

Report on	Walk NI Consortium 2019-20
Date of Meeting	Wednesday 3 rd April
Reporting Officer	Head of Parks
Contact Officer	Nigel Hill

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	Council approval to commit to Walking NI Marketing Consortium Campaigns for 2019-20
2.0	Background
2.1	<p>WalkNI.com is delivered by Outdoor Recreation NI (ORNI), its work was previously directed and funded by its four 'core funders' namely Sport NI, Northern Ireland Environment Agency, Tourism Northern Ireland and Inland Waterways Unit of the Department of Infrastructure.</p> <p>With significant cuts in government funding, this is no longer the case, with ORNI delivering its strategic not-for-profit role under a number of new arrangements. In 2016 / 2017, ORNI successfully established the WalkNI Marketing Consortium to ensure local authorities could continue to benefit from the success of WalkNI.com.</p> <p>By continuing to contribute to the WalkNI Consortium – local authorities can reap the following benefits:</p> <p>Solid Foundation: Significant investment has already been made to establish a website, e-marketing and social media channels</p> <p>Engaged Visitors: As indicated by 'WalkNI Key Stats' the website / brand has a strong engagement from the target market</p> <p>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.</p> <p>Cross Sell: There will be opportunities to cross sell between destinations i.e. visitors to the Mourne Mountains will be able to learn about the Causeway Coast and Glens and vice versa.</p>

	<p>Redeveloped Website: A redeveloped WalkNI.com is imminent. The new look website will provide an enhanced user experience, be responsive across platforms (mobile, tablet, desktop) and can avail of the latest interactive mapping.</p> <p>2.2 Within Mid Ulster District Council – WalkNI.com incorporates:</p> <ul style="list-style-type: none"> • Long Distance Walks – 13.3 km of Ulster Way and an additional 8.8 km of Waymarked Way • Medium Distance Walks – 1 walk totalling 9km • Short Distance Walks – 12 walks totalling 30.1km <p>2.3 WalkNI.com attracted 813,096 visits in calendar year 2018 confirming its position as the definitive guide to walking in Northern Ireland. With 50% of visits from Northern Ireland, 30% from Great Britain, 10% from Republic of Ireland and 10% from the Rest of the World it is clear the website is an important platform for locals and tourists alike. It is clear that walking brings significant tourism and local participation benefits 47% of all adults in Northern Ireland indicated that they participated in walking for recreation at least once within the last year, increasing from 36% in 2011/12 . In relation to tourism Walking or rambling is the most popular activity (36%) undertaken by Northern Irish residents on domestic overnight trips.</p> <p>WalkNI.com Key Stats: The followings statistics clearly highlight the reach and engagement level of WalkNI.com:</p> <ul style="list-style-type: none"> • 813,096 visits per year (2018) • 23,385 social media subscribers • 25,000 + unique views per year to WalkNI Blog • 26,741 e-newsletter subscribers • Key driver of walking product information and content to DiscoverNorthernIreland.com
<p>3.0</p>	<p>Main Report</p>
<p>3.1</p>	<p>Partnership Approach: The WalkNI Marketing Consortium was established in 2016 / 2017. The WalkNI.com website and associated promotional campaigns are delivered by ORNI with local authorities contributing at a level based on their walking product portfolio’s potential to meet the demands of specific markets. Based on the portfolio of walking trails listed on WalkNI.com, ORNI has identified the partner level for each council area as follows:</p>

3.2	<p>Local Partner</p> <p>An area which has a portfolio of walking product, access and infrastructure to meet the demands of local walkers.</p> <p>Delivery for these partners is funded by ORNI's Strategic Partners (primarily via funding provided through DAERA NIEA's Environment Fund)</p> <p>Potential Partners:</p> <ul style="list-style-type: none"> • Antrim & Newtownabbey Borough Council • Lisburn and Castlereagh City Council • Armagh City, Banbridge and Craigavon Borough Council • Mid & East Antrim Borough Council • Derry City & Strabane District Council
3.3	<p>Regional Partner</p> <p>An area which has a portfolio of walking product, access, infrastructure and supporting tourism services to meet the demands of:</p> <ul style="list-style-type: none"> • Local walkers • Visitors from Northern Ireland or Republic of Ireland on either day trips or short breaks of which walking is a key part of a wider itinerary <ul style="list-style-type: none"> ○ This segment will combine walking with other interests e.g. food, photography, wildlife, culture and heritage <p>The foundation of delivery for these partners is funded by ORNI's Strategic Partners (primarily via funding provided through DAERA NIEA's Environment Fund). However, an additional contribution is required to meet tourism objectives.</p> <p>Potential Partners:</p> <ul style="list-style-type: none"> • Mid Ulster District Council • Fermanagh & Omagh District Council • Ards & North Down Borough Council • Belfast City Council
3.4	<p>National Partner</p> <p>An area which has a portfolio of walking product, access, infrastructure and supporting tourism services to meet the demands of:</p> <ul style="list-style-type: none"> • Local walkers • Visitors from Northern Ireland or Republic of Ireland on either day trips or short breaks of which walking is key part of a wider itinerary <ul style="list-style-type: none"> ○ This segment will often combine walking with other interests e.g. food, photography, wildlife, culture and heritage • Walking Clubs from Republic of Ireland <p>Potential Partners:</p> <ul style="list-style-type: none"> ○ Newry, Mourne and Down District Council ○ Causeway Coast and Glens Borough Council

