

Title of Report:	RDP Co-operation Project – Yellow Frames
Committee Report Submitted To:	The Leisure and Development Committee
Date of Meeting:	11 th June 2019
For Decision or For Information	For Information

Linkage to Council Strategy (2019-23)	
Strategic Theme	Protecting & enhancing our environment and our assets.
Outcome	Generating economic and social returns without compromising the sustainability of our natural assets.
Lead Officer	Head of Tourism and Recreation

Budgetary Considerations	
Cost of Proposal	Estimated £170,719. 10% contribution from Council: <ul style="list-style-type: none"> • £3,000 Capital. • £14, 071 are Marketing Activities.
Included in Current Year Estimates	YES
Capital/Revenue	Capital
Code	RDP
Staffing Costs	Revenue - £25,608 (15%) recoverable cost from RDP.

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	No	Date: N/A
	EQIA Required and Completed:	No	Date: N/A
Rural Needs Assessment (RNA)	Screening Completed	No	Date: N/A
	RNA Required and Completed:	No	Date: N/A
Data Protection Impact Assessment (DPIA)	Screening Completed:	No - n/a	Date: N/A
	DPIA Required and Completed:	No – n/a	Date: N/A

1.0 Purpose of Report

The purpose of this report is to present to Elected Members with information on the 'Yellow Frames' project as part of the Cooperation Projects administered by Rural Development Programme and Council.

2.0 Background

Members will already be aware that staff from the Tourism and Recreation Service have been working with the Rural Development Programme (RDP) team to identify and develop co-operation projects and have already included a coastal dune protection programme and long distance walking trail development as presented to Members in May 2018.

'Yellow Frames' is a marketing and promotional concept (with associated infrastructure) that increases access opportunities for visitors to areas away from the Causeway Coastal Route. Council officers are working with RDP officials to implement 8 National Geographic style 'Yellow Frames' at selected scenic locations within the Council area.

This project fits within one of the priority themes of the RDP Co-operation Project which aims to enhance the tourism offering by encouraging increased expenditure and overnight stays to the Borough. This project also fits the key objectives within Council's Destination Management Plan.

The overall cost of the project is estimated to be in the region of £170,719. The RDP Programme will provide 75% of the project costs with the remaining 25% (£42,680) of project costs requested by way of a contribution from Council through cash and routine business support.

The proposal involves the installation of a maximum of 8 framed structures that will capture a 'Hidden Treasure' within the rural landscape of the Borough. National Geographic as an organisation has shown its full support for this project idea and has been contracted by DAERA to actively promote the project for a period of 3 years from inception. This idea has been used in other European countries with success and the RDP Co-operation sub-group (consisting of 5 CC&G councillors and 4 social partners) believe that this approach would work well within our Borough by adding a new innovative dimension to our visitor experience and by marketing our region to a global audience including the opportunity to market to National Geographic subscribers. National Geographic has a global reach of 440 million households in 171 countries.

The implementation of this project, is directly aimed at addressing the need for providing greater dispersal of the visitor experience to areas away from the 'honey pot' locations, relieving the pressure on the key tourism sites, broadening the visitor experience opportunities to some of our areas other special locations, and ultimately helping to sustain our economy.

Key elements include:

- Shortlist from 14 identified sites to 8 that reflect the best locations for the project whilst creating regional spread.
- Develop an integrated marketing campaign for a year one launch with the Council's Destination Marketing team working in conjunction with the RDP Marketing activities to promote through National Geographical.

3.0 Next Steps

Council officials will progress with the Local Action Group on the procurement and delivery of the 8 Yellow Frames to the sites. A concerted marketing campaign will see the first 3 years being promoted globally by National Geographic and for future years the Yellow Frames will be promoted as part of the destination marketing activities for the Causeway Coast and Glen's area.