



Belfast City Council

Report to:	Parks and Leisure Committee
Subject:	Outdoor recreation Northern Ireland (ORNI)
Date:	11 December 2014
Reporting Officer:	Rose Crozier, Assistant Director of Parks and Leisure
Contact Officer:	Stephen Quinn, Community Park Manager Stephen Walker, Departmental Portfolio Programme Manager

1.	Relevant Background Information
	<p>The purpose of this report is twofold:</p> <ol style="list-style-type: none">1. To seek authority from Committee in respect of a request from ORNI for a management fee in respect of their work and support in securing funding for the Mountain Bike Trail at Barnett's Demesne; and2. To seek authority from the Committee to part fund as part of the partnership arrangement with ORNI, the ongoing marketing and promotion around mountain biking within Belfast. <p>Management Fee in respect of Mountain Bike Trail</p> <p>By way of background, Outdoor Recreation NI currently receives core funding from NIEA; DCAL (Inland Waterways); Sport NI; and NITB. The core funding covers approximately 78% of core running costs such as salaries & office overheads. The shortfall of 22% is met through a 'management fee' charged for staff who are involved in individual projects undertaken by the organisation.</p> <p>The Committee is reminded that the Mountain Bike Trail was secured through a funding package with contributions from Rural Development Programme; Sport NI and short fall funding from Belfast City Council. ORNI played a central role in the securing of the external funding; and indeed Officers would acknowledge the key role played by ORNI in making the application and in working with the funding bodies and other statutory agencies to secure the necessary approvals to proceed.</p>

ORNI also has a well established network of Mountain Bike users and this was invaluable in developing the trail.

Members are asked to note that BCC was prohibited from making application to Sport NI under the Community Capital Programme; this funding source would not therefore have been available to the council had ORNI not made the application.

ORNI has approached Council Officers seeking remuneration for their involvement with this project. It would appear that there had been some discussion about this at an early stage in the process and indeed in an early cost estimate for the project there was an allowance of £9,000 set aside as a management fee for ORNI.

However, this figure was not agreed and whilst there were several legal agreement signed up to as part of the funding process; there is no reference to this management fee. Nor was there reference to such a fee in any of the reports previously presented to Committee between 2010 and 2013 which related to the Trail Project.

It is the view of Officers that there was an understanding on the part of the ORNI that a fee would be payable to ORNI upon completion of the works.

Appendix A outlines the work undertaken by ORNI during the project. Without this work it is questionable as to whether the Trail would have secured the necessary funding and been successfully delivered.

It is therefore recommended that a one off payment of £9,000 be made to ORNI as a management fee in respect of their contribution to the delivery of what has been a highly successful project.

Funding to support a Mountain Bike Marketing Officer

The funding is to support a Mountain Biking Marketing Officer for ORNI (Outdoor Recreation Northern Ireland) to promote, support and liaise with consortium partners to ensure a collaborative approach providing mutual benefits for the mountain bike trail centres in Northern Ireland.

National trail centres in Northern Ireland:

- Newry and Mourne District Council have agreed to fund £11,666 for Rostrevor Trail Centre.
- Down District Council have agreed to fund £11,666 for Castlewellan Trail Centre.
- Cookstown District Council has agreed to fund £11,666 for Davagh Trail Centre.

Regional trail centres in Northern Ireland:

- Dungannon District Council has agreed to fund £5,000 for Blessingborne Trail Centre.
- Belfast City Council has been approached for £5,000.

	<p>The success of the funding will secure this resource provided by ORNI for all the trail centres.</p> <p>The relationship with ORNI has proved to be very valuable in establishing and progressing the Mountain Bike Trails and Dirt Jumps at Barnett Demesne and Mary Peters Track and we wish to maintain this in 2015/16.</p>
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2.	Key Issues
	<p>The Council wishes to promote the use of Mountain Bike Trails and Dirt Jumps at Barnett Demesne and Mary Peters Track to ensure the facility is well used, contributing health and well being by encouraging active lifestyles.</p> <p>The website management provided by ORNI has been valuable for providing updates for users e.g. trail closures, update of trail conditions and managing online event calendar in liaison with Community Park Manager.</p> <p>The marketing campaigns by ORNI create and manage advertising in Northern Ireland and republic of Ireland to ensure tourist are aware of the trails available at Barnett's Demesne.</p> <p>The assistance by ORNI has been valuable in the updating of signage on the trails and dirt jumps to ensure consistency across Northern Ireland.</p>

3.	Resource Implications
	<p><u>Finance</u></p> <p>The funding of the management fee can be sourced from an existing budget code covering 'Other Professional Services'</p> <p>£5,000 to be provided to ORNI from site budget within Barnett's Demesne in 2015/16</p> <p><u>Human Resources</u></p> <p>It is envisaged the support from ORNI will provide an additional staff resource to market and promote the trails locally and nationally.</p> <p><u>Asset</u></p> <p>The marketing resource will help to promote the Mountain Bike Trails and Dirt Jumps through ORNI's advertising and promotion therefore encouraging continued use of the facility that is unique to Belfast.</p>

4.	Equality and good relations implications
	None

5.	Recommendations
5.1	<p>It is recommended that the Committee:</p> <ol style="list-style-type: none"> 1. Agree to the payment of the management fee; and 2. Grant permission for financial support to the sum of £5,000 to ORNI to continue marketing support for Mountain Bike Trails and Dirt Jumps at Barnett Demesne and Mary Peters Track in line with the other Councils who have trail centres in Northern Ireland.
6.	Decision Tracking
	Ricky Rice, City Park Manager (South West)
7.	Key to Abbreviations
	ORNI (Outdoor Recreation Northern Ireland)
8.	Documents Attached
	Appendix 1 – ORNI Document