



Subject:	Outdoor Recreation Northern Ireland (ORNI), Walk NI
Date:	10 April 2018
Reporting Officer:	Nigel Grimshaw, Director City & Neighbourhood Services Department
Contact Officer:	Rose Crozier, Assistant Director City & Neighbourhood Services Department Stephen Quinn, Community Park Manager

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	To seek authority from the Committee to part fund as part of the partnership arrangement with Outdoor Recreation Northern Ireland (ORNI), the ongoing marketing and promotion of walks within Belfast Parks through the walk.ni website.
1.2	ORNI provide a number of services to us: <ul style="list-style-type: none">▪ Undertake an audit of a number of our Parks walks▪ Promotes our 24 short and medium walks throughout our Parks▪ Promotes the Ulster Way throughout our Parks▪ List detailed information on its website on behalf of Belfast Parks

1.3	The walkni.com website with ORNI currently promotes walking opportunities in our various parks and it offers detailed information on walk grade, length, accessibility etc. and events which directly complements our marketing and promotion of our facilities. As part of walkni.com, ORNI completes an audit of a number of our park walks and forward this information to the Community Park Managers for action. ORNI has indicated that the website currently has over 809,698 visitors per year, 19,346 social subscribers and 32,442 e-newsletter subscribers.		
1.4	ORNI has confirmed that all investment will be retained within this project.		
2.0	Recommendations		
2.1	<p>It is recommended that the Committee:</p> <ul style="list-style-type: none"> ▪ Continues to provide financial support to ORNI by a sum of £3,445 for 2018/19 to ORNI to market support for walking routes within Belfast Parks in line with the other councils who wish to promote walking in Northern Ireland. 		
3.0	Main report		
3.1	<p><u>Key Issues</u></p> <p>The Council wishes to promote the 23 short quality walks totalling 73 kilometres, 1 medium walk totalling 17 kilometres and 8 kilometres of Ulster Way listed on walkni.com. There is also a dedicated Belfast destination section http://www.walkni.com/destinations/belfast/</p> <p><u>Financial & Resource Implications</u></p> <p>3.2 The funding of the management fee can be sourced from existing revenue budgets for 1 year:</p> <table data-bbox="459 1417 767 1451" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: right;">£3,445</td> <td style="text-align: right;">2018/19</td> </tr> </table> <p><u>Human Resources</u></p> <p>3.3 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>3.4 The marketing resource will help to promote walking through ORNI's advertising and promotion therefore encouraging continued use of walking routes within Belfast.</p>	£3,445	2018/19
£3,445	2018/19		

3.5	<u>Equality or Good Relations Implications</u> None
4.0	Appendices – Documents Attached
	None