

3.3 Review of the Regional Development Strategy

The Director of Development advised Members that DRD introduced a previous strategy called “Shaping Our Future” which the Department are in the process of reviewing. The Mid Ulster workshop will be held on 21st November 2008 in Burnavon Arts and Cultural Centre and any interested Member wishing to attend should contact the Development Department to register their attendance.

3.4 Draft Equality Impact Assessment - Telecommunications Projects

Submitted letter and draft Equality Impact Assessment from Bill Stevenson, Department of Enterprise, Trade & Investment, dated 2nd September 2008. The Director of Development advised Members that the Department has prepared a draft EQIA on four Strategic Telecommunications Projects as outlined in the Programme for Government and Investment Strategy for Northern Ireland. The Director of Development further highlighted concerns relating to inadequate competition in the West and particularly in relation to Cookstown and advised that this has already been communicated to DETI, but their continued response was that public funding would not be used where private sector intervention prevails. Members AGREED that a response should be made to DETI, based on discussions at previous meetings.

Councillor Wilson left the meeting at 7.47pm.

3.5 Broadband

Members NOTED minutes of a Broadband meeting held with the Department of Enterprise, Trade and Investment on 5th November 2008.

The Director of Development updated Members on the value of the meeting and outlined progress to date. Councillor McCrea advised Members that he has spoken to DETI Officials to raise concerns regarding the lack of progress. In addition, Councillor McCrea contacted Minister Arlene Foster, MLA, to emphasise the need to address this issue, as well as contacting John Coyle from Stopwatch.

It was AGREED that a small delegation meet with Minister Arlene Foster, MLA, and Bill Stevenson from DETI to progress the matter.

4. WESTERN ECONOMIC STRATEGY TEAM (WEST)

4.1 WEST Minutes

Members NOTED minutes of WEST meetings held on 11th June 2008 and 10th September 2008.

4.2 Proposed Extension to WEST Payment Period

Submitted letter from Omagh District Council, dated 6th November 2008, outlining that WEST had come to an end in September 2008, and sought approval to extend the payment period beyond this date, to allow final project payments to be made. AGREED.

4.3 WEST – Final Report into Telecommunications Provision within the Western Sub-Region of Northern Ireland

Members NOTED the final version of WEST's Executive Summary Report and Full Report dated 6th November 2008.

4.4 WEST Letter of Thanks

Members NOTED letter from Councillor Sean Clarke, Chairman of the WEST Joint Committee, dated 10th September 2008, expressing his thanks and appreciation to all Members for their contribution to WEST since its inception.

5. TOURISM

5.1. Sperrins Tourism Ltd

The Director of Development advised Members that the second stage of Councils annual contribution to Sperrins Tourism is now due.

Discussion ensued among Members, after which,

It was proposed by Councillor McGarvey
And seconded by Councillor McCrea and AGREED

That Council make its second stage payment of £10,750 to Sperrins Tourism Ltd for the 2008/2009 financial year.

5.2. Tourism Sub Committee

Members NOTED minutes from Tourism Sub Committee held on 30th September 2008.

5.3. Western Regional Tourism Partnership

Members NOTED minutes from WRTP meeting held 24th September.

5.4. WRTP IFI Sub Group Meeting

Members NOTED minutes from the IFI Sub Group meeting held 8th October 2008.

5.5. IFI Steering Group

Members NOTED minutes of the IFI Steering Group meetings held 24th September and 14th October 2008.

6. RURAL DEVELOPMENT COUNCIL

The Director of Development advised Members of the Rural Development Council's new programme entitled "Maximising Community Space Crossing Borders." It was advised that Community based organisations that have previously received support are unlikely to obtain further funding. The Director of Development proposed that the Development Department's Community Services Unit forward the information to Community/Voluntary Groups within the area. AGREED.

7. TOWN CENTRE REGENERATION STRATEGY

7.1 Town Centre Forum

Members NOTED minutes of Town Centre Forum meeting held 1st October 2008.

7.2 Town Centre Marketing Sub Committee

Members NOTED minutes of Town Centre Marketing Sub Committee meeting held on 7th November 2008.

7.3 Burn Road EI Steering Group Committee

Members NOTED minutes of Burn Road EI Scheme meetings held on 25th September, 9th October and 29th October 2008.

7.4 Town Centre Evening/Night-time Economy Forum

Members NOTED minutes of Town Centre Evening/Night-time Economy Forum held on 30th October 2008.

8. RURAL DEVELOPMENT PROGRAMME

Members NOTED minutes of Rural Development Cluster Group meetings held on 15th September and 20th October 2008.

The Director of Development updated Members on the success of the previous LAG meeting held recently. The Programme will be launched on 1st December 2008 at Quinn's Corner, Ballygawley, and each Member will receive an invitation to attend. Approval has not been given from DARD yet regarding the Village Regeneration Scheme.

9. COMMUNITY SERVICES

9.1 Citizen Advice Bureau

Councillors Cassidy and Molloy declared an interest in the matter.

The Director of Development advised that a new Service Level Agreement will be brought to a future Council meeting. The remaining balance will be paid only to the CAB which will be less than the interim agreement. A new advice service has been established which is based in Cookstown Enterprise Centre and if Council is in agreement then a new Service Level Agreement will be established. £12,000 of an advance payment maybe required subject to approval.

It was proposed by Councillor Molloy
Seconded by Councillor McCrea and AGREED

That Council provide an advance payment of £12,000, if necessary.

Councillor Cassidy highlighted that the two Councillors' serving on the Board will cease to be CAB Members as of 25th November 2008.

The Director of Development advised that an advert will be in the local papers on 19th November 2008 from Cookstown District Council, informing local people of the CAB's closure.

9.2 Good Relations

Members NOTED minutes of Good Relations Sub Committee Assessment meeting held on 9th October 2008.

9.3 Voluntary Body Grant Aid

Councillor McAleer left at 8.12pm.

Members NOTED minutes of Voluntary Body Grant Aid Sub Committee held on 29th October 2008.

10.SUBSCRIPTIONS

10.1. Rural Community Network

Members AGREED that Council renew their annual membership subscription with Rural Community Network at a cost of £200, for the period October 2008 – September 2009.

The meeting ended at 8.15pm.

Chairman

Clerk/Chief Executive

Date