



**Proposal from Dungannon Regeneration Partnership
to Mid Ulster Council to fund
a Dungannon Town Centre Development Manager
to promote Dungannon town and reduce vacancy**

Prepared February 2018

1. BACKGROUND

1.1 Formation

Dungannon Regeneration Partnership (DRP) Ltd. was set up by Dungannon & South Tyrone Borough Council in 2000 to promote and encourage the revitalisation, regeneration and development of Dungannon town. DRP has been highlighted as an example of best practice in 'partnership working' by DfC and has won two awards from ATCM for best practice projects. The economic vibrancy of town centres is dependent on successful town centre management.

1.2 DRP Membership

The DRP membership is drawn from the public, private and community sectors including Mid Ulster Council, Department for Communities (DfC), Dungannon Enterprise Centre, Dungannon Traders Association and representatives from the education, banking and voluntary sectors. DRP acts as a single voice of town centre regeneration and support and has the following characteristics:

- Already in existence for many years and constituted as company limited by guarantee
- A recognised partner of the Council.
- Recognised by DfC.
- Award winning organisation.

- Excellent past record of delivery.
- Accounts presented annually.
- Members comprising Town Councillors, Dungannon Enterprise Centre, Town Traders Assoc, South West College and local businessmen, banking sector, with council staff and DFC staff represented at meetings.
- Newly agreed strategic aims expressly aimed at town centre regeneration with emphases on partnership, people, places and promotion.
- Existing successful working relationship with Council's Regeneration Manager.
- Strong focus on vision and delivery.
- Regular monthly meetings.
- Excellent inter working relationship between members.

1.3 Aspirations

It is an aspiration of DRP to develop its role within the area as follows:

- Dedicated town centre management support
- Enhanced financial and manpower resources
- Full working relationship with Council officers.
- Support of all partners.
- Greater business and public awareness of the functions of DRP
- Ability to provide coordination and or leadership with all town centre events and marketing of same.
- Working relationship with community safety partnership and local Policing Board

In 2018, the Board adopted a strategy with the following aims:

Objective 1: Dereliction - meaningful progress made on 2 identified sites.

Objective 2: Reduced Vacancy Rate of property in the town.

Objective 3: Promote the town centre of Dungannon as a place to visit and shop.

1.4 Council report on town vacancy

In the 2017 Mid Ulster Council report "Innovative Approaches to Reducing Vacancy and Dereliction in Dungannon Town Centre" made a clear statement of intent to, not only proactively reduce vacancy and dereliction, but plan and shape it in such a way that re-positions the town as a competitive destination.

"Council will work with key public and private stakeholders to lobby for pilot status for Dungannon town centre to adopt a more holistic regeneration approach to addressing town centre vacancy and dereliction and access to more innovative funding mechanisms".

“A strong public/private delivery model will be a critical success factor in driving this project forward. **It is recommended that Dungannon Regeneration Partnership (DRP) a public/private regeneration agency/vehicle and a company limited by guarantee become the main delivery vehicle.** Stakeholder involvement in DRP is strong and the organisation does act as a project driver and catalyst for change.

It is recommended that as part of this development process that Council explore the potential with DRP to initiate a BID Feasibility Study to ascertain the potential role a Business Improvement District could play”.

2. PROPOSAL

Part funding is being sought from Mid Ulster Council to support the costs in full of employing a Town Centre Development Manager for Dungannon:

- Year 1 - £31,500
- Year 2 - £31,500

The initiative should be considered as a two-year pilot with the positive experience replicated in other large retail centres in Mid Ulster.

The proposal should be considered as a precursor to a potential BIDS application in 2 year's time.

It is proposed to create an initiative to:

1. Actively manage and fill vacant outlets throughout Dungannon town centre, promoting the town centre as a retail, commercial and entertainment centre and improving the performance of the businesses located in the town centre. The main objective of the post would be to reduce the level of vacant retail space in the town and maintain it below 5%.
2. Actively promote retailing initiatives and offers in the town. Initiatives will include:
 - a. the establishment and promotion of a "Dungannon town gift card scheme",
 - b. the content management of Dungannon town centre a Facebook site set up to promote retailing offers and news in the town,
 - c. the management of a Christmas tv advert campaign
3. Undertake promotion work that will enrich the promotion activities of community events that increase shopper and visitor footfall in Dungannon town centre. Examples of such events are:
 - a. Council run events, such as Christmas Light switch on, Halloween Fireworks etc.
 - b. Events being run on The Hill of the O'Neill and The Square Box.
 - c. Dungannon Traders events such as "Heels on the Hill" and "Digg Deep For Kids" Fun Day
 - d. Community run events, such as, Lap of the Lough, The Santa Dash, Tyrone Fleadh 2018, National Day events for the Polish, Lithuanian and East Timorese residents.

The Dungannon Town Centre Manager would be employed by Dungannon Regeneration Partnership and would report to the DRP Board of Directors. This independence from a local and central Government will enable a commercially driven post holder to work with urgency and be an unbiased driver of change who will coordinate with all relevant stakeholders to achieve success for the town.

The Manager would have the financial resources to employ part-time staff and external support, as required, to deliver upon the plan of work.

3. RATIONALE TO THE PROPOSAL

3.1 Active marketing of vacant units

When retail units become vacant it weakens the performance of nearby stores, reduces footfall in the area and increases the likelihood of further store closures – this cycle will continue unless proactive, innovative action is taken to ensure use of available units. No one is responsible for the proactive selling and promotion of vacant units to prospective tenants. Vacant units are usually let via letting agents on a commission basis and, in most cases, a passive marketing strategy is adopted. The Manager will have a clear understanding of consumer and business perceptions and use this effectively to work with landlords and letting agents to identify top end retailers/businesses, make them aware of the potential retail location and, when required, work with landlords to bring their vacant properties up to a quality standard to attract such tenants.

The plethora of vacant retail units could be the impetus to strategically re-balance the town centre visitor offering, and a chance for culture and leisure-related outlets and community services to gain more of a foothold in the town centre. The Manager will work with key stakeholders to ensure vacant units are repurposed and promoted to ensure the desired innovative approach to reducing vacancy and dereliction.

3.2 Increased rates revenue

Increased occupancy of retail units means increased revenue generated from rates for the Council. It is anticipated that, not only will the increase in revenue generated from more rates cover the cost of the Council investment, but there will also be a surplus.

At present there is vacant retail space is at 11% (Place Management Solutions report May 2017).

There are currently 32 vacant or derelict properties in Dungannon town centre out of a total of 284 properties. It is estimated that there is 30,000 sq. ft. of lettable vacant retail space in the town at present (excluding derelict sites) – a potential rates revenue of £300k per year, if occupied.

3.3 Creating opportunities from nothing

Dungannon town centre is littered with derelict sites which have the potential for development. The Manager role would inspire and support the property owner to consider ways to repurpose sites. The Manager would bring together the many stakeholders needed to breathe new economic and community life into the many derelict areas of Dungannon town centre.

The Manager's role would be to 'sell' the town as an investment opportunity for, not only for retailing, but the many other sectors that make up the vibrant and diverse community that is Dungannon. This could enable our town centre to become a prosperous and exciting space once again. By exploring the potential for a diverse range of services and businesses there is a greater chance of developing an 'evening' economy for the town, providing increased opportunity for employment and social opportunities rooted in the interests and needs of local people.

3.4 Enhanced marketing of retailing in the town

Mid Ulster Council are currently rolling out the "Discover Dungannon" brand with the objective to attract provincial and local awareness of the town. The brand is controlled by the Council and governed under its marketing protocols.

The promotion activities planned under this initiative will compliment the "Discover Dungannon" brand and will carry out targeted commercial marketing which, under Council policy cannot be undertaken.

3.5 Enhanced social well being

The impact of the retail sector goes well beyond economic output. Research has shown that a diverse retail offer can also contribute to the social well-being of local communities, and serve as a key driver for tourism by increasing the attractiveness of town centres. In fact, retail has made a significant contribution to urban regeneration and the vitality and

viability of town centres in the UK for decades by contributing to their socio-economic health.

3.6 Future proofing

Dungannon is the largest town in Mid Ulster Council and soon to become the second largest town in Tyrone after Omagh. Demographic forecasts indicate that over the next 10 years the area is facing the largest a population boom in the province. There is the potential for a Dungannon BIDS once funding is released by Government. The town centre, as an asset, needs to be “sweated” in order to cope with the demands from the increased resident population otherwise, consumers will travel elsewhere.

4. Key responsibilities of the Town Centre Development Manager

- Support property owners in the town centre to maximise their rental returns and minimising tenancy 'void' periods.
- Initiate a BID feasibility study working alongside Council and DRP.
- Work with property owners to develop initiatives and incentives to attract prospective retail tenants to the area.
- Work collaboratively with internal and external stakeholders to support the development of derelict properties
- Bring empty stores/units into use through collaboration with relevant stakeholders.
- Actively promote the towns property portfolio to attract “high street name” retailers to Dungannon.
- Work in partnership with the Traders Association and the Council to promote Dungannon as an outstanding place to visit and shop and to provide visitors with a quality of experience that encourages them to keep coming back.
- Work with Dungannon Enterprise Centre to promote retail start-ups, retail incubation and pop-up shop initiatives.
- Implement appropriate findings/recommendations from reports such as the Mid Ulster Town Centre Positioning Study, Dungannon Town Centre Masterplan as well as innovative reports, such as The 2011 Portas Review to rejuvenate town centres.

5. Budget

	Year 1	Year 2	TOTAL
Salary costs	40,000	40,000	80,000
Office rental	7,000	7,000	14,000
Travel	3,000	3,000	6,000
Stationery	4,000	3,000	7,000
Advertising and promotion costs	15,000	15,000	30,000
IT and communication	4,000	1,000	5,000
Administration support costs	9,000	9,000	18,000
Accounting and bookkeeping	3,000	3,000	6,000
	£ 85,000	£ 81,000	166,000

Proposed Funding Sources:

	Over 2 years
Mid Ulster Council	63,000
Department for Communities	63,000
Dungannon Traders	20,000
Dungannon Enterprise Centre	20,000
	£ 166,000

6. Conclusion

It is the responsibility of Dungannon Regeneration Partnership to expand upon the potential of the Dungannon town centre. A decision by Mid Ulster Council to fund a Town Centre Development Manager role makes commercial sense with regards increased Council revenue from rates, and a practical approach to reducing dereliction and vacancy in the town. The Dungannon community want to retain its town centre as its beating heart and a place where people enjoy visiting and to shop. It is essential to regard the properties in the town precinct as an 'asset', marketed and managed just like a commercial shopping centre, to give local people and visitors an experience that makes them want to 'go into town' again.

APPENDIX 2 – SPONSORSHIP REQUEST FROM DIGG



11-13 Irish Street

Dungannon

Co Tyrone

BT70 1DB

17/4/18

Dear Catherine,

Hope you are keeping well .

As discussed we are planning to hold DIGG Deep For Kids again this year to raise money for Cash For kids and promote Dungannon businesses & other Businesses within the Mid Ulster area. We hope to have a minimum of 25 other businesses all specialising in all aspects of baby and toddler products from clothes, to activities etc, from new born to age 16.

We are hoping to hold this event on Sunday 30th September @ Hill of ONeill. We envisage it being a huge success like last years event which had approx. 1500 people in attendance and raised £6000 for Cash for Kids. We wouldn't have been able to achieve this without the support of Mid Ulster Council therefore we are asking for your continued support this year also.

We will use radio and newspapers as well as our thriving social media to promote this. We anticipate raising a minimum of £6000 but would hope to raise much more. We have almost 8000 followers on facebook and over 1000 on snapchat and 2000 on instagram, so we will be able to reach many people with our advertising campaign.

We would like to request consideration from the Council for support and sponsorship of £4000 to help us run this event to its best potential, and to help us promote dungannon and the local businesses in mid-Ulster area. We will include The Mid Ulster Council logo and their involvement in the project in all our advertising campaigns. We plan to use the sponsorship towards

*hire of premises for the event and meetings running up to it

*hire of a marquee to increase space for attendees (last year the event space was very packed therefore for baby activities we envisage a marquee on the hill as well)

*employing extra staff to ensure smooth running of the event

*any equipment hire needed and any other unforeseen costs which may arise.

*hire of attractions such as superheroes, bouncy castle, face painters

Feedback from the businesses who participated in last years event has been so positive. Many reported increased awareness of their brand and business and new customers in the weeks and months following. This was exactly what I wanted to hear.

I as a business owner have a passion for promoting our town, its businesses and other local businesses in mid-Ulster Events like these are perfect for this.

