

Report on	Mountain Bike NI Consortium
Date of Meeting	Thursday 12 th November 2020
Reporting Officer	N Hill Head of Parks
Contact Officer	A Reid Parks & Countryside Development Officer

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

1.0	Purpose of Report
1.1	To report on and seek approval to commit to Mountain Bike NI Marketing Consortium Campaigns for 2020-21
2.0	Background
2.1	As previously reported, by the Head of Leisure, over the past number of years Belfast CC (BCC), Mid Ulster District Council (MUDC), Newry, Mourne and Down DC (NMDC) and Outdoor Recreation Northern Ireland (ORNI) have been involved in a consortium to market Northern Ireland Mountain Bike facilities. This year Fermanagh & Omagh District Council (F&ODC) have also joined the consortium. There is a MountainBikeNI brand and website and a Mountain Biking Marketing Officer is employed by ORNI.
2.2	
2.3	The consortium tendered a sponsorship opportunity which was won by Chain Reaction Cycles (CRC) this financial year. CRC contributes £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.
2.4	Outdoor Recreation NI (ORNI) are again requesting funding from all previous consortium Councils to continue marketing the NI Mountain Bike trails and various promotional campaigns. Proposal for the delivery of the MountainBikeNI Consortium 2020 – 2021 is attached in Appendix 1. By continuing to contribute to the Mountain Bike NI Consortium – local authorities can reap the following benefits: Solid Foundation: Significant investment has already been made to establish a website, e-marketing and social media channels Engaged Visitors: As indicated by 'Mountain Bike NI Key Stats' the website / brand has a strong engagement from the target market.

Combined Resources: The small investments from a number of local authority partners can be combined to produce an outcome greater than the sum of its parts.

Cross Sell: There will be opportunities to cross sell between destinations ie, visitors to the Mourne Mountains will be able to learn about activities in Mid Ulster and vice versa.

Website: The website provides an enhanced user experience, be responsive across platforms (mobile, tablet, desktop) and can avail of the latest interactive mapping.

2.5 A further detailed report of ORNI's work programme and reporting for 2019/20 is attached in Appendix 2.

2.6 Within Mid Ulster District Council – MountainbikeNI.com incorporates detailed information on our 2 mountain bike trail centres, Davagh Forest and Blessingbourne Estate.

3.0 Main Report

3.1 ORNI 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.

3.2 ORNI 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.

3.3 The cost to all consortium councils for 2020/21 including sponsorship is proposed as follows:

Delivery of Outputs

Partner	MUDC / £	NMDDC / £	BCC / £	FODC / £
Partner Support	5,666	7,777	3,333	6,950
Sponsorship Contribution	5,000	10,000	0	0
Partner Total	10,666	17,777	3,333	6,950
% of Delivery Capacity	28%	46%	9%	18%

Campaigns

Source	Amount / £	% of campaign delivery
Newry, Mourne and Down District Council	2,000	67%
Mid Ulster District Council	1,000	33%
TOTAL	3,000	100%

Total MUDC contribution for 2020/21 £6,666.00 (Pro-rata from 1 August 2020 – 31 March 2021)

4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	<p>Financial: Mid Ulster District Council would contribute £6,666.00 as a participating partner. Contribution is available in the 2020/21 Parks budget.</p> <p>This is approx 75% reduction in level of support required from 2019/20, £25,241. This reduction reflects the marketing now being conducted in-house by Marketing and Communications Team.</p>
	<p>Human: Human: Existing staff resources sufficient to coordinate project support. No additional staffing resource required.</p>
	<p>Risk Management: In conjunction with Council policies and procedures.</p>
4.2	Screening & Impact Assessments
	<p>Equality & Good Relations Implications: In conjunction with Council policies and procedures.</p>
	<p>Rural Needs Implications: In conjunction with Council policies and procedures.</p>
5.0	Recommendation(s)
5.1	Council approval is sought to participate partner in the Mountain Bike NI Consortium for 2020/21 at a cost of £6,666.00.
6.0	Documents Attached & References
	<p>Appendix Proposal for the delivery of the MountainBikeNI Consortium 2020 – 2021 ORNI's work programme and reporting for 2019/20</p>