

Report on	Economic Development - OBFD 1) Mid Ulster Regeneration Action Plan 2020/21 2) ATCM Membership Renewal 2020 3) Consultation on DAERA's Innovation Strategy 2020-2025 4) Cookstown TEDx Event - Sponsorship Request 5) Mid Ulster Business Excellence Awards 2020 - Partnership Proposal
Date of Meeting	12 March 2020
Reporting Officer	Fiona McKeown, Head of Economic Development

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

1.0	Purpose of Report
1.1	To provide Members with an update on key activities as detailed below.
2.0	Background
2.1	Mid Ulster Regeneration Action Plan 2020/21 Regeneration and revitalisation is a key priority identified in the Mid Ulster Economic Development Plan 2015/2020. To reflect such priorities, the Mid Ulster Regeneration Action Plan 2020/2021 highlights a variety of key regeneration activities for the five main towns and upwards of 40 villages.
2.2	ATCM Membership Renewal 2020 The Association of Town Centre Management (ATCM) is a respected voice for town and city management at both a European and wider global level. They are a not-for-profit organisation with members that come from the public, private and third sectors. They include key stakeholders and thought leaders who develop and implement shared visions, strategies and action plans for town and city centres throughout the UK and Ireland.
2.3	Consultation Response to the DAERA Innovation Strategy 2020-2025 Council recently became aware of DAERA's public consultation on their Draft Innovation Strategy for 2020-2025. The closing date to submit responses is 5 th March 2020.

2.4	<p>Cookstown TEDx Event - Sponsorship Request</p> <p>A local lady, Mrs Claire O’Hanlon, MBE, met with Council Officers to advise that she is organising an independent TEDx event in Cookstown on 18 June 2020. TED is a high profile and prestigious event, which brings together leading thinkers and doers to share ideas that matter in any discipline (technology, entertainment, design etc.). TED then created TEDx – a programme of local voluntary, self-organised events that bring people together to share a TED-like experience. At a TEDx event, TED videos and live speakers combine to spark discussion and connections on issues that matter to the local community. This proposed event is being operated under a license from TED. TED and TEDx speakers tackle humanity’s toughest questions, attempting to answer them with innovation, enterprise and enduring optimism.</p>
2.5	<p>Mid Ulster Business Excellence Awards 2020 - Partnership Proposal</p> <p>Historically, Mid Ulster District Council has provided funding towards the Mid Ulster Business Excellence Awards, which highlight and reward those companies, large and small, which have excelled over the previous 12 months.</p>
3.0	<p>Main Report</p>
3.1	<p>Mid Ulster Regeneration Action Plan 2020/21</p> <p>The Action Plan aims to prioritise the development of a comprehensive range of activities in the district’s 5 largest towns (Dungannon, Cookstown, Magherafelt, Coalisland and Maghera) and a variety of village settlements during the 2020/21 financial year.</p> <p>The Regeneration Action Plan is contained within Appendix 1 and lists initiatives under the four main thematic headings as set out below:</p> <ol style="list-style-type: none"> 1. Marketing & Promotion 2. Business Support & Investment 3. Events 4. Physical Regeneration & Improving Infrastructure. <p>The proposed initiatives collectively aim to;</p> <ul style="list-style-type: none"> • Maximise the profile of Mid Ulster’s 5 largest towns and reinforce the existing town centre brands. • Support the growth and development of a competitive retail sector across Mid Ulster • Develop and deliver a number of key events that adds vitality and vibrancy to the five town centres • Improve the townscape quality of the five town centres • Enhance Mid Ulster’s local villages through a wide range of actions identified in Local Village Plans, such as provision of walkways, new/upgraded play parks, public realm improvements, etc, all of which contribute towards improving the quality of life for local dwellers.

3.2	<p>ATCM Membership Renewal 2020</p> <p>Council has been a long-standing member of the Association of Town Centre Management. The annual membership renewal is now due for the period of 1 January 2020 to 31 December 2020 for a fee of £545 (excluding Vat). (Invoice attached on Appendix 2). The membership benefits to Council include;</p> <ul style="list-style-type: none"> - Events delivered in relation to Town Centre Management - Platform for knowledge / exchange of best practice in Town Centre Management - Access to written library resources in Town Centre Management
3.3	<p>Consultation Response to the DAERA Innovation Strategy 2020-2025</p> <p>The Department of Agriculture, Environment and Rural Affairs (DAERA) has sought views on its draft Innovation Strategy 2020–2025 (contained on Appendix 3) to establish an enabling external environment for innovation to flourish in businesses operating in the sectors for which DAERA has responsibility as well as supporting innovation across the Department. The closing date for consultation responses was 5th March 2020. Council officers recently became aware of this consultation and to meet the deadline for responses, officers submitted a draft consultation response on behalf of Council (contained on Appendix 4), for which retrospective approval is sought from Members. If any Member wishes to amend or provide supplementary information to the draft response enclosed, officers will amend the document accordingly and resubmit to DAERA.</p>
3.4	<p>Cookstown TEDx Event - Sponsorship Request</p> <p>Uniquely, this will be the first time a TEDx event will be delivered outside of Belfast. Demand for tickets is expected to be high and the organiser hopes it may become an annual feature. The theme for TEDx Cookstown is ‘What if...?’ comprising talks on mental health, innovation, entrepreneurship, art, science, emotional intelligence, education and inclusion. While these events are organised on a voluntary basis, they have to cover production costs. The speaker list and topics are currently being finalised.</p> <p>Council has received a TEDx Sponsorship Proposal (Appendix 5) inviting Council to sponsor the event to be held in the Burnavon Theatre, Cookstown on 18 June 2020. This is both a very high profile and unique event and it is recommended that Council support it by funding it at ‘Gold’ level’, at a cost of £2,000, from Council’s economic development budget.</p> <p>In return, Council sponsorship will be acknowledged in the event promotion and post event publicity and Council will receive 4 complimentary tickets to attend the event.</p>
3.5	<p>Mid Ulster Business Excellence Awards 2020 - Partnership Proposal</p> <p>Council has received a proposal from JPI Media relating to sponsorship opportunities at the 10th Annual Mid-Ulster Business Excellence Awards, organised by the Mid-Ulster Mail on 25 November 2020. The Official Launch is planned for August 2020.</p>

