

Title of Report:	NI 100 Council Centenary Working Group Branding & Programme Outcomes
Committee Report Submitted To:	The Leisure & Development Committee
Date of Meeting:	19th January 2021
For Decision or For Information	For Decision

Linkage to Council Strategy (2015-19)	
Strategic Theme	Resilient, Healthy & Engaged Communities Accelerating our Economy and Contributing to Prosperity
Outcome	Council will work to develop and promote stable and cohesive communities across the Borough Promoting the Borough as an attractive place to live, work, invest and visit
Lead Officer	Head of Community & Culture
Cost: (If applicable)	TBC

Budgetary Considerations	
Cost of Proposal	TBC
Included in Current Year Estimates	no
Capital/Revenue	Revenue
Code	TBC
Staffing Costs	TBC

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	no	To be completed following completion of draft programme
	EQIA Required and Completed:	No	Date: n/a
Rural Needs Assessment (RNA)	Screening Completed	no	Date:
	RNA Required and Completed:	no	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	No	Date:
	DPIA Required and Completed:	No	Date:

1.0 Purpose of Report

The purpose of this report is to provide Members with an update on Council's NI 100 Centenary Working Group and to seek approval from Members for the overall programme outcomes and associated branding.

2.0 Background

At the November 2018 Corporate Resource & Policy committee meeting a Notice of Motion was carried and subsequently agreed at the Council meeting held in the same month, stating

'That this Council establish a working group, consisting of 6 members by d'Hondt, to explore a programme of events and activities to celebrate the 100th anniversary of Northern Ireland in 2021.'

The Terms of reference agreed by Council in July 2020 and have been meeting regularly to progress a draft programme and associated branding.

3.0 Progress to date

3.1 Terms of reference for group agreed and adopted in July 2020 by council.

3.2 Programme themes have been developed by the working group and agreed by council in July 2020. These include:

- Heritage and Culture,
- Great Northern Ireland Minds and Innovation,
- Sport & Wellbeing and Community Development,
- Food, Drink and Entertainment

3.3 Draft programme outcomes have been agreed by the working group for council's approval and include:

- a) Promoting the Borough as an attractive place to visit, invest and do business, utilising the centenary to celebrate our people, places and products by showcasing the rich sporting, cultural, entrepreneurial and academic talent which exists therein
- b) Building a shared understanding of our collective history in a way that can build good relations and reconciliation within and between communities by facilitating opportunities that both reflect on our past as well as build for our future
- c) Recognising and building awareness of this significant anniversary, locally, nationally and internationally, supporting expression of the diverse identities and culture that exist within the Borough.

3.4 Options for a brand were presented to the working group. The branding has been agreed by the working group and is presented for council's approval which includes the following proposed strapline "*Glance Back, Look Forward*", with the following logo to be incorporated into projects associated with the council's programme of events for the centenary.



NI 100

GLANCE BACK **LOOK FORWARD**



3.5 External expertise

The working group agreed a terms of reference to facilitate the invitation of an historical advisor (pro bono) to advise and inform the Working Group in meeting its aims and objectives, including the provision of advice on relevant projects developed and have identified a suitable candidate to undertake such a role. The group also agreed that this advisor should be supported by a panel of local historians with local knowledge and expertise, to be nominated by the 6 working group members. This panel is now in place and have met to support Museums services in the development of their projects.

The notes of the working group meetings for October and November are attached for information in Annex A.

4.0 Recommendation

Approval is sought from the L&D Committee regarding the programme outcomes and associated branding as detailed within the report for Council's NI 2021 Centenary Programme.

Annex A

 Causeway Coast & Glens Borough Council	Report of NI 2021 Centenary Working Group Thursday 15th October 2020, at 6.30pm Virtual Meeting via MS Teams
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Present

Members: Alderman J. McCorkell (Chair), Councillors, A. Callan, M. Knight-McQuillan, A. Schenning, L. Peacock

Officers: J. Welsh, Head of Community & Culture, R Baker, Director of Leisure & Development, P. Beattie, Head of Prosperity & Place, P. Thompson, Head of Tourism, W. McCullough, Head of Sport & Wellbeing, E. Doherty, Civic Support Officer, P. Harkin, Good Relations Manager, C. Dunne, Funding Development Officer, Funding Unit, A. McAuley, Corporate Communications and PR Manager, Z Curry Business Support Officer

Historical Advisor: A. Charles

In Attendance: K. Yates, Hone Insights

NO.		ACTIONS
1.	Welcome	
	Alderman J McCorkell proceeded with the meeting.	
2.	Apologies	
	Cllr. J. Baird D Jackson, Chief Executive, P. Donaghy, Democratic & Central Services Manager H. Perry, Museums Development Manager R. Downey, Sport & Wellbeing Development Unit Manager	
3	Notes of Meeting held 27th August 2020	
	All agreed	
4.	Matters Arising	
	No matters arising	
5.	Context – draft outcomes	
	Community & Culture HOS, outlined the proposed outcomes for the steering committee. There are 3 main outcomes to look at where we are going forward and the feasibility of the projects. Proposed Outcomes: 1. Promote the Borough as an attractive place to visit, invest and do business, utilising the centenary to celebrate our people, places and products by showcasing the rich sporting, cultural, entrepreneurial and academic talent which exists therein	

NO.		ACTIONS
	<p>2. Build a shared understanding of our collective history in a way that can build good relations and reconciliation within and between communities by facilitating opportunities that both reflect on our past as well as build for our future</p> <p>3. Recognise and build awareness of this significant anniversary, locally, nationally and internationally, supporting expression of the diverse identities and culture that exist within the Borough.</p> <p>The outcomes were Proposed by Cllr. A. Callan Seconded by Cllr. M. Knight-McQuillan</p>	
6.	Programme Branding - Karen Yates	
	<p>Karen Yates, Hone Insight gave a presentation on the Programme Branding and explained the rationale for the strapline, "Glance Back, Seeing Forward". Members discussed the various NI 100 logos in the presentation. Members liked the concept of the NI 100 logo and strapline, however they requested that the logo be brought back to members with various fonts for further discussion.</p> <p>Members requested a copy of the presentation to be emailed.</p> <p>The Head of Prosperity & Place will provide local images.</p>	<p>Presentation to be emailed to members</p>
7.	Draft Project register – update & high level costings	
	<p>Head of Community & Culture, from the previous meeting officers have looked at project ideas and what could be rebranded from existing budgets.</p> <p>Draft Budget circulated prior to the meeting. Members were informed the budget is not complete, more information is to be included.</p> <p>Rolling Budget to date; Total Projected Cost: £356,235 Potential Contribution from Existing Budgets: £70,200 Additional Net Cost to Council: £235,535</p>	
8.	Update from Funding Unit on Potential Funding	
	<p>The Funding Development Officer gave an update on all potential funders.</p> <p>Potential Funders; Heritage Lottery Fund The Lottery (Awards for All) He informed members that all funders have diverted funding as a response to COVID 19.</p>	

NO.		ACTIONS
	The Development Officer will continue to seek and discuss with potential funders.	
9.	Defining criteria for shortlisting projects/feasibility of projects & next steps	
	<p>Community & Culture HOS explained that projects will be equality screened when it has been agreed which projects are being taken forward, then taken to Council.</p> <p>In order to agree the projects, Community & Culture HOS provided members with a Feasibility Analysis approach to test the feasibility of each project.</p> <p>Feasibility Approach;</p> <p>Approach to testing the feasibility of the programme Key overall questions to consider for each. Do we have</p> <ul style="list-style-type: none"> a) Time/ scheduling b) Resources – staff, finances, vfm c) Support/Buy in – community/stakeholder support and S75 <p>Specifically, each project will be evaluated in terms of feasibility, prior to proceeding to the planning and implementation phase, considering the following aspects:</p> <ul style="list-style-type: none"> a) Strategic fit aligned to outcomes (above) b) Technical capability - availability of technical capability/skills or access to such, including ability to adapt methodology due to cost or COVID c) Financial feasibility and access to finances to deliver – funding and affordability d) Managerial capacity and operational implications for teams e) Cultural & social impacts – section 75 implications, community 'buy in' f) Scheduling (timing/timetabling) g) Health & Safety, particularly covid 19 - including potential to deliver in alternative formats h) Political Implications <p>It was agreed to adopt the Feasibility Analysis with the Officers bringing back the outcome to the working group, with it being ready to be rolled out in the Spring 2021.</p> <p>Community & Culture HOS advised members that the Feasibility Analysis will take some time to be completed by officers and will be brought to the working group.</p>	<p>Feasibility Analysis to be completed and brought to working group</p>
10.	Historical Panel -Members' nominations	
	Three nominations received from DUP.	

NO.		ACTIONS
	Councillors still to nominate will discuss and provide a nominee to the group. The Chair welcomed Dr Andrew Charles to the working group who will chair the Historical Panel. A meeting of the Historical Panel will be facilitated through Museum Services.	
11.	Any other relevant business	
	Cllr. A. Callan proposed to; <ul style="list-style-type: none"> include the a programme by David Hume and Tim McGarry which would look 100 years of Northern Ireland invite Edward Montgomery, The Honourable The Irish Society on to the working group as an observer to explore an event in London with The Honourable The Irish Society/City of London, possibly the Mayor plant a tree in London recognise the Ulster Tower is 100 years old Seconded by Cllr.M. Knight McQuillan	
12.	DATE OF NEXT MEETING	
	Meeting normally held third Thursday of the month, therefore 19th November 2020 - will confirm via TEAMS invite.	

Meeting closed at 8.00pm

 <p>Causeway Coast & Glens Borough Council</p>	<p>Report of NI 2021 Centenary Working Group Thursday 19th November 2020, at 6.30pm Virtual Meeting via MS Teams</p>
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Present

Members: Councillor A. Schenning Chair), Councillors, Cllr. J. Baird A. Callan, M. Knight-McQuillan,

Officers: D Jackson, Chief Executive., R Baker, Director of Leisure & Development, J. Welsh, Head of Community & Culture,

P. Beattie, Head of Prosperity & Place, P. Thompson, Head of Tourism, W. McCullough, Head of Sport & Wellbeing,

H. Perry, Museums Development Manager, P. Donaghy, Democratic & Central Services Manager, R.Downey, Sport & Wellbeing Development Unit Manager, P. Harkin, Good Relations Manager, A. McAuley, Corporate Communications and PR Manager, Z Curry Business Support Officer

Historical Advisor: A. Charles, E. Montgomery

In Attendance: K. Yates, Hone Insights

NO.		ACTIONS
1.	Welcome	

NO.		ACTIONS
	Councillor A. Schenning chaired the meeting E. Montgomery was welcomed to the meeting as a Historical Advisor	
2.	Apologies	
	Alderman J. McCorkell E. Doherty, Civic Support Officer P. Donaghy, Democratic & Central Services Manager R. Downey, Sport & Wellbeing Development Unit Manager C. Dunne, Funding Development Officer, Funding Unit	
3	Notes of Meeting held 15th October 2020	
	All agreed	
4.	Matters Arising	
	No matters arising	
5.	Conflict of Interest	
	The Chair read the Conflict of Interest statement. Dr. Andrew Charles declared an interest at Item 9 and would leave the meeting during this section of the meeting.	
6.	Programme Branding - Karen Yates	
	Karen Yates, Hone Insight gave a presentation on the Programme Branding. NI100 logos were previously circulated to members. Members discussed the strapline “Glance Back, See Forward” and agreed to change the wording to “Glance Back, Look Forward” Members discussed the font types of the NI100 logo and opted for the “Musket” font. Proposed by Cllr M. Knight-McQuillan Seconded by Cllr. A. Callan	“See” to be changed to “Look”
7.	Historical Panel Update	
	Five nominations have been received and awaiting 1 further nomination from Cllr Peacock. The names of who have been nominated to date are: Dr. Andrew Charles David Brewster Keith Beattie George Dallas Elizabeth McNerlin Robert Corbett Dr Andrew Charles will Chair the meetings. A meeting has been scheduled to take place on 26 th November 2020.	
8.	Museum NI 100 update - previously circulated	
	Museums’ Development Manager updated members on the Terms of Reference;	

NO.		ACTIONS
	<p>'100 Years of the Causeway Coast and Glens'(Working Title) 'Partition in Ireland: Partition of Ulster' Key Stage 4 and adult workshops.</p>	
9.	Terms of Reference Historical booklet	
	<p>Dr Andrew Charles, previously declared Conflict of Interest and left the meeting at this point.</p> <p>Museums' Development Manager presented the draft Terms of Reference (TOR) for the Historical Booklet, '100 Years of the Causeway Coast and Glens' (Working Title) The TOR will be in line with Councils' procurement process.</p> <p>A two phase approach was included in the TOR; Stage one – Research to be completed by 19th March 2021. This phase will be funded through Councils' Good Relations through the TEO T:BUC District Council Good Relations Programme. Stage two – Scriptwriting to be completed by 31st July 2021, this stage will be subject to funding. This would be dependent on COVID restrictions, providing access to libraries/research is allowed. Examples of cost from previous works carried out by the Museums Service Area were provided to members as a guide to possible costs. Members discussed the quantity and the finish print of books, the amount of budget will inform these details.</p> <p>Members discussed the title and it was the title "100 Years of NI' with a sub heading 'Reflecting of Causeway Coast and Glens' Proposed by Cllr A. Callan Seconded by Cllr M. Knight-McQuillan All agreed.</p> <p>Cllr. M. Knight- McQuillan suggested if the publication could be produced in the new age graphic novel style. Cllr A. Callan agreed and suggested that the both styles be included in the Research stage. It was agreed for the 'graphic novel' be kept on the Agenda.</p>	
10.	100 Famous Sons & Daughters nominations	
	<p>The Museums Development Manager updated members on the nominations for the 100 Famous Sons & Daughters;</p> <ul style="list-style-type: none"> • Public call through Councils social media platforms via the PR department • 164 nominations received to date(previously circulated) 	

NO.		ACTIONS
	<ul style="list-style-type: none"> • We requires consent from the nominees • This list will be taken through the Historical Advisory Panel meeting <p>Members discussed if it were necessary to shortlist to 100 nominees. It was proposed to shortlist to 100 and list all those nominated. Proposed by Cllr.M.Knight-McQuillan Seconded by Cllr.A. Schenning</p>	
11.	Draft Project register – update	
	<p>Draft Programme and draft budget, previously circulated. Head of Community & Culture explained she had met with all other Heads of Service. The relevant projects and Feasibility Analysis with each Service Area and there are 50 projects to deliver to help establish if the projects are deliverable. There needs to be a decision on budgets as we are entering the Estimates process and this will need to be included. Cllr. A. Callan felt that the decision on the projects/budgets could not be taken until the Project Officer is in post. Projects Cllr Callan expressed that the following projects should be included were; 100 Sons & Daughters Tree Planting Cllr. A. Callan saw a need to write to Land & Property Services to ascertain what land is available to plant trees. The Democratic & Central Services Manager explained to members that the webpage could be in place as soon as members would like. It was agreed to move forward with the Webpage. Proposed by Cllr. A.Callan Seconded by Cllr. M.Knight-McQuillan</p>	<p>Webpage to be developed</p>
11.	Any Other Relevant Business	
	<p>Correspondence received by Cllr. A. Callan from NI 100 Centenary Committee Requesting to meet with Officers to inform members of their plans and gather and understanding of what CC&G are planning. Cllr A. Callan proposed to purchase 20 Commemorative benches to site in towns/villages throughout the Borough. The Chair reminded members this would be subject to procurement and cost. Commemorative Benches to be included on the Draft Programme list</p>	<p>Officers to arrange a meeting</p> <p>Commemorative Benches to be included on the Draft Programme list</p>

NO.		ACTIONS
12.	DATE OF NEXT MEETING	
	Meeting scheduled to be held on Wednesday 2 nd December 2020 - will confirm via TEAMS invite.	

Meeting closed at 8.00pm