

APPENDIX 1

9 November 2022

Permanent Secretary, Julie Harrison
Department for Infrastructure
Corporate Policy Unit
Clarence Court
10-18 Adelaide Street
Belfast, BT2 8GB



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

Dear Ms Harrison

Signing of Tourist Attractions and Facilities

I am writing to express Council's concern in relation to the current policy and procedures for acquiring brown signs.

We have had a number of representatives from DfI's Traffic Management Branch attend meetings to explain the policy in depth and the general consensus is that there is absolutely no flexibility for so called "ineligible tourist businesses" within this current policy and we feel that a change or review needs to happen as soon as possible.

Mid Ulster is a mainly rural district with the majority of tourism businesses located in rural areas, hence brown signage is seen as an essential service for the visitor to locate their intended destination, however the cost of signs is prohibitive with some providers having to spend £500 or more to acquire signs. This is not something that a small B&B or guest house owner can afford, especially in the current economic climate.

Given the challenges of the past few years, the cost of signs also needs to be reviewed. Council is aware that signs are not used for marketing purposes and that traffic management and road safety considerations are a priority, however there are cases where some urban areas on A and B class roads are cluttered with brown signs much to the detriment of rural establishments.

Furthermore, the policy dated October 2014 states under section 1.4.1.3 "*The implementation of the policy will be subject of an annual review between DRD/DETI/NITB*". As it has now been over 8 years since the implementation of this policy, Mid Ulster District Council requests that DfI undertakes an urgent and immediate review of the policy and procedures.

As Chair of Mid Ulster District Council, I would be grateful if you can consider this request and I look forward to receiving your reply.

Yours sincerely

Councillor Córa Corry
Chair
Mid Ulster District Council

**From the Permanent Secretary
Dr Julie Harrison**

Councillor Córa Corry
Chair
Mid Ulster District Council

Via email: chair@midulstercouncil.org

Room 701
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10-18 Adelaide Street
BELFAST
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Telephone: (028) 9054 1175
Email: Julie.Harrison@infrastructure-ni.gov.uk

Your reference:
Our reference: SCORR-0143-2022
24 November 2022

Dear Councillor Corry

SIGNING OF TOURIST ATTRACTIONS AND FACILITIES

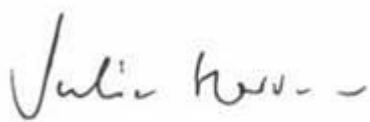
Thank you for your email of 9 November 2022 suggesting that the Policy and Procedure Guidance on the provision of brown Tourist Signs is reviewed.

The original approach was jointly agreed between the then Department of Enterprise, Trade and Investment (DETI) now Department for the Economy, NI Tourist Board (NITB) now Tourism NI, and Transport NI whose responsibilities are now delivered by the Department for Infrastructure (DfI). We have been in contact with our partners to the policy and there are a number of areas that are worthy of consideration, and I am happy that together we explore these further. I would suggest there would also be benefit in writing directly to Tourism NI to outline your concerns in more detail.

In terms of your comments about the cost of providing signs, I fully appreciate the difficult circumstances many businesses are currently operating under but as these signs are for the benefit of a particular business there is no scope for a change to the current approach of full-cost recovery.

I hope you find this response useful.

Yours sincerely



JULIE HARRISON

APPENDIX 3 – Nordics B2B Tourism Workshop Invitation

From: Conor Carberry <c.carberry@tourismni.com>
Sent: 21 November 2022 14:37
To: Mary McKeown <Mary.McKeown@midulstercouncil.org>
Subject: Nordic Workshop

Hi Mary,

Hope all is well.

Tourism Ireland and Visit Britain Nordics B2B Workshop

Tourism Northern Ireland in partnership with Tourism Ireland & Visit Britain are pleased to announce a **Nordics B2B Workshop** in **February 2023**.

Industry will have the opportunity to meet with the Nordics' key trade in a B2B workshop in Copenhagen providing an efficient meeting opportunity to do business. This will be a **one full day workshop event** with networking lunch in between.

It will be the first year that this B2B workshop will be held with Visit Britain. As in previous years, Tourism Ireland (and Visit Britain) will be flying in trade partners from Sweden, Norway and Finland to participate at the workshop.

Taking part in the event is an excellent opportunity for island of Ireland Industry partners to promote their product to key trade from the Nordic region, and to take advantage of the direct flight access into the region.

The full cost of participation at the Nordics Workshop is €650 excluding VAT. In 2023 Tourism Ireland will offer Event Support of 50%, so the cost of participation is reduced to **€325 excluding VAT**, per partner.

Successful partners are responsible for any additional personal costs associated with attending the workshop, including costs of flights/travel, accommodation and any meals outside of those offered as part of the event.

Many Thanks,

Conor Carberry
Business Solutions Officer
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