

Report on	Town Centre Information Digital Points
Date of Meeting	October 2019
Reporting Officer	Michael Browne
Contact Officer	Michael Browne

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

1.0	Purpose of Report
1.1	To seek approval for the locations for the Town Centre Information Digital points.
2.0	Background
2.1	At the September Development Committee meeting the members approved the purchase and installation for Town Centre Information Digital points in Cookstown, Dungannon and Magherafelt, subject to the officers identifying suitable locations for the digital visitor information points, and these locations being agreed at the October Development Committee meeting.
2.2	As outlined at the September Development Committee meeting, in recent months Officers have explored the possibility of developing a joint project between the economic development and tourism sections. This project relates to the introduction of outdoor digital visitor information points, initially in the three main town centres of Dungannon, Cookstown and Magherafelt. These information points or kiosks will be extremely useful to inform and publicise forthcoming Council events, facilities, etc. Whilst officers recognise there are Visitor Information Centres in each of these towns, the VIC's presently don't provide a 24 hour visitor information service to locals/tourists/out of district visitors etc.
2.3	Obviously, the units required will need to be robust and fit for purpose and reach the appropriate ratings for a town centre environment, but at the same time be attractive and blend in with the recent public realm schemes.

	Main Report
3.1	The Officers have considered the best location for town centre information digital points, taking into consideration footfall and availability of services, including electric and internet, both of which is required for this solution.
3.2	<p>The officers have identified and recommend the following three locations for the following town Centres: -</p> <ul style="list-style-type: none"> • Cookstown - Outside Burnavon Arts Centre, Cookstown • Dungannon – The Square, Dungannon. • Magherafelt – Outside Specsavers, Meeting Street, Magherafelt <p>Please note that the above locations maybe subject to planning & DFI approval.</p>
3.3	The interactive content will act as an extension to the Mid Ulster District Councils website, which will keep the screens updated. The content on the screen queries the council's website for the current information on events, attractions and accommodation.
3.4	The key objective of this project is to build an interactive information kiosk that will provide visitor information for the town centre of Cookstown, Dungannon and Magherafelt. The digital information screens will provide information about WHAT'S ON, SEE+DO and STAY.
3.5	In addition to providing 24 hour visitor Information in the town centres, it is worth noting that this technology will also provide the Council with a solution that can be extended into hotels, attractions and other strategic entry points, throughout the district.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	<p>Financial:</p> <p>A budget of up to £29,000 (excl Vat) will be required to purchase the hardware and software for the digital information points in the 3 towns of Dungannon, Cookstown and Magherafelt, split as follows from each existing budget during 2019/20;</p> <ul style="list-style-type: none"> - Economic Development budget £25,000 - Tourism budget £4,000
	Human: Tourism staff support required.
	Risk Management:

4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	Approval for 3 number visitor information kiosks to be located in Dungannon, Cookstown and Magherafelt town centres as detailed in this report.
6.0	Documents Attached & References