	<p>This year there will be 14 award categories that recognise a cross section of businesses who excel in their sector:</p> <ul style="list-style-type: none"> - Best Retailer - Best Export Business - Readers' Favourite Eating Establishment - Best Customer Service - SME Business of the Year - Excellence in People Development - Best Community Impact - Excellence in Tourism - Best Manufacturer - Best Digital & Social Media Initiative - Best Start-Up Business Award - Excellence in Innovation - Business Person of the Year - Lifetime Achievement Award <p>Council has been asked to support the Mid Ulster Business Excellence Awards by considering sponsorship at one of the following levels:</p> <ul style="list-style-type: none"> • Headline Sponsorship £7,000 + Vat (Secured by Henry Brothers) • Associate Sponsorship £3,500 + Vat • Category Sponsorship £1,750 + Vat • Venue Partner £1,500 + Vat (Secured by Corick House) <p>The benefits arising from funding each of the sponsorship categories above are documented in the proposal on Appendix 6.</p> <p>All sponsors will have the opportunity to renew for this year, up to the end of March 2020, at which time all categories will be available to all parties interested in joining this year's event.</p> <p>For Members information, Council financially supported the Mid Ulster Business Awards in 2019 by providing "Category Sponsorship" for "SME Business of the Year", at a fee of £1,750+Vat.</p> <p>If Members wish to fund the Mid Ulster Business Awards, it is recommended that Council request the Awards be held on Thursday 19th November 2020, during Mid Ulster Enterprise Week (instead of the existing proposal to host the Awards on 25th November 2020).</p>
	Other Considerations
4.1	Financial, Human Resources & Risk Implications

	<p>Financial:</p> <p>Mid Ulster Regeneration Action Plan – Appendix 1 – approval sought for projects/costs highlighted in red in action plan. Approval already granted by Council for project/costs highlighted in green.</p> <p>ATCM Membership (1 Jan 2020 – 31 Dec 2020) - £545 (excluding Vat) from the economic development budget.</p> <p>Cookstown TEDx Event - Sponsorship Request - £2,000 available from the economic development budget.</p> <p>Mid Ulster Business Excellence Awards 2020 - Partnership Proposal <u>For Consideration:</u> Sponsorship costs are as follows: Associate Sponsorship £3,500+vat Category Sponsorship £1,750+vat</p>
	Human: Officer Time
	Risk Management: n/a
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications:
	Rural Needs Implications:
5.0	Recommendation(s)
	It is recommended that Members;
5.1	<p>Mid Ulster Regeneration Action Plan 2020/21 Approve those projects and costs (highlighted in red) within the Regeneration Action Plan for 2020/21 on Appendix 1. Projects/costs (highlighted in green) to be noted, having previously received Council approval.</p>
5.2	<p>ATCM Membership Renewal 2020 Approve the renewal of membership with the Association of Town Centre Management (ATCM) for the calendar year, 1 January 2020 to 31 December 2020 at a cost of £545 (excluding Vat).</p>
5.3	<p>Consultation Response to the DAERA Innovation Strategy 2020-2025 Retrospectively approve Council's consultation response to the draft DAERA Innovation Strategy 2020-2025 attached at Appendix 4, which had to be submitted by 5th March 2020 before the consultation period ended. However, if any Member has further comments they wish to add, the response can be amended and resubmitted to DAERA.</p>

5.4	<p>Cookstown TEDx Event - Sponsorship Request Approve “Gold Level” sponsorship of the Cookstown TEDx event in the Burnavon Theatre on 18 June 2020 at a cost of £2,000, subject to acknowledgement of Council’s sponsorship as outlined in the request.</p>
5.5	<p>Mid Ulster Business Excellence Awards 2020 - Partnership Proposal Consider whether Council wish to sponsor the Mid Ulster Business Awards in November 2020 at one of the following levels:</p> <ul style="list-style-type: none"> • Associate Sponsorship £3,500 + Vat • Category Sponsorship £1,750 + Vat <p>If Members wish to fund the Mid Ulster Business Awards in 2020, it is recommended that Council request JPI Media to host the Awards on Thursday 19th November 2020, during Mid Ulster Enterprise Week.</p>
6.0	Documents Attached & References
	<p>Appendix 1 – Mid Ulster Regeneration Action Plan 2020/21</p> <p>Appendix 2 – ATCM Membership Renewal Invoice (1/1/20 – 31/12/20)</p> <p>Appendix 3 – Public Consultation Document - DAERA Innovation Strategy 2020-2025</p> <p>Appendix 4 – Mid Ulster Council’s Draft Consultation Response to DAERA’s Innovation Strategy 2020-2025</p> <p>Appendix 5 – Cookstown TEDx Event - Sponsorship Request (3 Feb 2020)</p> <p>Appendix 6 – Mid Ulster Business Excellence Awards 2020 - Partnership Proposal</p>