

<b>World Host Programme</b>	<b>13<sup>th</sup> September 2016</b>
<b>To: The Leisure and Development Committee For Information</b>	

<b>Linkage to Council Strategy (2015-19)</b>	
<b>Strategic Theme</b>	Accelerating Our Economy & Contributing To Prosperity
<b>Outcome</b>	Improved customer service, improved linkages to tourism businesses
<b>Lead Officer</b>	Paul Beattie, in conjunction with Kerrie McGonigle
<b>Cost: (If applicable)</b>	A maximum of £1000, depending on uptake

**The purpose of this report is to gain agreement for matching funding to Tourism NI's World Host Programme.**

### **Background**

Staff from Tourism and Economic Development recently met with Tourism NI representatives to discuss potential business support measures under the two organisations' respective remits.

Council has several initiatives to work with local tourism businesses, and more will be coming over the winter months, including website development for some of the area's local accommodation and activity providers.

However, all parties have identified a need to continue the roll-out of the World Host Programme which has run previously in all the legacy Council areas. It will be especially important to develop the area's service proposition in the run up to the key events of the Irish and British Opens over the next few years.

### **Delivery**

Tourism NI has proposed to deliver this year's sessions to an audience of thirty providers. The total cost per person is £80, with £20 sought from participants.

Members will be aware that a contribution to programme costs can often be a barrier to participation. It is therefore proposed that Council offers to cover this cost for this year's programme to ensure full participation. Organisation of the training and other costs are covered by Tourism NI.

### **Recommendation**

It is recommended that Council covers the cost of £750 - £20 per participant, for 30 participants, from the existing economic development budget, which has a specific tourism business development programme measure. This report has allowed for up to £1000, from existing budgets to cover for extra uptake, should it occur.