

## **Minutes of Tourism Strategic Policy Committee Meeting held on Friday, 21st April, 2017 at 2.30pm in the Meeting Room, Fl 5, Extension, County Hall**

### **In attendance:**

Cllr Alan Coleman, Chairman of SPC

Cllrs: K McCarthy, Hayes, S McCarthy, Hegarty, O'Cadhla, Hurley, Conway, O'Brien, Carroll, C O'Sullivan, A. O Sullivan

### **External Sectoral Representatives:**

A Manworth, Cork International Hotel

D Cronin, Cronin's Coaches

### **Cork County Council Staff:**

Rose Carroll, A/Senior Executive Officer, Tourism

### **Presentations given by the following:**

Rebecca O'Keeffe, Taste Cork

Seamus Heaney, Cork Convention Bureau

### **Apologies:**

Cllrs: K McCarthy, Sheppard, Hurley

V Kiely O Connor, A Finch, V Murphy, F Buckley, S. Corcoran

### **Item 1 - Confirmation of Minutes of Meeting held on Friday, 20th January, 2017**

The minutes of the meeting, having been circulated with the agenda, were approved by Cllr K Conway and seconded by Cllr M Hegarty and taken as read.

### **Item 2 - Matters arising from the minutes**

Matters arising from the minutes dealt with under other items on the agenda.

### **Item 3 - Cork Convention Bureau, Successes to date, plans for 2017 & Beyond**

S Heaney, Chairman, Cork Convention Bureau provided a detailed update to members on the work to date carried out by the Convention Bureau. He advised that in 2016, €11.5 million was the value of international conferences and events confirmed through Cork Convention Bureau with to date in 2017 a further €24m worth of international conferences in the pipeline for Cork up to the year 2021. Already over 20 conferences worth a combined €12m are confirmed for Cork in 2017. To build on the success of the Convention Bureau as a MICE Destination, a new strategy is currently being developed to grow international delegate numbers thus adding to a greater economic impact.

R Carroll to circulate presentation to all members.

### **Item 4 - Taste Cork, Developing a Regional Identity & Network for Cork's Food Sector**

Rebecca O Keeffe, Food Executive, Taste Cork provided the following update to members:

- Taste Cork is a regional branding initiative supported by the Local Enterprise Offices, Cork County Council & Cork City Council

- Its four key areas of focus are: Consumer Communications, provision of supports for Cork's Food Sector, positioning of Cork as a leading food tourism destination and development of clear routes to market for producers.
- Currently Taste Cork has 150 Food Producers as members with membership to be extended to represent cafes, restaurants and hotels
- A new Taste Cork website is currently being developed - [www.tastecork.com](http://www.tastecork.com)
- Taste Cork has had a presence at the following shows: Food & Drink Expo, Birmingham, Food Matters Live, London, Excel, International Food & Drink Event, London
- Three Year Vision to: Develop strong working relationships with all external stakeholders, a thriving online hub that connects the food sector, effectively communicating the Cork Food Story from one central point, inspiring collaborative and innovative approaches to food tourism and the Taste Cork brand to become synonymous with local food & drink.
- Upcoming events include: Food Matters Live Industry Briefing, Cork Summer Show, Demo Tent, Cork Character Cafe Series, Taste Cork Week.

R Carroll to circulate presentation to all members.

#### **Item 5 - Cork County Council's Tourism Statement of Strategy & Work Programme 2017 - 2022**

R Carroll advised that under the initiative of the Dept of Transport, Tourism & Sport (DTTAS) and supported by the County and City Management Association and the Local Government Management Association (LGMA) each Local Authority was required to prepare a Tourism Statement of Strategy and Work Programme for the period 2017 - 2022. This was undertaken using a common template which issued in December, 2016, under the following headings:

- National Policy
- Regional Action Plan for Jobs
- LECP Tourism Objectives
- Tourism Work Programme 2017 - 2022: Product/Experience Development, Festivals & Events, Marketing & Promotion,
- Regional Collaboration & Bespoke Initiatives

Cork County Council's Tourism Statement of Strategy & Work Programme is aligned with the objectives of "Growing Tourism in Cork - A Collective Strategy", Local Economic & Community Plan, Regional Action Plan for Jobs and the Government's Tourism Policy "People, Place & Policy - Growing Tourism to 2025".

She further advised that prior to the completion of this Strategy & Work Programme, each Local Authority was requested by the LGMA on behalf of the DTTAS to complete a detailed survey on Tourism Initiatives to highlight the level of involvement and investment in tourism initiatives during the period 2011 - 2016. The results of this survey formed the basis of an extensive report on Local Authorities contribution to tourism.

The completed strategies were launched at the initial Local Government National Tourism Conference entitled "Collaborate Locally to Compete Globally held on the 29th & 30th March in Enniscorthy, Co Wexford.

**Item 6 - Update on Trails for Tourism - A Policy to maximise the economic benefit to the County**

R Carroll advised that currently the Tourism Section is working with the groups responsible for the seven pilot trails identified in the policy using the template developed by the Tourism Section which has a common set of criteria. The criteria includes areas such as access, available services and potential for further economic activity.

**Item 7 - Update on the Draft Motorhome Policy & next steps**

R Carroll advised that since the last meeting of the SPC, Cobh Municipal District has adopted the Draft Five Foot Way Motor Caravan Car Park Byelaws which will be effective from 11th May, 2017. Following a discussion, members agreed to defer further discussion on the Draft Motorhome Policy until the July Meeting.

**Item 8 - Update on the Draft Licencing of Street Furniture Policy & next steps**

R Carroll advised that as agreed at the January Meeting by Members of the SPC, the Draft Policy was forwarded through the offices of Mary Ryan, Director for further discussion at each of the Monthly Municipal District Meetings. Clarification as requested by the Members was also sought on the implementation of this policy at MD level, in particular, its enforcement, should the Draft Policy be approved at Full Council. She further advised that concerns in particular were raised at the West Cork MD Meeting in relation to the minimum of 1.8m footpath clearance stated in the Draft Policy as currently in the majority of towns and villages this would not be possible to achieve.

As a result a meeting will now be arranged with Senior Roads Engineers to discuss the content of the Draft Policy further with an update to be provided at the next SPC Meeting in July.

***This concluded the business of the meeting.***