

Report on	Outdoor Recreation NI request for funding for the continuation of the MountainBikeNI consortium.
Reporting Officer	Liam Glavin, Head of Leisure
Contact Officer	Liam Glavin, Head of Leisure

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	×

1.0	Purpose of Report
1.1	To report on and seek a decision on continuing support for the financial year 2018/19 for the Outdoor Recreation Northern Ireland - led consortium of Councils with Mountain Biking facilities subject to agreement on budgets for next year.
2.0	Background
2.1	As previously reported Belfast CC (BCC), Mid Ulster District Council (MUDC), Newry, Mourne and Down DC (NMDC) and Outdoor Recreation Northern Ireland (ORNI) are involved in a consortium to market Northern Ireland Mountain Bike facilities. There is a MountainBikeNI brand and website and a Mountain Biking Marketing Officer is employed by ORNI.
2.2	The consortium tendered a sponsorship opportunity which was won by Chain Reaction Cycles (CRC) to finish in March 2018. CRC contributed £15,000 per annum. This historically, along with contributions from consortium Councils, has been used to employ the Mountain Biking Marketing Officer who works on behalf of all consortium Councils.
2.3	Outdoor Recreation NI (ORNI) are again requesting funding from all previous consortium Councils to continue on with the MountainBike NI website, to continue to employ the Mountain Biking Marketing Officer for the year 2018/19 and for various promotional campaigns. (Please see Appendix 1 for ORNI's full proposal.)
3.0	Main Report
3.1	<p>Mountain Biking Marketing Officer</p> <p>The Mountain Biking Marketing Officer delivers the key functions of the MountainBikeNI Consortium, in order to continue to promote Northern Ireland as a 'next must visit mountain bike destination' via website management, digital marketing, campaigns, experiential development and clustering, events and PR. The post ensures continuous liaison with local businesses and stakeholders to ensure market opportunities are capitalised upon and also provides ongoing liaison with consortium partners and sponsors to ensure a collaborative approach providing mutual benefits.</p>

The cost to all consortium councils for 2018/19 including sponsorship is proposed as follows:

Newry, Mourne and Down District Council Rostrevor Trails (National Trail) Castlewellan (National Trail)	£21,666
Mid Ulster District Council Davagh (National Trail) Blessingbourne (Regional Trail)	£21,666 (includes £5k Sponsorship)
Belfast City Council Barnetts Demesne (Regional Trail)	£5,000

3.2 Sponsorship Opportunity

The existing sponsorship arrangement with CRC terminates at the end of March 2018. ORNI are proposing that the contract be retendered before the start of the financial year 2018/19 and are assuming similar sponsorship levels to that achieved previously.

3.3 Additional Support

Additional Support from each consortium Council is also requested for advertising campaigns in the year 2018/19.

Davagh/Blessingbourne Advertising Campaign	£8,575
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Each Council can decide to take part in these Campaigns or not as they see fit. (See Appendix 2 for Campaign Overview Report for 2017/18).

4.0 Other Considerations

4.1 Financial Implications

The above costs are within proposed Leisure and Tourism budgets for the year 2018/19 subject to agreement on budgets for next year.

4.2 Equality and Good Relations Implications

N/A

4.3 Risk Management Implications

N/A

5.0	Recommendation(s)
5.1	That MUDC agree to contribute £16,666 to the MountainBikeNI consortium, subject to agreement on budgets for next year and subject to all other consortium Councils contributing. This will employ a Mountain Bike Marketing Officer for 2018/19 only and that the workings of the consortium will be reviewed for the following year.
5.2	That MUDC agree to proceed with the advertising campaigns costing £8,575 over 2018/19 only again subject to agreement on budgets for next year and to Officers being satisfied with the value of the campaigns.
5.3	That MUDC agree that ORNI retender the sponsorship contract to be in place from April 2018 for one year with a possible extension of another year.
6.0	Documents Attached & References
6.1	Appendix 1: ORNI's Proposal for the Delivery of the MountainBikeNI Consortium 2018/19
6.2	Appendix 2: Campaign Overview 2017/18