We really feel this is a positive event which will create a feel good factor in Dungannon and Mid Ulster and make everyone aware of the great businesses which exist in the area.

We hope you will consider us for sponsorship as without it we would not be able to run the event to the high standard it needs to be

Many thanks for taking the time to read our proposal.

Kind regards

Caroline O'Neill

APPENDIX 3 – MID ULSTER BUSINESS AWARDS

Mid-Ulster Mail Tyrone Times

Mid-Ulster

Business Awards



November 2018

Glenavon House Hotel, Cookstown

Mid-Ulster Mail

Tyrone Times

The 8th Annual Mid-Ulster Business Awards, organised by the Mid-Ulster Mail & Tyrone Times will take place in November 2018, in Glenavon House Hotel, Cookstown.

You are invited to be a Sponsor.

The Event:

The awards night is staged as a gala black-tie event including dinner, guest speaker, and after-dinner entertainment.

The awards night provides an excellent opportunity for businesses to network and form new relationships. It also showcases local business and presents a positive news story.

Media Coverage:

The event will be guaranteed full coverage in print and on-line editions of the Mid-Ulster Mail & Tyrone Times from the launch of the awards through to the night itself and after. This is followed by extensive reporting and photos from the event and a further 'Mid-Ulster Business Awards 2018' supplement featuring the winners and sponsors. The Mid-Ulster Mail & Tyrone Times will also follow-up on the contacts made to cover any stories to emerge from the winning businesses over the following months. The awards night will also be covered in our sister title, The News Letter, space permitting.

70% of the Northern Ireland Population has contact with their Local Newspaper at least once a week

Mid-Ulster Mail & Tyrone Times offer:-

- **a combined weekly print run of in excess of 10,000 copies with a weekly readership of over 30,000**
- **an average 90,148* Monthly Online Unique Visitors to the Mid-Ulster Mail's website**
- **an average 47,182* Monthly Online Unique Visitors to the Tyrone Times' website**
- **in excess of 23,500 followers across the Mid-Ulster Mail's Facebook and Twitter platforms**
- **in excess of 15,000 followers across the Tyrone Times' Facebook and Twitter platforms**

Sponsorships Available:

Principal Sponsor £7000+vat

Associate Sponsor £3750+vat

Category Sponsor £1750+vat

Wine Reception Sponsor £on request

Table Wine Sponsor £on request

Charity Prize Draw £on request

Categories to choose from:

- Best Retailer
- Excellence in Innovation
- Best Customer Service
- Excellence in Tourism
- Best Digital Initiative & Use of Social Media
- Best Community Impact
- Best Export Business
- Best Manufacturer
- Readers Favourite Eating Establishment
- Business Person of the Year
- SME Business of the Year
- Excellence in People Development
- Lifetime Achievement Award

Were sponsored in 2017 by:

Mid-Ulster Mail



**GILDERNEW
& CO.**



DALRADIAN
GOLD



Principal Sponsorship:

Principal Sponsorship of the event:- £7000+vat from a single main sponsor:
(an average of £1100+vat per month)

Principal Sponsor to receive naming rights with the Awards:-

“Mid Ulster Mail Tyrone Times & Mid-Ulster Business Awards” (or variant of tbc)

Principal Sponsor will receive the following:

6 months worth of company branding from June 2018 – November 2018

Launch at end of June:

- Your pull up banner displayed throughout the launch
- Your representative to speak at the launch

Pre-Event:

- Your company logo will appear in all title branding on all pre publicity material including promotional entry form
- In-paper launch in the Mid-Ulster Mail & Tyrone Times to include:
 - Launch Photograph
 - Message of support from you and your company with photograph (maximum 200 words)
 - Your company logo
- Your company logo to appear in all title branding on all adverts promoting the awards
- Acknowledgment as sponsor on editorial copy promoting the awards
- The opportunity to be involved on the judging panel

Awards Ceremony:

- Your branding to appear in staging material
- Your pull up banner in the area where the wine reception takes place prior to dinner
- Your branding will appear on video screens during the awards presentation
- You will receive complimentary tickets to the awards dinner – quantity to be negotiated depending on level of sponsorship confirmed
- A representative from your company will be invited to speak at the awards ceremony prior to the dinner
- A representative from your company will be included in all photographs with category winners, category sponsors and Johnston Press editorial and advertising staff

Post Awards:

- Media coverage to include a selection of photos in the Mid-Ulster Mail & Tyrone Times the week following the awards.
- Awards supplement to appear in the Mid-Ulster Mail & Tyrone Times at a later date to be agreed.
- Supplement:
 - Your logo will appear on the front of the supplement
 - Editorial message from you and your company (maximum 200 words)
 - Photographs from the awards dinner

Associate Sponsorship

Company branding from confirmation through to November 2018
Cost: £3750+vat

Associate Sponsor will receive:

Pre-Event

- Your company logo will appear on the front of all publicity material including promotional leaflet.
- In-paper launch in the Mid-Ulster Mail & Tyrone Times to include:
 - Launch Photograph
 - Message of support from you with photograph (maximum 200 words)
 - Your company logo
- Logo to appear in all adverts promoting the awards

Awards Ceremony:

- Your branding to appear on stage along with main sponsor.
- Your pull up banner in the area where the wine reception takes place prior to the dinner
- Your branding will appear on video screens during the awards presentation
- You will receive 5 complimentary tickets to the awards dinner
- A representative from your company will be invited to speak at the awards ceremony prior to dinner
- A representative from your company will be included in 3 category photographs along with winners, category sponsors and Johnston Press editorial and advertising staff

Post Awards:

- Media coverage to include a selection of photos in the Mid-Ulster Mail & Tyrone Times the week following the awards
- Awards supplement to appear in the Mid-Ulster Mail & Tyrone Times at a later date to be agreed
 - Your company logo will appear on the front of the supplement
 - Advert both print & online
 - Photographs from the awards dinner

Category Sponsorship

Company branding from confirmation through to November 2018
Cost: £1750+vat

Category Sponsor will receive:

Pre-Event

- Your company logo will appear against category on ALL publicity material including promotional leaflet, entry form actual and printed every week until the entry closing deadline
- In-paper launch in the Mid-Ulster Mail & Tyrone Times to include:
 - Sponsorship Announcement Photograph
 - Quote from your company representative
 - Your company logo
- Your company logo to appear alongside category in adverts promoting the awards and ticket sales closer to the event

Awards Ceremony:

- You will receive 2 complimentary tickets to the awards dinner
- Your branding to be included on event display stands in the reception area
- Your branding to be included on video screens during the Gala Meal and the relevant Awards Category presentation
- Your representative will present the category award
- Your representative will be included in the category photograph

Post Awards:

- Photograph of category award presentation to appear in the Mid-Ulster Mail & Tyrone Times the week following the awards
- Awards supplement to appear in the Mid-Ulster Mail & Tyrone Times at a later date to be agreed
 - Your company logo will appear on the relevant category page
 - Advert both print & online
 - Photograph of category award presentation

APPENDIX 4 – MINUTES OF MAGHERAFELT TOWN CENTRE FORUM

MINUTES OF MAGHERAFELT TOWN CENTRE FORUM
MONDAY 19 FEBRUARY 2018 AT 6PM
MAGHERAFELT OFFICES,
MID ULSTER DISTRICT COUNCIL

Present:

Councillor Clarke	Mid Ulster District Council
Councillor McFlynn	Mid Ulster District Council
Councillor Shields	Mid Ulster District Council
Councillor Totten	Mid Ulster District Council
Patrick Anderson	Department for Communities
Dr Jack Keatley	Magherafelt Town Trustee
Gareth Thomas	Meadowlane Shopping Centre
Andy Archibald	PSNI
Beverly Knipe	PSNI
Robin Kennedy	Magherafelt Chamber of Commerce
Mark Stewart	Vintners Representative
Claire McOsker	Professional Sector Representative

In Attendance:

Fiona McKeown	Mid Ulster District Council
Davina McCartney	Mid Ulster District Council

Apologies:

Ursula Marshall	Disability Forum
Shauna McCloskey	Community Development / PCSP

	DISCUSSION	ACTION
1.	WELCOME The Chairman, Cllr Clarke welcomed everyone to the meeting.	
2.	MINUTES OF PREVIOUS MEETING Minutes of previous meeting were agreed as accurate. Proposed by: G Thomas Seconded by: P Anderson	
3.	MATTERS ARISING FROM PREVIOUS MEETING J Keatley referred to point 5 of minutes of previous meeting and asked that the following wording be removed “and requested Dr Keatley to refrain from using this term in future”. Following discussion, Councillor Clarke stated it is important that we move ahead in a spirit of co-operation and foster good working relationships to improve Magherafelt town centre.	

4.	TOWN CENTRE FORUM – MEMBERSHIP UPDATE D McCartney reported that an application from Brian O’Kane Specsavers had been received to fill the Multiple Retailer Sector on the Town Centre Forum. It was agreed Brian should be invited to serve on Magherafelt Town Centre Forum.	
5.	REVIEW CHRISTMAS EVENTS 2017 D McCartney reported on the feedback received from Magherafelt Christmas events. It was noted that some Town Centre Traders had commented to some Councilor’s that they had witnessed a degree of disruption to their business. Cllr McFlynn commented it was a very well run event and the PSNI presence over the weekend was to be welcomed. C McOsker commented the Bank of Ireland had provided their building for family entertainment and it was a very well run event particularly the meet and greet with Santa on Broad Street. R Kennedy commented the market could be reinvented to make it more unique / specific to Magherafelt. Officers welcomed input towards the future development of events in Magherafelt town centre and added they had been working hard to develop the relationship with the Chamber of Commerce over the course of the last year. Similarly input from Forum Members would be greatly valued.	
6.	MARKETING & PROMOTION 2017 D McCartney delivered a presentation on the marketing activities in November / December 2017. Members felt there should be a closer link with Traders in the Town Centre to promote offers during the Christmas Market. J Keatley suggested running the Chamber of Commerce Christmas Window Competition at the same time as the Christmas events.	
7.	NEVER FELT BETTER BRAND REFRESH UPDATE D McCartney provided an update on the new merchandise for Magherafelt. Members preferred Option 2 for the Street Banners.	
8	REGENERATION ACTION PLAN 2018/2019 D McCartney delivered a presentation on the Regeneration Action Plan 2018/19.	
9.	ANY OTHER BUSINESS A Archibald requested if any thought had been given to the provision of a Taxi Rank in the town centre. D McCartney	

	<p>stated the Taxi Drivers Forum is in discussion with DfI Roads about this issue.</p> <p>R Kennedy stated there was a lot of chewing gum on the streets. F McKeown informed him that Council was currently purchasing a gum buster machine with support from DfC.</p> <p>R Kennedy asked if there were any plans to reinstate the squash court at Greenvale Leisure Centre. Issue to be referred to Leisure Services.</p> <p>R Kennedy stated as Greenvale Leisure Centre is now back in Council control what the benefit to the ratepayers is. Issue to be referred to Leisure Services.</p> <p>R Kennedy informed the group that the trees at the Castledawson Roundabout had been removed today to allow for the installation of the pedestrian / cycle bridge.</p>	<p>Leisure Services</p> <p>Leisure Services</p>
8.	<p>DATE OF NEXT MEETING</p> <p>Monday 23 April 2018 @ 6pm.</p>	

Meeting ended 7.10pm

APPENDIX 5

Coalisland Town Centre Forum

Terms of Reference

1.0 Purpose

Coalisland Town Centre Forum is a strategic body that will provide advice and guidance to Strategic Bodies and others regarding the growth of Coalisland Centre.

The Forum's main purpose is to:

- Stimulate and revitalise the town centre;
- Act as an 'umbrella' to facilitate the delivery of projects and initiatives by ensuring a strong, positive and coordinating vehicle deliver the regeneration of the Town Centre;
- Identify and deliver new initiatives that support town regeneration; and
- Lobby and influence other statutory bodies on issues pertinent to the Town Centre e.g car parking, traffic flow, derelict/run down properties.

Coalisland Town Centre Forum does not replace any existing organisation, such as Neighbourhood Renewal/Coalisland Traders Association but will operate in parallel to them.

The town centre forum should play a fundamental role working closely with key stakeholders such as Mid Ulster District Council, Neighbourhood Renewal, Coalisland Traders Association, Government Departments, Statutory agencies, local businesses and the community.

2.0 Membership

The Membership of the Town Centre Forum will be made up as follows:

- Torrent DEA Members (6)
- Coalisland Community and Voluntary Representative (1)
- Coalisland Traders Association Representation (2)
- Dept. for Infrastructure (1)
- Department for Communities (1)
- Community Development Representative (1)
- Planning Service (1)
- Translink (1)
- PSNI – Community Team (1)
- Coalisland Town Centre Traders (2)
- Mid Ulster Disability Forum (1)

Membership of Coalisland Forum will be reviewed on an annual basis.

If a members is unable to attend two consecutive meetings they lose their place on the Town Centre Forum and a replacement from within the same sector will be nominated to take their place.

2.1 Chair / Vice Chair

The position of Chair and Vice Chair will rotate on an annual basis between an Elected Members and a Trader. In year one the position of Chairperson will be held by an elected member and the positon of Vice Chair by a Trader.

3.0 Responsibility of Forum Members

The Forum members will be required to work together in partnership to deliver key town centre projects:-

To achieve this partnership approach, Forum members need to:

- Understand their role within the Forum
- Be champions for the Forum;
- Report back to their representative bodies

4.0 Servicing & Reporting Mechanism

4.1 Agenda and Minutes

The Forum members will receive a meeting agenda, minutes and necessary reports in a timely and efficient manner. The meeting papers will be forwarded to the Forum at least five days prior to the meeting.

4.2 Frequency of Meetings

Meeting still be held on a quarterly basis or as required.

4.3 Meeting Location

Meetings will be held in the Cornmill or Coalisland Community and Voluntary Training Room.

APPENDIX 6 – MINUTES OF COOKSTOWN TOWN CENTRE FORUM



MINUTES OF COOKSTOWN TOWN CENTRE FORUM MEETING HELD ON TUESDAY 20 FEBRUARY 2018 AT 12.30 PM IN THE CHAMBER, MUDC OFFICES, COOKSTOWN

Present:

Councillor Wilson	Chairperson
Councillor McNamee	Mid Ulster District Council
Councillor Glasgow	Mid Ulster District Council
Andrew McConnell	Large Independent Retailer
Annette McGahan	Community Development
TP Sheehy	Small Independent Retailer
Bernie Sonner	Tenants Association
Hazel McKenzie	Cookstown North Community Association
Neil Bratton	DRD Roads NI
Patrick Anderson	Dept for Communities
Mary McCullagh	Mid Ulster District Council

In attendance: Deborah Ewing Mid Ulster District Council

1) APOLOGIES

Apologies were received on behalf of Paul Wilson, Cookstown Chamber of Commerce, Ursula Marshall, Cookstown Disability Programme, Sean MacMahon, MACM, and Tom Jebb, Vinters Association.

2) MINUTES OF PREVIOUS MEETING

It was noted that Page 5 of the previous minutes should be updated to read Cllr Buchanan also attended meeting with Philip Orr.

It was proposed by Cllr McNamee and seconded by B Sonners to ADOPT the minutes of the Town Centre Forum Meeting held on 15 January 2018.

3) TO REVIEW DRAFT MID ULSTER REGENERATION PLAN 2018-19

M McCullagh presented an update on the proposed Mid Ulster Regeneration Plan 2018-2019. The Regeneration Plan is based upon the Mid Ulster District Council Corporate Plan, Our Community Plan and Mid Ulster's Economic Development Plan 2015-2020 –

Theme 3 'Our Plan for Growth'. Copies of the aforementioned documents are available on request or are downloadable from Mid Ulster District Council website.

Key Projects for 2018-2019

A budget of £745,000 is available under 'Regeneration' for the 5 town centres of Mid Ulster (Cookstown, Dungannon, Coalisland, Magherafelt and Maghera), with delivery under 4 key themes, namely:

- Marketing & Promotion
- Business Support & Attracting Investment
- Town Centre Events
- Physical Regeneration / Improving Infrastructure

An overview of each of the 4 themes was provided as follows:

1. Marketing & Promotion

Aim – to maximise the profile of the 5 town centres and reinforce the existing town centre brands for the 5 towns. This will include:

- Seasonal marketing campaigns i.e. spring, summer, Christmas etc.
- Shop local campaigns i.e. Small Business Saturday, Independent Retail week etc.
- Social media campaigns i.e. Easter, Mothers and Fathers Day, Christmas. M McCullagh requested feedback on the videos which were circulated via Facebook in 2017. A McConnell stated that he found them to be very professional. TP Sheehy concurred advising they were well done. M McCullagh advised members that Council are keen to increase marketing through digital platforms.

With the new refreshed brand for Cookstown, including updated strapline 'Looking Good, Feeling Great', Council are proposing to purchase new branded jute shopping bags and 47 new street banners:- which are currently out to Tender/Quotation..

The Chair stated that a member of the public had proposed that the shape of the Cookstown bag could be altered to portrait rather than landscape. M McCullagh advised that this was the first occasion that the sizing of the bag had been highlighted but due consideration would be given prior to ordering.

M McCullagh presented 4 options for the new street banner. The consensus was Option 4 – for double banners, one a purple background with white Cookstown branding and the second a banner with appropriate imagery. It was agreed that a selection of alternative images would be circulated via email and a decision would be taken based on the feedback provided. Members were advised that 2/3 alternate images can be used throughout the town. M McCullagh will provide a deadline for responses and the images with the majority of votes will proceed to print.

2. Business Support & Attracting Investment

Aim – to support the growth and development of a competitive retail sector across Mid Ulster. This will include:

- Provision of free Wi-Fi in the 5 town centres. Members were advised that the Wi-Fi currently based in Cookstown will become redundant on 31 March 2018. A new tender has been issued for the 2018 financial year but there will be a period where limited Wi-Fi will be available in the town centre for a number of weeks.
- Provision of reduced Christmas car parking charges in Pay & Display Car Parks.
- Conduct BIDs Feasibility Study. An external consultant will be appointed to ascertain if any of the town centres will be eligible for BIDs. M McCullagh will provide an update on this piece of work i.e. when tendered and as work progresses.
- Contribute towards externally organised town centre events. Cookstown will contribute towards the carnival organised by The Hub.
- Town Centre Promotion – as previously advised Cookstown are organising a new brand refresh which will include branded merchandise such as branded jute shopping bags and new street banners. It is also proposed that a photographer is appointed to capture images and develop a library of photographs to be used throughout the year on various campaigns. A McConnell suggested the promotion of the Cookstown bags again through social media i.e. being pictured at various locations throughout the world as this proved very successful in previous years.

3. Town Centre Events

Aim – To develop and deliver a minimum of 2 strategic events in each town annually.

The events to take place in Cookstown are as follows:

- Continental Market – 2-3 June 2018. M McCullagh advised members that the Pipe Band Championships is taking place in Cookstown High School on 2 June also. It is anticipated that there will be a large footfall in the town. Council are proposing to enhance the family element of the event and will advise on this in due course.

Another option for consideration is for traders to potentially ‘buy in’ to the event – offering 10% off for the duration. This matter will be raised with relevant bodies in the near future.

A McConnell commented that the addition of the drinks stall at the event last year was a definite attraction. He asked if there was any possibility of a family fun fair/childrens activities being included for families. M McCullagh advised that the location for such would prove problematic within the Continental Market arena. B Sonner suggested that the use of the Post Office space could be a solution, however noted that it may not be practical in terms of other street traders.

N Bratton advised members that DfI Roads NI are proposing to issue a utilities embargo for 2 and 3 June to accommodate traffic and diversions for the Continental Market. He will provide an update when more information is available. Cllr McNamee sought clarification on whether this could be rolled out to all events within the town centre. N Bratton stated that where possible they would

accommodate this. M McCullagh advised that a full list of town centre events had been provided to DfI Roads NI.

- Christmas Lights Switch On – 23 November 2018. Members noted that as per previous meeting it has been proposed for the time of ‘switch on’ to be moved to 7.00pm. A McConnell asked if there was an update on the possibility of the Christmas lights being switched on during the day. M McCullagh advised that this is being investigated further and will update members when decision has been reached.

4. Physical Regeneration / Improving Infrastructure

Aim – To improve the townscape quality of the five town centres. This will include:

- Urban Regeneration Projects – Coalisland and Magherafelt Public Realm Schemes are planned to commence with appointments of ICT Teams. P Anderson advised members that the finances are still not guaranteed for these Schemes. He stated they are waiting on final economic appraisals being submitted before assessment and a decision is reached.

Members were informed that there are a few ongoing issues with regards to the Cookstown Public Realm Scheme in terms of the red tactiles which do not meet DfI Roads NI requirements. These issues will need to be addressed prior to DfI Roads NI agreeing to adoption the Scheme. N Bratton expressed that it would be beneficial for a representative from DfI Roads NI, and himself in particular, to be involved in the design and selection of materials stage of the schemes. P Anderson stated that a representative is always invited to sit on these boards but that DfI Roads NI have the responsibility of deciding who should attend.

Revitalisation projects for the 3 main towns - P Anderson stated that at present the Department for Communities cannot make any commitments for the next financial year. However, Council can still make applications to the revitalisation fund should monies become available.

- Rural Regeneration Projects – Rural Development Programme are funding projects in 37 rural villages within the district. Members were advised that 11 of these villages are located in the former legacy Cookstown District Council area.
- Mid Ulster Village Spruce Up Schemes – 118 applications were successful under Mid Ulster Village Spruce Up Scheme. 70 projects are on target for completion by 31 March 2018, with remaining projects funded in 2018-2019 financial year.

4) ANY OTHER BUSINESS

The Chair requested a brief update on utilities traffic management around Cookstown. N Bratton advised members that Gas to the West works on the Killymoon Road are ahead of schedule and should be completed within 2 weeks. Following this they will move on to Lomond Heights.

NIW works on Orritor Street should be complete within 5 weeks. A meeting is being held next week with regards to works on Coagh Street and traffic management.

M McCullagh advised members that SGN – Gas to the West – were holding a drop in session on Tuesday 6 March from 12pm – 2pm and 5pm – 7pm.

5) DATE & TIME OF NEXT MEETING

M McCullagh advised that the Members would be informed of the next meeting once confirmed.

The meeting ended at 1.20pm.

DIGITAL GROWTH: OUR FUTURE ECONOMY



MOSSLEY MILL

Carnmoney Road North, Newtownabbey BT36 5QA

Tuesday 24 April 10am-1.30pm



DIGITAL GROWTH: OUR FUTURE ECONOMY

Sinead Lee
OFCOM Northern Ireland



Regulatory Framework

Sinead Lee

24 April 2018

Setting the Scene



Superfast broadband
is available to

85% of premises in
Northern Ireland

With only...

7% of premises unable to get
a service which will support
speeds ≥ 10 Mbit/s

Also a...

1/4 of premises have Ultrafast
BB available

91%

3%

1/3

The Urban/Rural split

Urban

Rural

30Mbit/s **97%**

30Mbit/s **57%**

10 Mbit/s **99%**

10Mbit/s **77%**

In **Northern Ireland**, the average download speeds in rural areas are nearly half those in urban areas

Average monthly data usage is lower too - 152GB (rural) v 201 GB (urban)



Regulatory Framework

Promoting investment in full-fibre broadband

- Making BT's telegraph poles and underground tunnels open to rival providers
- Pricing decisions to encourage investment
- Cutting wholesale price that Openreach can charge telecoms companies for broadband of up to 40Mbit/s download and 10Mbit/s upload
- Measures to force faster repairs and installations by Openreach

Broadband USO

- In December 2017, Government confirmed that it would be pursuing a regulatory broadband USO giving everyone in the UK access to speeds of at least 10 Mbit/s by 2020.
- DCMS laid the USO Statutory Instrument (SI) at the end of March which passed responsibility for implementing the USO to Ofcom.

Scale of the problem



Unable to receive 10Mbit/s

Local Authority	% of premises	No. of premises
Fermanagh and Omagh	23.4%	10800
Mid Ulster	14.9%	7900
Newry, Mourne and Down	11.6%	7900
Causeway Coast and Glens	9.8%	6100
Mid and East Antrim	8.2%	4800
Armagh City, Banbridge and Craigavon	7.0%	5900
Derry City and Strabane	6.4%	3800
Antrim and Newtownabbey	4.7%	2800
Lisburn and Castlereagh	4.3%	2500
Ards and North Down	3.6%	2600
Belfast	0.5%	800

The Broadband Universal Service Obligation

- The USO will give everyone in the UK the right to request a broadband service of at least **10Mbit/s download** and **1Mbit/s upload** regardless of where they are located within the UK.
- There will be a **cost threshold of £3,400** per premise, with demand aggregation forming an essential feature of USO implementation to ensure that as many people who want to get connected, do get connected.
- **Uniform pricing** will apply so that people connected under the USO will not pay more than comparable services in non-USO areas
- Costs will be met by industry through a **cost-sharing mechanism**
- Ofcom to designate **Universal Service Provider(s)**.

Ofcom's role

- Ofcom is responsible for imposing the USO conditions on the Universal Service Provider(s) (USP). We will need to agree a policy on:
 - **Designation** – who is designated as the USP and the process for determining designation;
 - **Funding and Net Cost Calculation** – how the USP can recover any unfair net costs from the industry fund, and who will contribute to the fund;
 - **Affordability and pricing** – Ensuring that the USO service is affordable to consumers;
 - **Quality of Service** – Ensuring that premises connected under the USO do not receive a worse service standard than commercial or publicly funded rollout; and
 - **Reporting and Monitoring** – how we collect and assess data from the USP to determine whether it is meeting its obligations and that the USO is working effectively.

Timing

- **Pre-summer 2018** - We will be asking operators to express their interest in being designated as the USP(s) in order to inform our proposals on the approach we take to designation.
- We will publish consultations by **Autumn 2018** on designation, funding, and USP conditions (the requirements placed on the USP) .
- We would then need to publish a further statement on funding regulations, USO conditions and designation regulations in **2019**.
- We expect to be on track to formally designate the USP(s) giving people the right to request a USO connection by **2020**.

In the meantime...

Broadband Speeds Code of Practice

- 1** Providing more **realistic speed estimates** at the point of sale, which reflect peak times.



- 2** Always providing a **minimum guaranteed speed** at the point of sale.

Did you know that if your speed falls below XMbit/s for a sustained period you may have a right to exit your contract.



- 3** **Strengthening customers' right to exit** if speeds fall below the minimum guaranteed level.



Limit the time for provider to improve speed before offering right to exit.






For residential customers the right to exit will apply to phone and TV services bought at the same time as broadband.

- 4** Ensuring all customers **benefit from the codes**, regardless of their broadband technology.

Copper		✓ Applies
Part or full fibre		✓ Applies
Cable		✓ Applies

Automatic Compensation

Problem	A landline or broadband customer would be entitled to compensation if...	Amount of compensation
Delayed repair following loss of service	Their service has stopped working and it is not fully fixed after two full working days.	 £8 for each calendar day that the service is not repaired
Missed appointments	An engineer does not turn up for a scheduled appointment, or it is cancelled with less than 24 hours' notice.	 £25 per missed appointment
Delays with the start of a new service	Their provider promises to start a new service on a particular date, but fails to do so.	 £5 for each calendar day of delay, including the missed start date

www.ofcom.org.uk

sinead.lee@ofcom.org.uk

DIGITAL GROWTH: OUR FUTURE ECONOMY

Frank McManus
BT NI Networks



DIGITAL GROWTH: OUR FUTURE ECONOMY

Conor Harrison
Virgin Media





LIGHTNING

**VIRGIN MEDIA ROLLOUT IN NORTHERN
IRELAND – WORKING IN PARTNERSHIP**

Conor Harrison
Virgin Media Programme Director, Lightning
Virgin Media Regional Director for Northern Ireland



Virgin Media – The UK's leading ultrafast investor



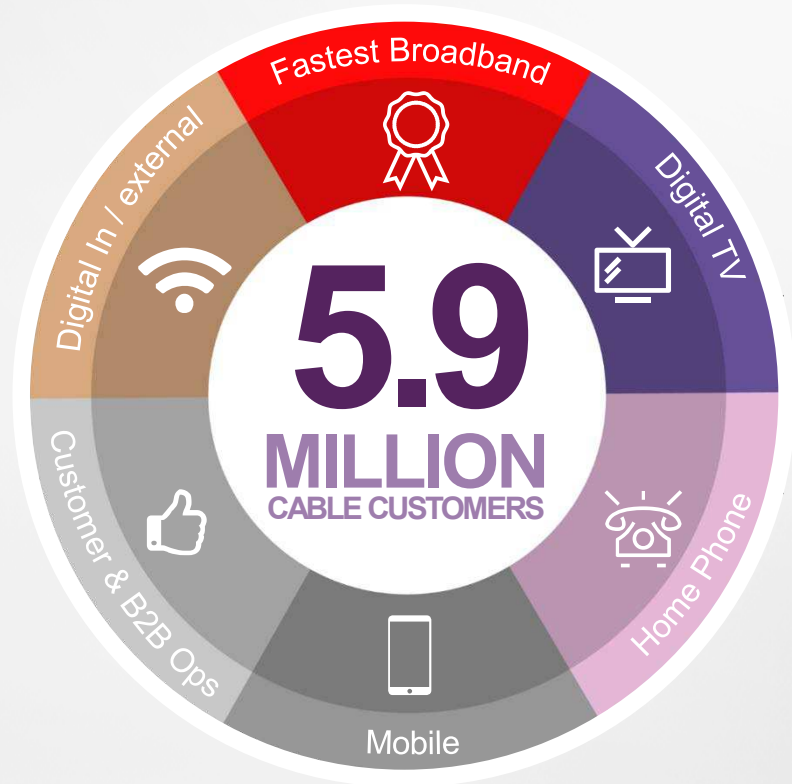
14.9m



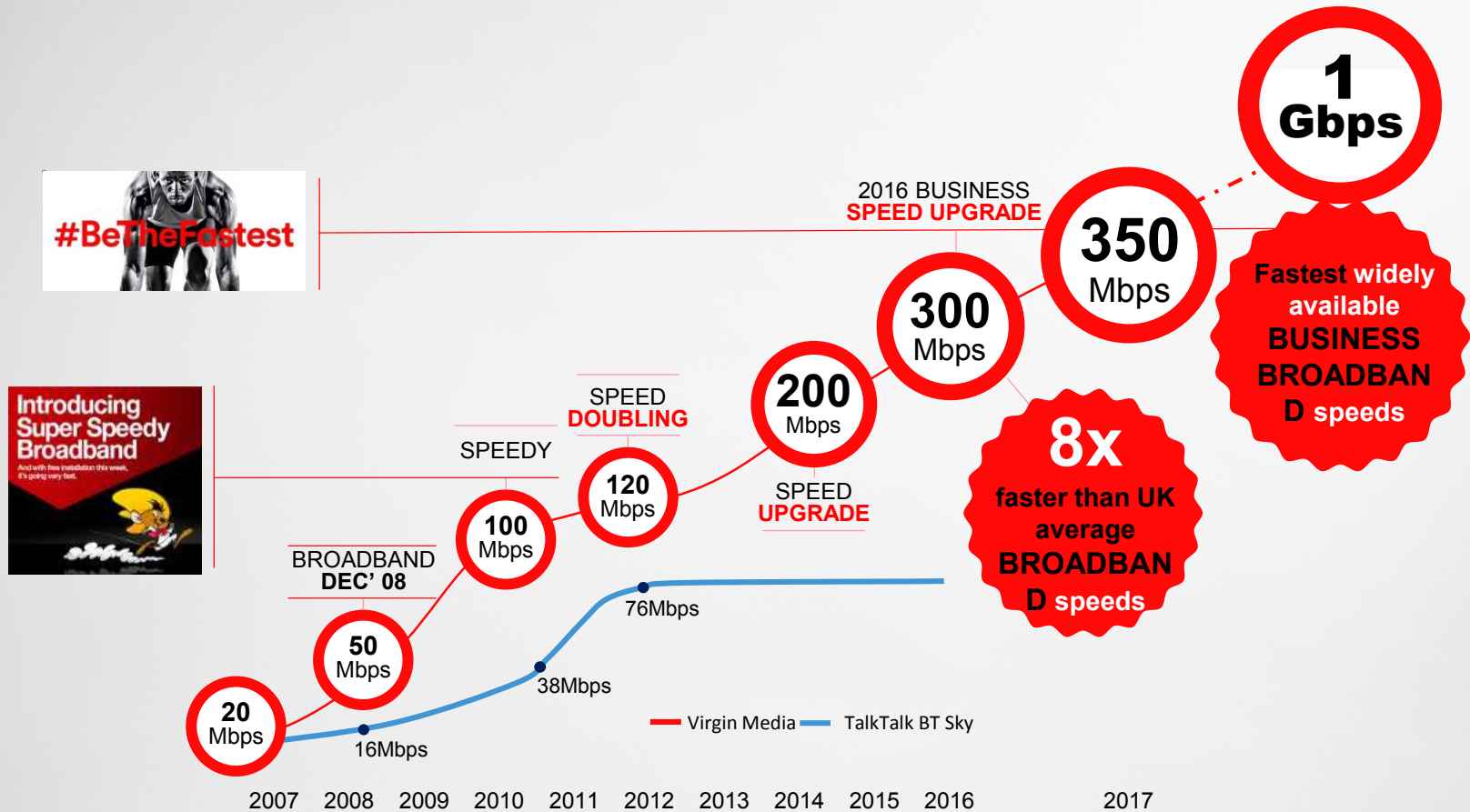
50%



350Mbps



Pathway to Gigabit Britain



Virgin Media in Northern Ireland



278,000

Virgin Media
residential premises
covered



70,000+

Number of additional premises
released in NI in 2016/2017



£1bn

Contribution from NI
digital firms to
economy



12,000

Virgin Media business
customers



Significant investment in
Lightning to date



Challenges we face and Opportunities to Collaborate

Wayleaves



New fibre connections subject to notification, not negotiation. Bulk Wayleave preferable.

New homes



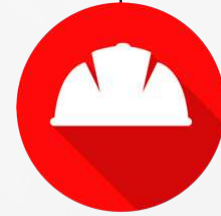
All new homes should have mandate for choice and full fibre

Reinstatement



Underinvestment causing operational issues and service strips causing confusion

Local disruption



Upfront Engagement with Local Authorities, TNI and Communities

Northern Ireland Broadband Industry Forum

£150m
Betterment
Fund

CBI



Deployment
Innovation,
eg PIA



Common
Duct
Network



Wayleave
Approach



Community
Contribution



WIFI
Wirel
ess
Point
to
Point



Conor Harrison

Programme Director, Lightning
Regional Director, Northern Ireland
conor.harrison@virginmedia.co.uk

DIGITAL GROWTH: OUR FUTURE ECONOMY

Dominic Kearns
B4B





Gigabit Broadband Scheme

B4B Networks

Cloud

Increase Innovation

Faster, reliable connectivity will allow businesses to increase their innovation through new technology adoption.

Business Growth

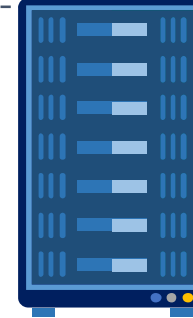
74%

Businesses will be able to explore new markets, business models and online trading.

100GB



80GB

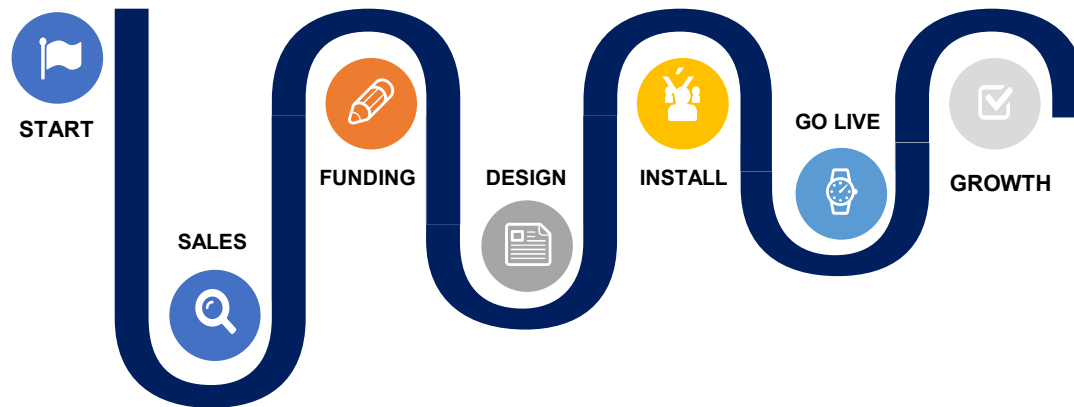


Valuable Property

Assured broadband provision will increase the value of the property, now and into the future.

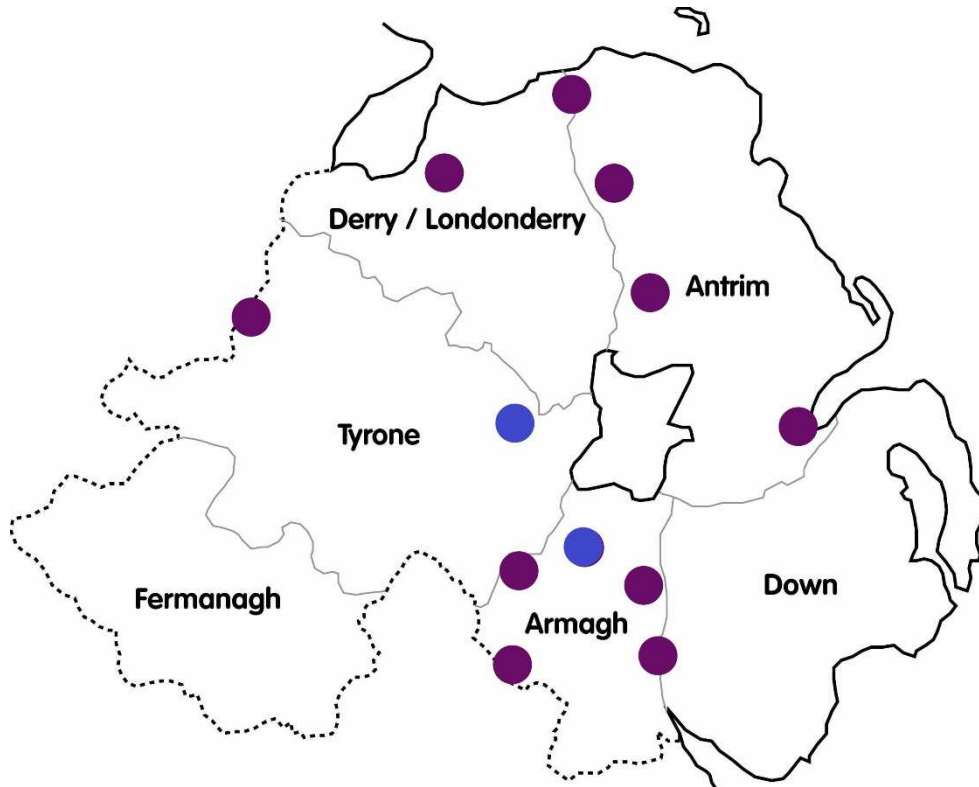


The Road to Gigabit Broadband



The B4B Process

The B4B Expertise



FOCUSED

Our team are focused on providing connectivity to multi-dwelling business centers and share buildings.



EXPERIENCED

We have the experience, know how and the reference sites to offer peace of mind for our customers.



WELL RESOURCED

We have a dedicated team of account managers, project managers and engineers to ensure a successful Gigabit broadband project.



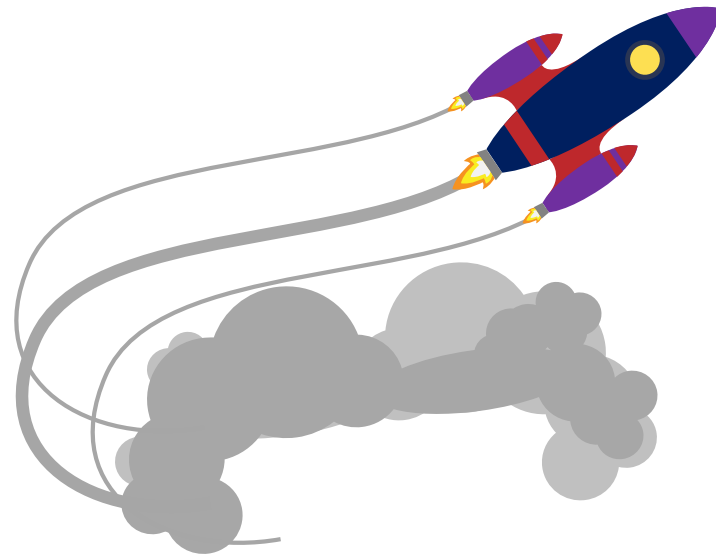
OUR OWN BROADBAND NETWORK

Unlike others, we maintain and operate our own broadband network end to end. Ensuring quality and uptime.

The B4B Process

SALES & MARKETING

- 1 Funding Application**
B4B have successfully secured over £1.2 million in funding for our customers broadband projects.
- 2 Tenant Presentation**
Before the project kicks off, our Sales team will provide a seminar for tenants to explain the project benefits and answer any questions.
- 3 Customer Sign Up**
Our field team will meet with every tenant individually to explain the project and support the sign up process and application.
- 4 Marketing Material**
We have developed a 'Pack' to provide to landlords and tenants to support with the promotion of the scheme.
- 5 Account Management**
We provide an on-site and desk based account manager to provide full support throughout the broadband project.

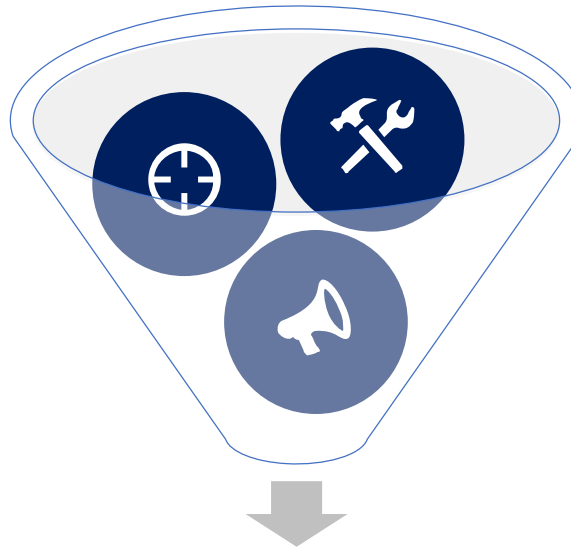


The B4B Process

SURVEY & DESIGN

Project Management

Your project will be assigned one of our Project Managers, they will be overseeing your entire scheme from End to End, ensuring it is delivered professionally and on time.



Survey

The B4B engineering team will carry out a complete survey to find out early the best deployment design; working closely with the property owners.



Fibre

We design the fibre connection route to ensure a fast deployment, free from blockages, excess construction and delays.



Design

B4B will provide a complete Design, Project Plan and Presentation prior to starting the build.

The B4B Process

INSTALLATION



Pre Build Kick Off Meeting

Your Project Manager will carry out a pre-build meeting to detail the project plan and timescales.



Internal Fibre Installation

The B4B Fibre Engineers are vastly experienced in building out Fibre into business clusters; our team will provide a seamless, stress free installation into each customer.



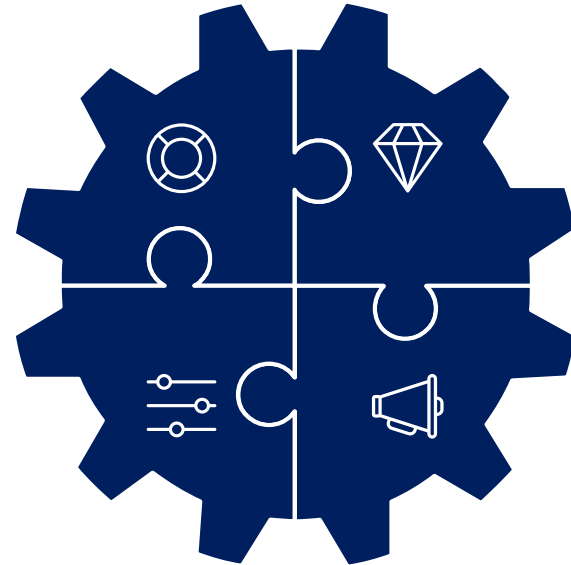
Router Installation

Each unit will be provided with a router, or edge device. This will be professionally installed ready for the Go Live.



Connection to the Gigabit Network

Our Network Operations department will work with the carriers, to connect your park onto our network, ready to connect to a Gigabit world.



HANDOVER & TRAINING

Account Manager

Each project will be provided with a dedicated account manager to deal directly with all the end user customers throughout the project, and in the Go Live phase.

Your account manager will ensure a successful handover. We work hand in hand with each customer and their IT consultant to support customers connecting their new connection to their computer network.

● WiFi

Each customer will be given a WiFi password for their connection

● Advice

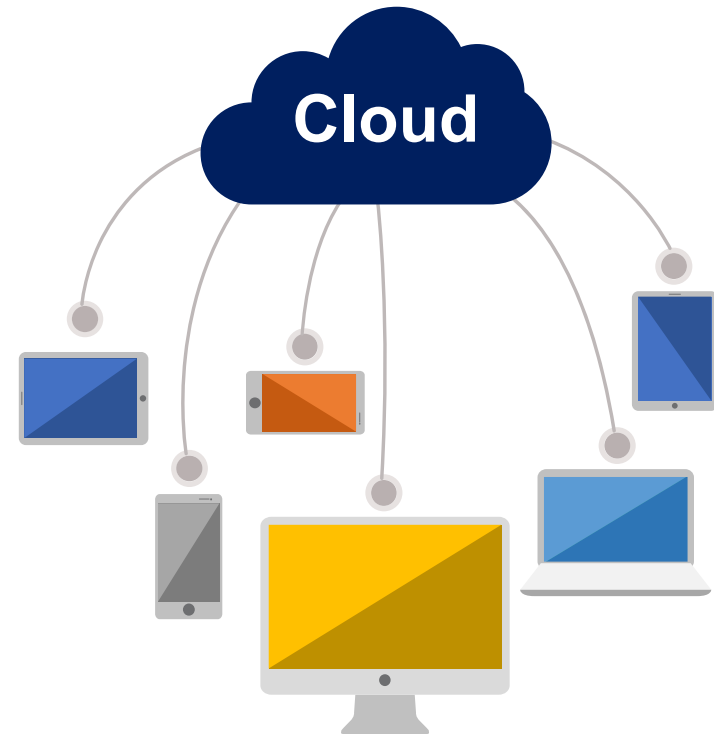
Account Managers will be able to support customers to get the most from their new broadband.

● IT Integration

We work closely with the IT consultant to help customers integrate with their computers.

● Training

B4B will provide customers training on their new connection.



The B4B Process

DIGITAL GROWTH: OUR FUTURE ECONOMY



THANK YOU

@NI_LGA

@Ofcom

@ANBorough



DIGITAL GROWTH: OUR FUTURE ECONOMY



MOSSLEY MILL

Carnmoney Road North, Newtownabbey BT36 5QA

Tuesday 24 April 10am-1.30pm



DIGITAL GROWTH: OUR FUTURE ECONOMY

Jonathan Ruff
OFCOM Scotland



Broadband in Scotland



Jonathan Ruff – Regulatory Affairs Manager, Ofcom Scotland

Areas to cover....

- Broadband coverage across the UK
- Scottish Government initiatives (DSSB and 'Reaching 100%')
- Ofcom's role and the wider political landscape
- Challenges and opportunities

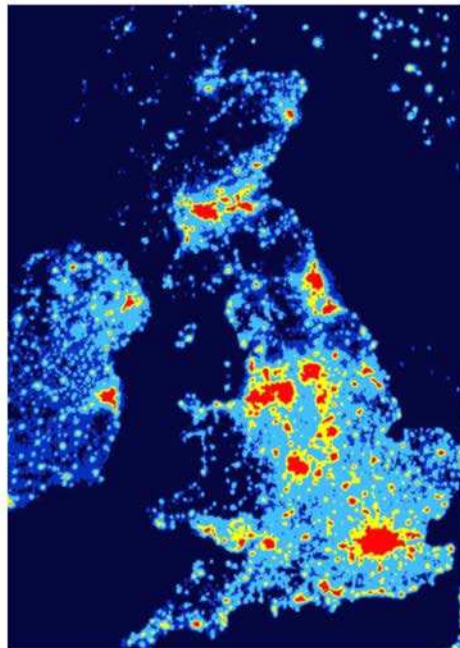
Connected Nations

As of May 2017, 87% of premises in Scotland can access superfast speeds of 30 Mbit/s
But this is still behind the UK average

	2017	2016	2015
UK	91%	89%	83%
England	92%	90%	84%
Northern Ireland	85%	83%	77%
Scotland	87%	83%	73%
Wales	89%	85%	79%

Source: Ofcom analysis of operator data

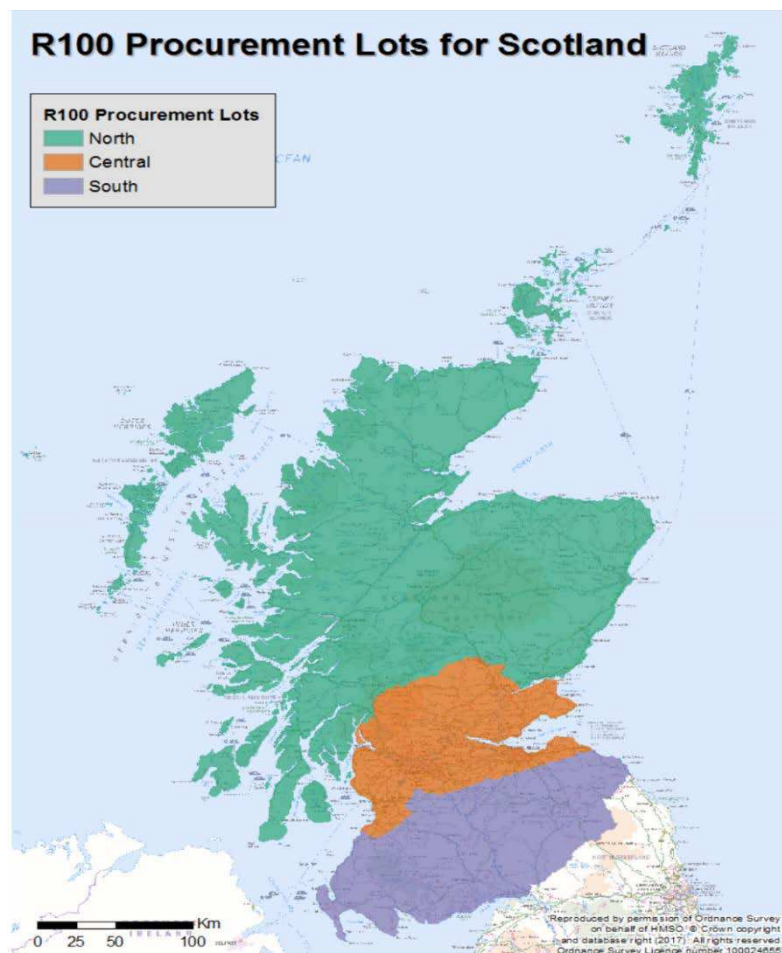




Digital Scotland

Superfast Broadband

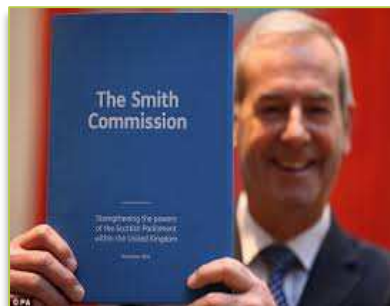




Key features of the R100 programme...

- 100% of homes and businesses to get speeds of 30 Mbit/s by the end of 2021
- £600m announced for the initial phase
- Initial procurement split across three regional lots (North, Central and South)
- Procurement likely to take 12 months
- No cost threshold but likely that some premises not covered by initial funding phase – voucher scheme and mix of technologies likely

- Interaction with Ofcom Broadband USO team now



The wider landscape...

- No formal role for Ofcom (reserved vs. devolved)
- Scotland Act 2016 (MoU and Ofcom Board member)
- Interaction with the BB USO
- Political challenges
- Technical challenges

DIGITAL GROWTH: OUR FUTURE ECONOMY

Fergal Mulligan
Dept. of Communications,
Climate Action & Environment
(Ireland)





**Roinn Cumarsáide, Gníomhaithe
ar son na hAeráide & Comhshaoil**
Department of Communications,
Climate Action & Environment

Presentation by Fergal Mulligan Programme Director Republic of Ireland's National Broadband Plan

24th April 2018

Objectives of the NBP

- Deliver a State intervention to ensure a national high speed broadband network for Ireland.
- Provide high quality and reliable broadband services to every home/business with choice of service providers to consumers.
- Ensure the network can meet current and future data demand.
- Maximise the re-use of existing infrastructure.
- Incentivise additional commercial investment.
- Stimulate growth and retention in jobs while enabling e-farming, e-health, trading online, e-education, tourism, savings for consumers etc.



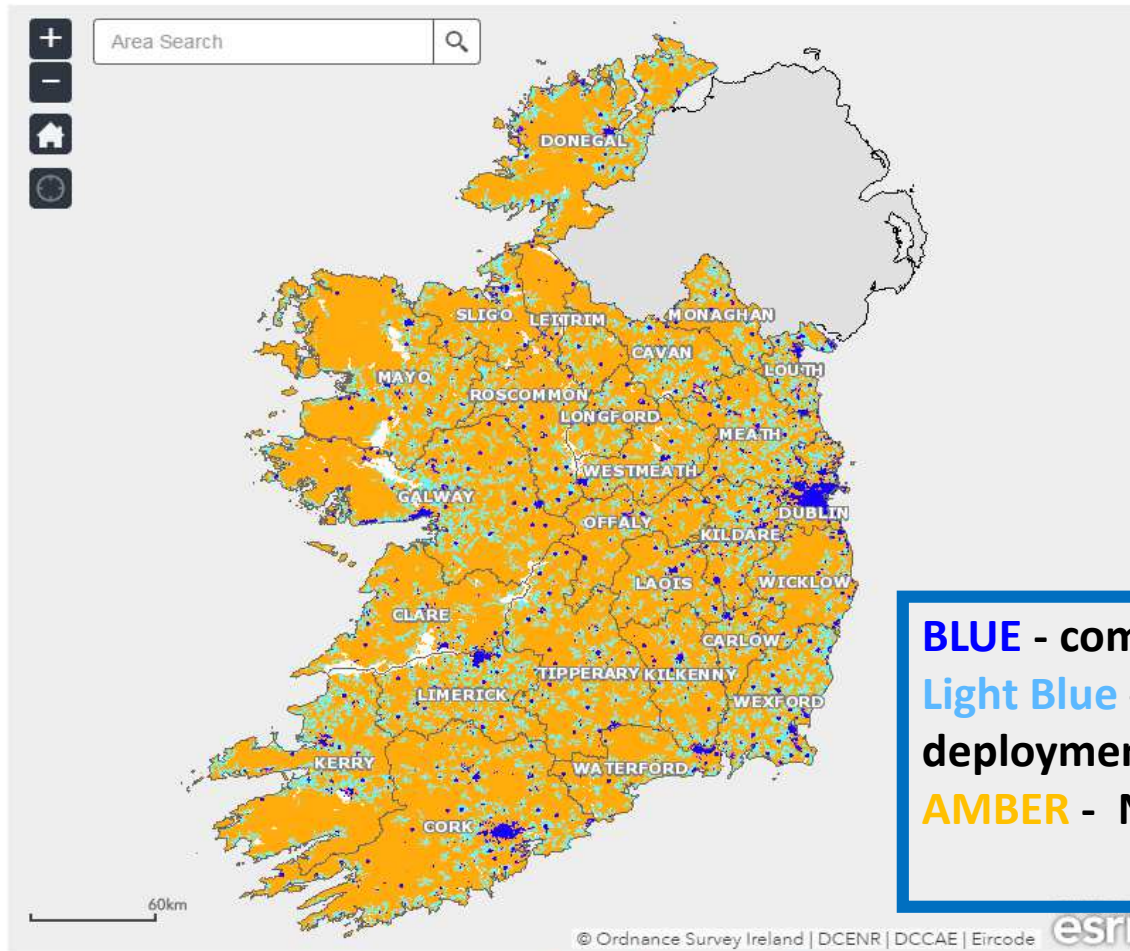
Key elements of Intervention Strategy 2015

Following extensive stakeholder consultation over 2014/15:

- Open access wholesale network with strong Governance arrangements
- Minimum 30Mbps download and 6Mbps upload
- Underpinned by a technology roadmap to ensure a future proofed solution (higher speeds)
- Wholesale Prices for broadband in the Intervention Area will be benchmarked to comparable regulated wholesale prices outside Intervention Area
- Contract of 25 years
- Three Lots – Lot A & Lot B with option to win both Lots (Lot C)



High Speed Broadband Map



BLUE - commercial coverage.
Light Blue - planned rural
deployment by eir
AMBER - NBP Intervention area

If your premises footprint is not on the map please let the [Ordnance Survey Ireland \(OSI\)](#) know.



Commercial Investment approx €2.5billion

Latest status - eir

High Speed Broadband available to circa 1.35M premises nationally

FTTC & eVDSL rollout ongoing

FTTH rollout ongoing (131k complete) in rural areas, 120k of which are part of the 300k commitment



Latest status - Virgin Media

High Speed Broadband available to 800k premises

Additional rollout ongoing to 200k premises



Latest status – SIRO

High Speed Broadband rollout target to 500,000 premises in 51 towns

FTTH rollout ongoing (127k complete)



Latest status – eNet

Providing Fibre to the business in Claremorris, Loughrea, Ardee and Kilkenny

FTTB announced to 10 additional towns Donegal Town, Buncrana, Ballyboffey, Stranorlar, Ballyshannon, Bundoran, Cootehill, Castleblayney, Ballinasloe and Manorhamilton



3.5Ghz auction completed in May releasing 86% more spectrum to industry

Fixed Wireless operators

Imagine rolling out to rural towns and villages

Westnet and Ripplecom recently announced investments

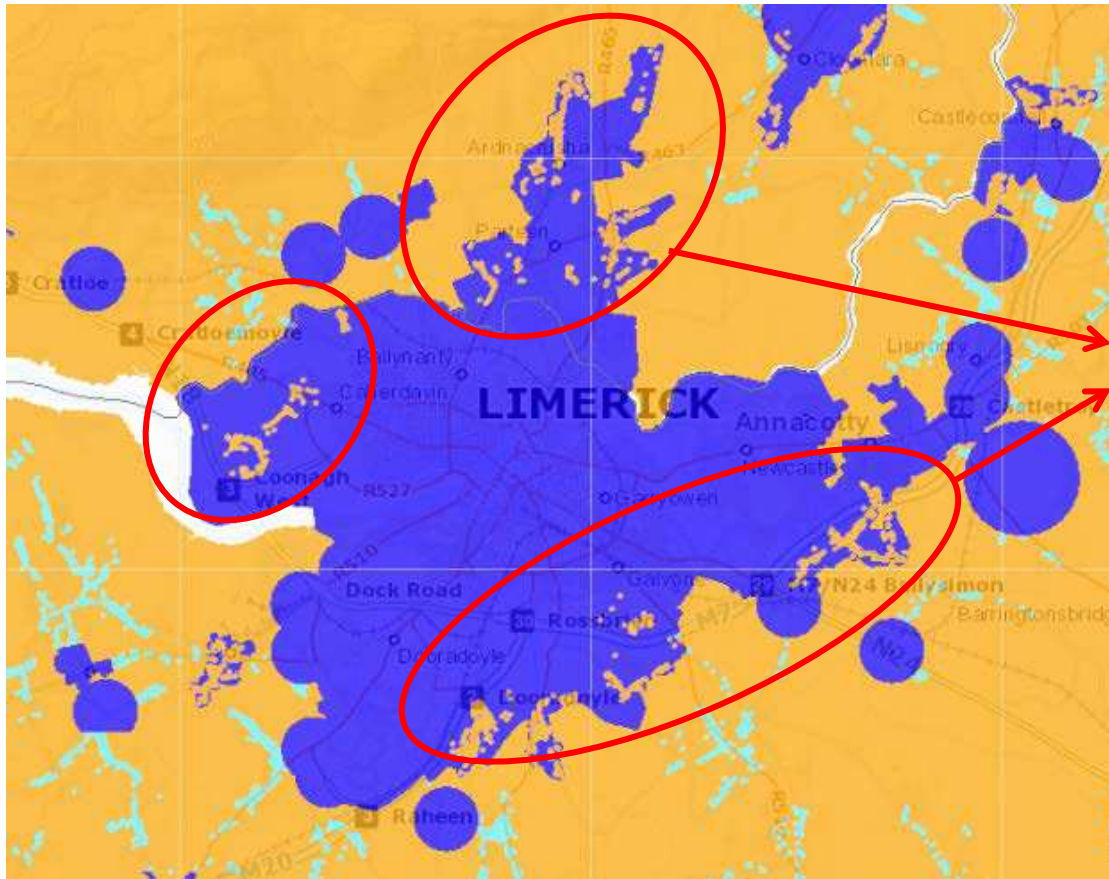


Dark Blue Areas

- Premises in cities and towns may still have problems accessing High Speed Broadband
- So far 84,500 additional premises have been identified by Department within urban/semi rural areas
- Department continue to analyse broadband coverage in blue areas
- Contact us at broadband@dccae.gov.ie to investigate any issues



Example 1 of NBP Map Update in 2017 to Blue areas

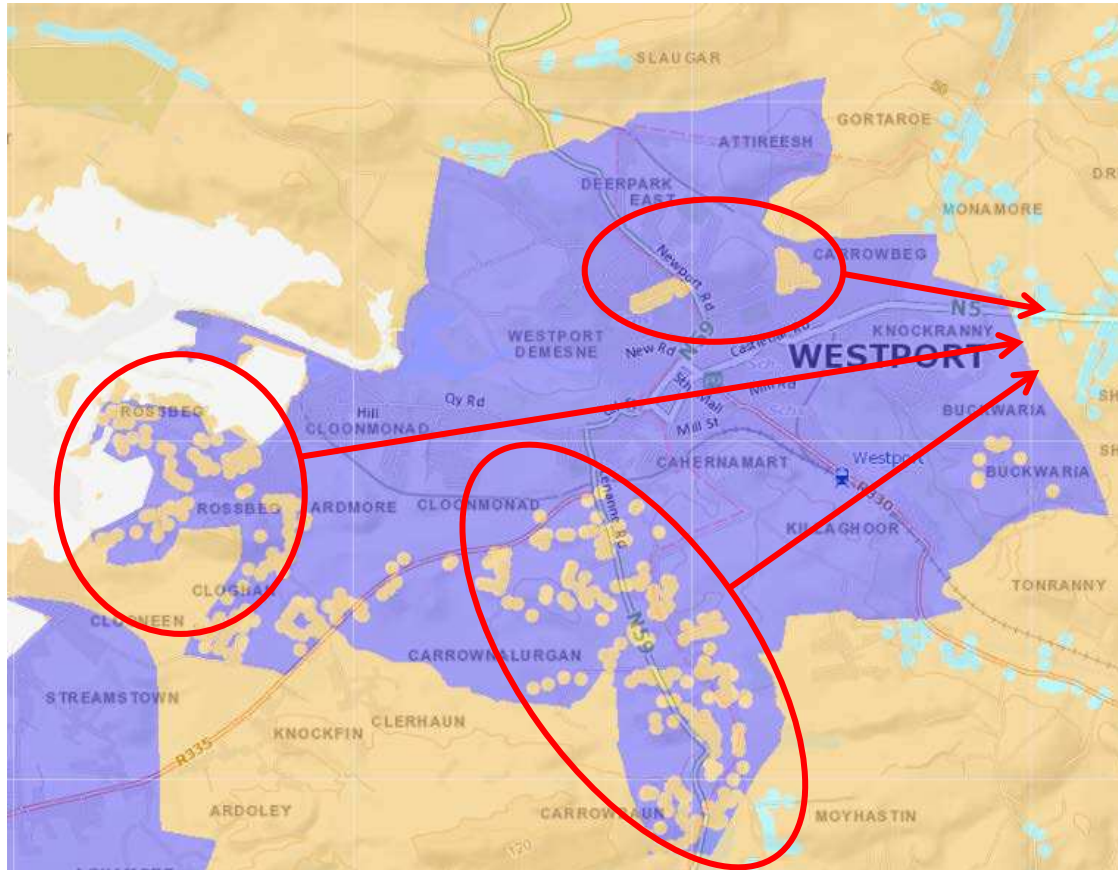


Specific premises have been identified as unlikely to get High Speed Broadband from any provider.

These have now been changed to **Amber**



Example 2 of NBP Map Update in 2017 to Blue areas



Specific premises have been identified as unlikely to get High Speed Broadband from any provider.

These have now been changed to **Amber**



The Mapping process - ongoing

- Very little reliable data on legacy copper network infrastructure built 40 years ago
- Difficult to measure speeds until consumer connects
- Department Map must remain dynamic to allow for changes
- Primary objective is to ensure commercial companies invest/upgrade their networks in first instance
- Any contract awarded will allow premises to be added where it transpires that commercial companies will not deliver
- Detailed assessment of technical, financial and deployment plans carried out before commercial plans accepted



NBP Map – operator engagement

- Detailed questionnaires issued to all commercial companies in 2014 requesting details of rollout plans
- Department published public consultation on Map in November 2014
- Over 60 responses received from stakeholders February 2015
- Many commercial operators set out plans to upgrade networks
- NBP Map updated following consultation April 2015
- eir publically announced a new 300k rollout on 6th June 2015
- Department received deployment, technical and business plans in August 2015 from six commercial operators
- Plans assessed by Department with assistance of Independent experts
- Department concluded that commercial plans assessed did not meet the technical/financial or deployment criteria set out by the Department
- Commercial operators notified in December 2015 that Map would not change to reflect their plans



Updated 300k Plan from eir

- Revised plan submitted by eir in September 2016 with committed finance of €200million, clearly laid out milestones from December 2016 to December 2018
- Significant engagement with the European Commission
- Department concluded a binding Commitment Agreement April 2017
- Procurement process updated and scope changed from 840k to 540k premises
- The change brought clarity to scope of State Aided project given eir had already commenced the rollout throughout several counties
- European Commission and ComReg consulted before changes made



Map – Light Blue areas

Key aspects of the Commitment from eir

- 300,575 eircodes identified
- 100% to be passed by December 2018
- At least 95% of eircodes must be connected at no more than the regulated connection charge regardless of cost
- Industry and consumers will have access to much more data on where and when the fibre will be deployed compared to now
- Detailed Monthly and Quarterly reports to the Department

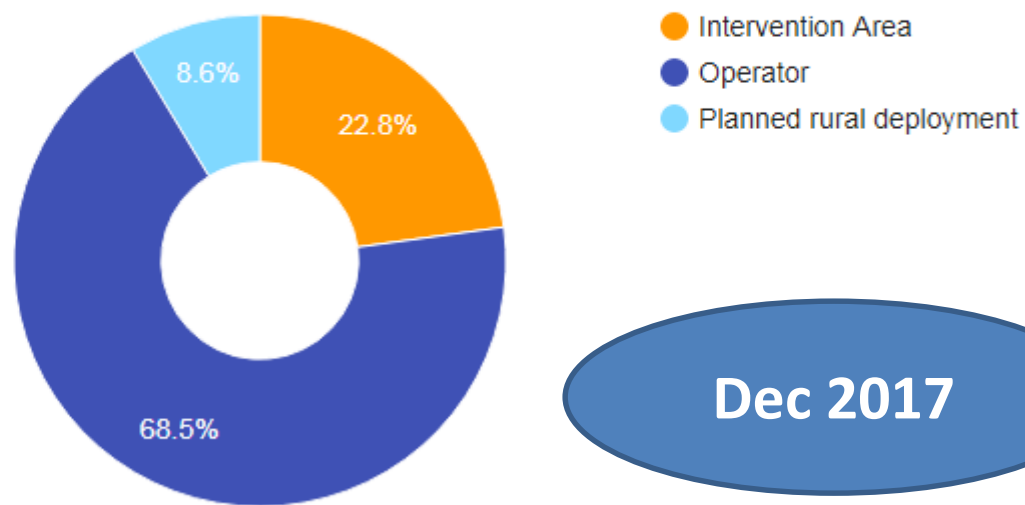


eir Rural Deployment – 2017/2018

- 300,575 Premises
- Over €200million over initial two years
- 90% FTTH & 10% VDSL
- 810,000 citizens (17% population)
- 387,000 members of the labour force (21% of total)
- 28,209 farms (33% of total)
- 47,096 SMEs, primarily micro
- 1,085 schools
- 300 business parks



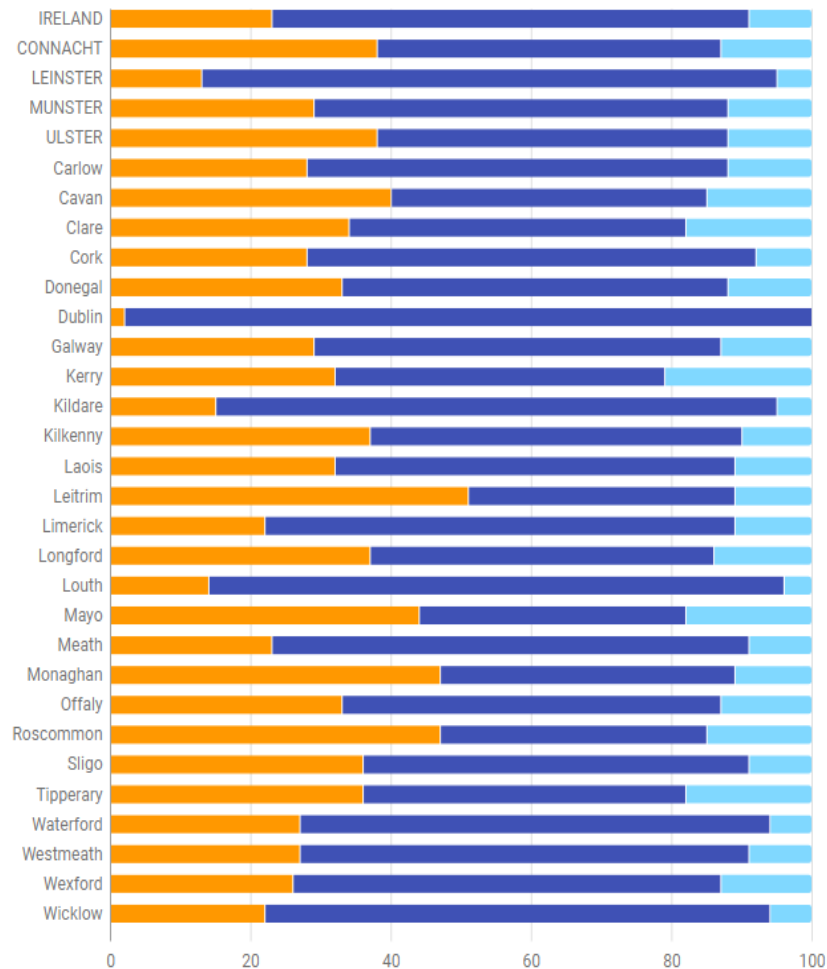
National Status of High Speed Broadband



77% of Ireland completed by 2018



National Status of High Speed Broadband per County



Dec 2017



Revised Amber Area

- 542,000 Premises
- 990,000 citizens (21% population)
- 381,000 members of the labour force (21% of total)
- 52,057 farms (61% of total)
- 47,096 SMEs, primarily micro
- 437 schools (13% of total)
- 310 business parks (4% of total)

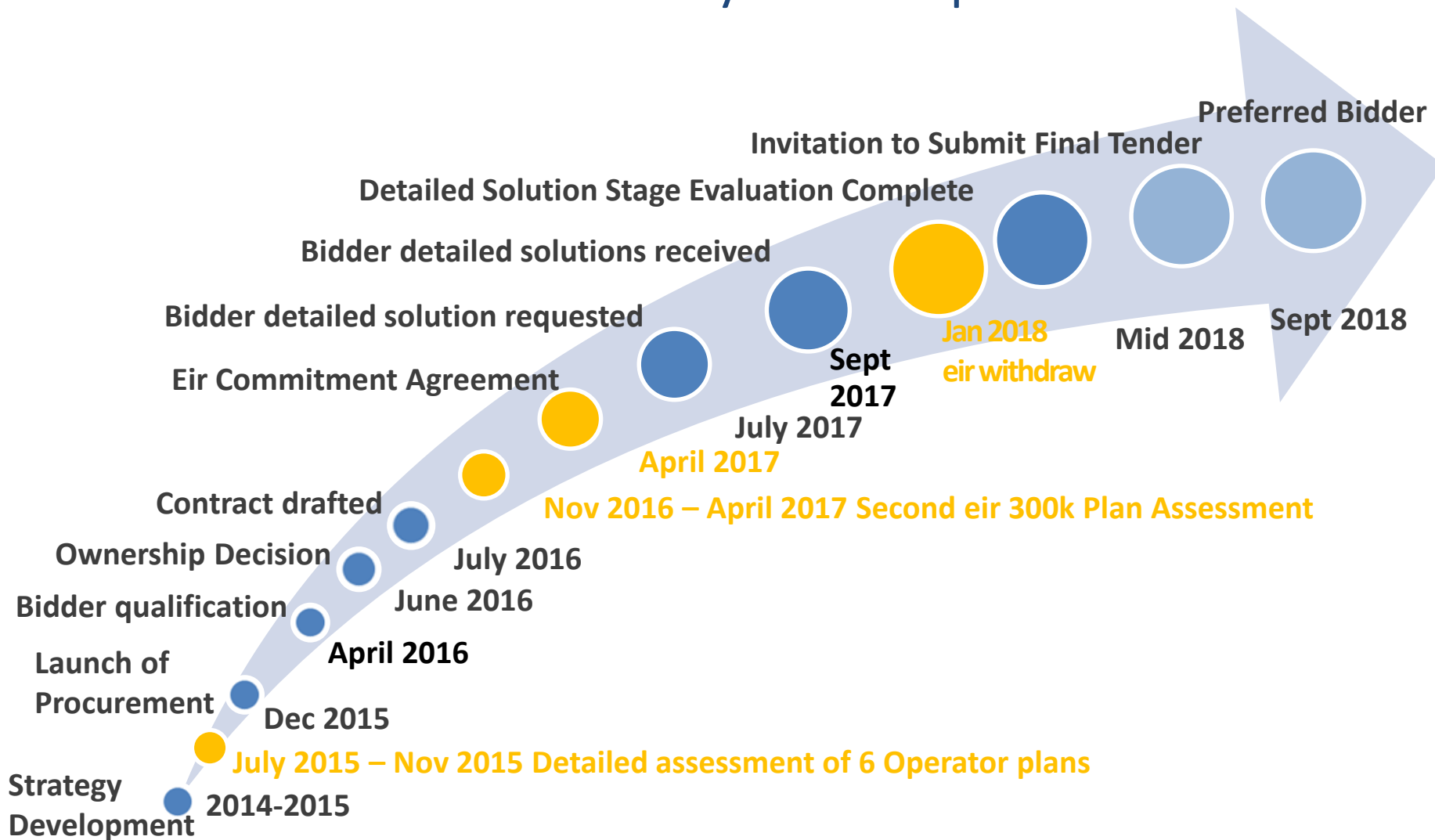


Procurement Process

- Competitive Dialogue process
- Used for most large scale projects where requirements and solutions are complex and require detailed discussion with bidders
- EU State Aid Guidelines for Broadband followed
- Bidders requested to submit draft bids by 26th September 2017
- Two draft bids received, detailed assessments made and responses issued setting out the detailed technical, financial and legal comments from Department
- Remaining bidder now working through Department detailed response to their submission received on 26 September
- Process allows continuation where one bidder remains
- Value for Money remains a key objective
- Further dialogue with bidder around proposed solution critical to understand likely costs/revenues that drive subsidy



NBP Procurement Summary Roadmap



Value for Money Assessment

- Significant technical, financial and legal expertise throughout all stages
- Very detailed and comprehensive internal budget model used to compare to bidder model
- Re-use of existing infrastructure critical to reduce cost/speed up rollout – Regulatory oversight of eir infrastructure on-going
- NDFA will provide independent oversight of Department budget compared to final tender
- Department will follow Public Spending Code
- Significant benchmark exercise of bid model inputs/outputs to best practice nationally and internationally
- Bidder is also incentivised commercially to manage costs due to significant private capital that will also be invested under the Gap funded model alongside public monies
- NBP contract will include significant annual audit/reporting and clawback provisions in event of super normal profits through life of contract
- All income/expenditure will take place in a ring fenced Special Purpose Limited Company to ensure full transparency of all subsidy received
- Subsidy payments will only be made for qualifying and vouched capital costs to build the network



Next Steps

- Submit final notification to EU Commission (already pre-notified since August 2017 and no issues raised to date)
- Conclude remaining contract drafting and issue final draft contract to bidder
- Bidder to consider Department response to September draft bid submission
- Bidder to carry out its own Shareholder technical and financial due diligence prior to final bid
- Department need to be satisfied with quality and credibility of plan and value for money when compared to Department's internal budget model
- Preferred bidder/proposed subsidy required can then be recommended to Government
- Preferred bidder September 2018
- Significant private debt and equity being leveraged with relevant legal documents closed post preferred bidder
- Subject to all necessary parent company guarantees, third party contracts, banking arrangements etc being in place contract can be awarded and rollout commences
- Options to advance timelines being explored with bidder with particular focus on financial close activities



Questions?

Thank you



DIGITAL GROWTH: OUR FUTURE ECONOMY

**Billy McClean
&
Chris Ward Brown
Broadband Delivery UK**





Local Full Fibre Network Opportunities

Billy McClean & Chris Ward-Brown



Why Local Full Fibre Networks?



Traffic Growth & Futureproofing Video On Demand



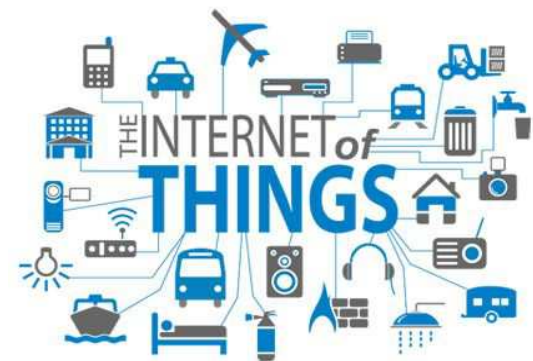
Cloud Services



5G / Gigabit Radio Backhaul



Reliability



Explosion of IoT Devices

Gigabit Connectivity

Why it Matters

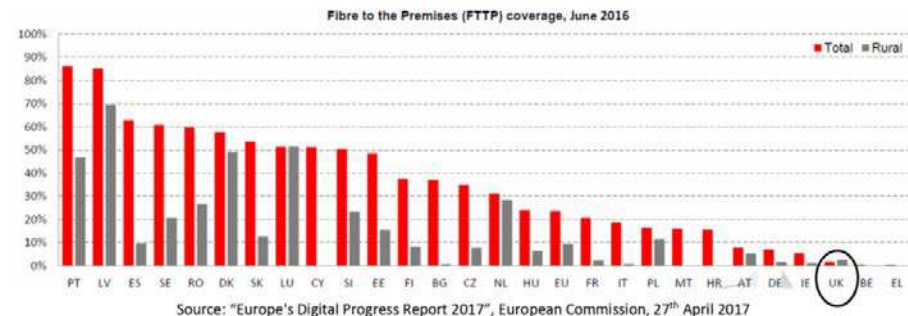
Opportunities & Problems

Full Fibre is:

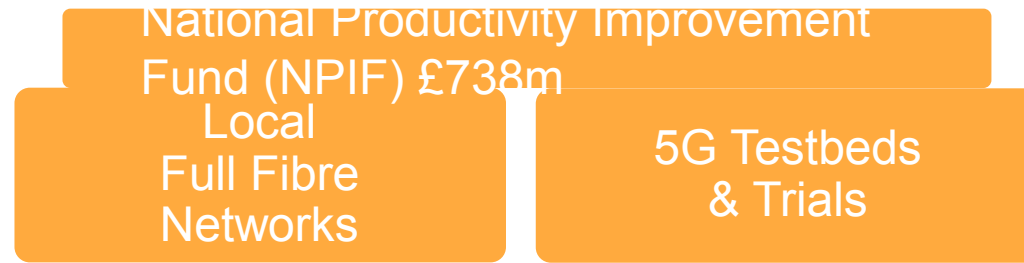
- Faster
- More reliable
- Cheaper to operate
- Gigabit capable...terabit capable...petabit...
- Future-ready
- Supports 5G

But...

- Currently only 3.08% of UK has it (Nov 17)



Government Interventions



Increasing demand



Increasing financial capacity



Lowering costs



Controlling powers



Helping industry to do more



Local Full Fibre Networks Programme

Objectives:

- Stimulate commercial investment to deliver more gigabit capable connectivity
- Maximise the availability and benefits to residential, business and public sector users
- Improve business case for market provision of gigabit broadband services

£200m of NPIF funding announced at 2017 Spring Budget:

- Wave 1 projects - underway to test 4 different delivery mechanisms
- Wave 2 projects - Local bodies bidding into a Challenge Fund – 13 successful projects £95m
- Armagh Banbridge & Craigavon Council & Belfast City Council

£67m additional funding for National Gigabit Voucher Scheme

LFFN Wave 3 – Challenge Fund Call

- Currently evaluating learning from Wave 1 projects and Wave 2 challenge fund process
- Developing the prospectus and focus for the call
- Estimated £95m minimum remaining in the Challenge Fund
- Expect call by the end of June 2018
- Proposals due by early September 2018
- Award of successful projects by October / November 2018



Chris Ward-Brown

<https://gigabitvoucher.culture.gov.uk>

Gigabit Voucher: Scheme Overview

Key Features

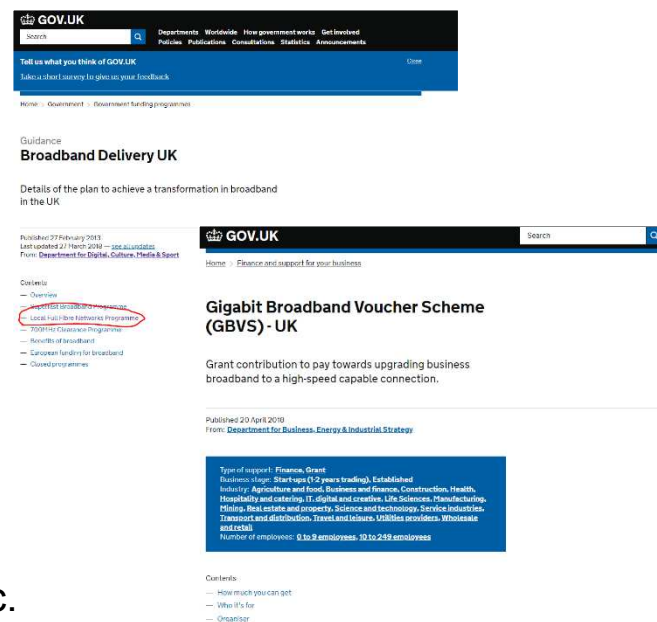
- Live in whole of UK from 27 March 18
- Grant scheme mainly for SMEs
- Voucher value £500 - £3,000 (residents fixed £500 – projects only)
- Scheme actively supports aggregation to support larger project deployments
- Funds (or contributes) to connection costs for Gigabit-capable services (defined in scheme documents)
- SME/resident contracts with choice of registered supplier (no application forms – Pre-Registered Packages only) held on DCMS website
- SME/resident pays ongoing charges – voucher cannot be used to pay VAT
- Central scheme administration and supplier payments – DCMS

Gigabit Voucher Scheme

DCMS/BDUK Role

Key Activities

- Supplier engagement
- Supplier and package registration
- Voucher issue and eligibility checks
- Site visits and remote checks of delivery
- Demand stimulation
 - SME – national channels – eg, FSB, IoD
 - Supplier engagement
- Government channels – DAs, BEIS, DEFRA etc.

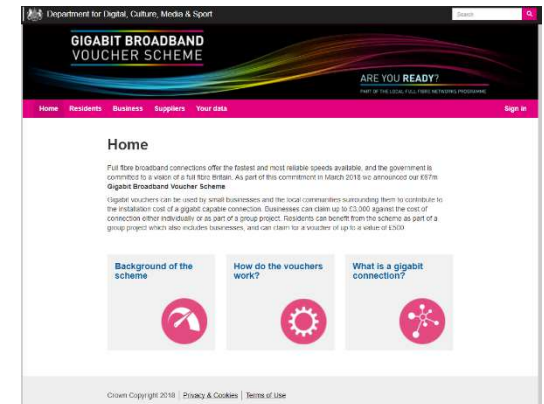


Gigabit Voucher Scheme

Local Body Role

Key Activities

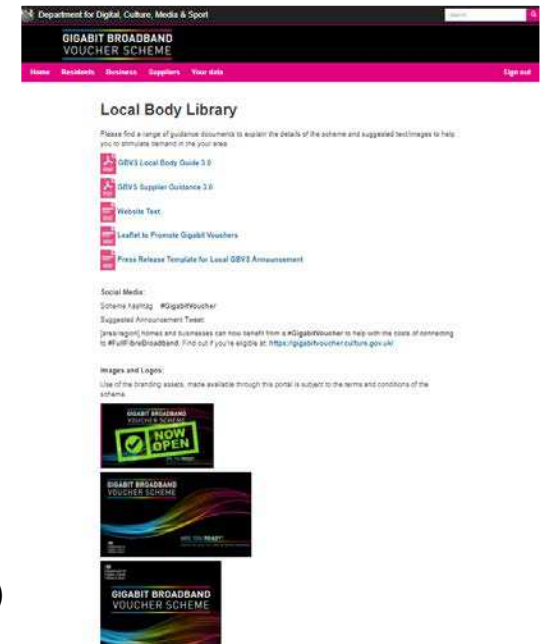
- Demand stimulation
 - SME – business parks/aggregation
 - Community – SME and residential projects
 - Business intermediaries – Chambers of Commerce
 - Scheme validation - grant
- Owned local body channels – website/business engagement
- Supplier engagement – digital/spatial planning and leadership
- Barrier busting – highways, wayleaves, charging, planning
- Liaison role state aid projects
- “Intelligent buyer” (LFFN Programme)



Gigabit Voucher Scheme Local Body Support

Support

- Local Body Guide
- Supplier Guide
- Artwork
- