



Action Tourism Enterprises (B1)

Working Group & Advisory Group Joint Meeting

21st September 2015

Attendees: Laura Cotter, Tracey Duffy, Michael Fitzsimons, Karen Foley, Carol Gleeson, Tina O'Dwyer, Martin Waldron

Apologies: Niall Hughes, Christy Sinclair

CC: Frances Connole, Birgitta Curtin, Michael Roberts

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AGENDA:

1. Review of Minutes 13.05.2015
2. Geopark Sustainable Code of Practice for Tourism – 2015-17 Plans
3. Strategic Planning Process Update
4. Support Requirements 2015-16
5. Measurement and Evaluation Methodology
6. AOB

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ITEM	TOPIC	ACTION	DEADLINE
1	Review of Minutes 13.05.2015 Updates arising: <ul style="list-style-type: none"> - Those attending meetings in voluntary time may claim travel expenses by submitting an invoice to “Carol Gleeson, GeoparkLIFE Programme, Clare County Council, Local Area Offices, Ennistymon, Co. Clare” quoting reference LIFE11 ENV/IE/922 and including date and time of meeting. MF proposed minutes; LC seconded.		
2.	Geopark Sustainable Code of Practice for Tourism – 2015-17 Plans TOD updated GeoparkLIFE plans for Code of Practice 2015-16: <ul style="list-style-type: none"> - Create a User Self-Guide Manual - Refine and perfect templates - Build capacity within Network in training and 		

	<p>mentoring.</p> <p>MW update B.E.N. position on certification:</p> <ul style="list-style-type: none"> - All new entrants required to submit Code of Practice - All members now required to gain external certification within 2 years. Possible exception of transport for which a good fit currently does not exist. <p>Group discussed elements of this including level manual should pitch at, potential of gaining exemptions from certifying bodies, having a follow-on manual, balance between education and practical, contextualising it in real-life mentoring and fam trips, establishing a system where businesses are paid for 1 hour visit/consultation.</p> <p>Actions Proposed:</p> <ul style="list-style-type: none"> - Set up a sub-group to work on templates and manual; Group to have authority to finalise templates and manual, but ensuring consultation as relevant during process; process to be facilitated by GeoparkLIFE but led by businesses; payment for businesses who invest the work; FI and CCC available for advice and discussion but will not be part of sub-group itself. - Train the Trainer and Train the Mentor programme will be delivered in Spring 2016. Can FI provide the QQI-accredited programme as part of its GeoparkLIFE commitment? - Enterprises who engage in the Train the Trainer programme should contribute and should also enter a formal agreement to provide training at an agreed rate. 	<p>TOD</p> <p>MF</p> <p>Geopark team</p>	
3	<p>Strategic Planning Process Update</p> <p>Resource Planning element is the key focus of B1 in this year of the programme. While originally envisaged as resource planning for individual enterprises, this will now focus on resource planning for network as a whole. GeoparkLIFE may introduce business planning as an element in 2016-17. In this context, Tina gave update on consultation and planning process currently underway within B.E.N.. Goal is to have a 3-year strategic plan for B.E.N. complete by early November.</p> <p>Actions Agreed</p> <p>B1 Working Group will continue to focus on the key outputs/objectives of the programme and will not add any further complexity or KPIs to the plan.</p> <p>B1 Working Group supports the Steering Committee by focusing on B1 work programme and reporting back to Steering Committee. Format of updates and discussion at meetings is fit-for-purpose and will continue.</p>	<p>B1 Group</p> <p>B1 Group</p>	
4.	<p>Support Requirements 2015-16</p> <p><u>Clare County Council</u></p>		

	<p>Environment Section is first and foremost driven by statutory function. GeoparkLIFE engagement with enterprises is a very good fit. Keen to support and would help to have a clearer understanding of fit. Particular supports discussed and agreed in principle:</p> <ul style="list-style-type: none"> - Provide consultation back-up in development of manual - Provide informal mentoring as part of train the trainer programme. - Participate in FAM trips in Spring-Summer 2016 - Karen as point of contact for Anti-Litter Grant and National Spring Clean; supply of resources for clean-ups - Waste collection arrangements for Adopt-a-Hedgerow need to be agreed with local area engineers. <p><u>Failte Ireland</u> Key support is in the area of training provision as a contribution to GeoparkLIFE. Specific training requirements are:</p> <ul style="list-style-type: none"> - Train the Trainer – QQI qualification - Marketing for Accommodation Providers – Bane Mullarkey (2 day course taking place in October and November 2015) - Contracting for International Business on the WAW (Pricing focus) - Digital Content Creation (webinar followed by a practical ‘get down and do it’ workshop. 	<p>TOD to liaise with TD and KF as dates and more specific details emerge.</p> <p>MF to advise and liaise with TOD re scheduling.</p>	
5.	<p>Measurement and Evaluation Methodology for B1</p> <ul style="list-style-type: none"> - Methodology presented in B1 Evaluation Report of March 2015 was agreed by group. 	To be implemented by TOD and LC.	
6.	<p>AOB: BEN/Geopark Vision Day, 14th October, Corofin Hall, 2pm-5pm</p> <ul style="list-style-type: none"> - B1 Working Group welcome to attend <p>GeoparkLIFE Steering Committee Meeting on 21st October</p> <ul style="list-style-type: none"> - Updates from Working Group to come from MF of Failte Ireland and TD of Clare County Council. <p>GeoparkLIFE Seminar, 19th November, afternoon, Falls Hotel</p> <ul style="list-style-type: none"> - Updates on B1, B2 and B3 by co-ordinators and recipients - Evening Meal with address from Dr. Patrick McKeever of UNESCO - Irish Geoparks Forum the following day, 20th November – morning updates followed by field trips in afternoon. <p>Geopark Code of Practice ‘Best Practice’ Videos</p> <ul style="list-style-type: none"> - 10 now completed featuring winners of GeoparkLIFE 		

	<p>awards 2014.</p> <ul style="list-style-type: none"> - Will be released in run-up to Seminar - Currently available on YouTube Geopark Channel <p>Burren Food Trail</p> <ul style="list-style-type: none"> - EDEN Award during Summer resulting in a lot of opportunities through Failte Ireland and other bodies. - Many opportunities in food – may not have capacity to really capitalise on them. <p>Water</p> <ul style="list-style-type: none"> - Potentially a very big story for the Burren as well. Much activity in different areas. Some discussion about NUIG perhaps being involved in a river basin management programme with local communities. If that goes ahead, TD very interested in knowing more and connecting with them. Tiernan Henry is contact in NUIG. 		
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