3.5	<p>Delivery Costs for the WalkNI Marketing Consortium - 1st April 2019 – 31st March 2020: In order to continue the proactive marketing activity for Regional and National Partners, ORNI will dedicate the equivalent of 2 days per week through a combination of ORNI's Marketing Manager and a Marketing Officer.</p> <table border="1" data-bbox="231 481 1420 627"> <tr> <td data-bbox="231 481 837 627">Staff Costs including Salary / National Insurance / Employers Pension Contributions Operating Costs Management / Finance Overheads</td> <td data-bbox="837 481 1420 627">£27,560.00</td> </tr> </table>	Staff Costs including Salary / National Insurance / Employers Pension Contributions Operating Costs Management / Finance Overheads	£27,560.00																		
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3.6	<p>Partner Support Required – 2019 / 2020 The following support is required for partners at each level:</p> <table border="1" data-bbox="231 728 1420 963"> <thead> <tr> <th data-bbox="231 728 542 806">Partner Level</th> <th data-bbox="542 728 861 806">Number of Partners</th> <th data-bbox="861 728 1149 806">Support per partner</th> <th data-bbox="1149 728 1420 806">Total Support</th> </tr> </thead> <tbody> <tr> <td data-bbox="231 806 542 846">Local*</td> <td data-bbox="542 806 861 846">5</td> <td data-bbox="861 806 1149 846">0</td> <td data-bbox="1149 806 1420 846">0</td> </tr> <tr> <td data-bbox="231 846 542 887">Regional</td> <td data-bbox="542 846 861 887">4</td> <td data-bbox="861 846 1149 887">£3,445.00</td> <td data-bbox="1149 846 1420 887">£13,780.00</td> </tr> <tr> <td data-bbox="231 887 542 927">National</td> <td data-bbox="542 887 861 927">2</td> <td data-bbox="861 887 1149 927">£6,890.00</td> <td data-bbox="1149 887 1420 927">£13,780.00</td> </tr> <tr> <td data-bbox="231 927 542 963"></td> <td data-bbox="542 927 861 963"></td> <td data-bbox="861 927 1149 963">TOTAL</td> <td data-bbox="1149 927 1420 963">£27,560.00</td> </tr> </tbody> </table> <p>*The base level of the project above i.e. local partners is still covered by the funding provided by ORNI's Strategic Partners (primarily via funding provided through DAERA NIEA's Environment Fund)</p>	Partner Level	Number of Partners	Support per partner	Total Support	Local*	5	0	0	Regional	4	£3,445.00	£13,780.00	National	2	£6,890.00	£13,780.00			TOTAL	£27,560.00
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3.7	<p>Completion of the New WalkNI.com Website Following completion of the website redevelopment, ORNI will continue to review and improve content including:</p> <ul data-bbox="279 1254 1420 1478" style="list-style-type: none"> • Development of content for sections of websites including new destination section 'Plan Your Visit' • Consumer testing on mobile and desktop platform • Upgrade and review walk data e.g. for new 'Trail Update' section • Addition of contact person and email address for all walks for new 'Report A Problem' section 																				
3.8	<p>Accountability: The WalkNI.com consortium will be managed by ORNI's Marketing Manager who will:</p> <ul data-bbox="279 1635 1420 1747" style="list-style-type: none"> • Agree an annual work programme including KPIs • Provide Quarterly progress reports • Hold two meetings per year to report on progress, discuss campaigns etc 																				
4.0	<p>Other Considerations</p>																				
4.1	<p>Financial, Human Resources & Risk Implications</p> <p>Financial: Mid Ulster District Council will contribute £3,445.00 as a participating Regional Partner from 2019/20 Parks revenue budgets.</p>																				

	Human: Human: Existing staff resources sufficient to coordinate project support. No additional staffing resource required.
	Risk Management: In conjunction with Council policies and procedures.
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: In conjunction with Council policies and procedures.
	Rural Needs Implications: In conjunction with Council policies and procedures.
5.0	Recommendation(s)
5.1	Council approval is sought to participate as a Regional Partner with the Walking NI Marketing Consortium and contribute £3,445.00* to 2019-20 campaign. *This figure is has not increased from last year's contribution.
6.0	Documents Attached & References
	Appendix 1 Walk NI Consortium Report 2018-19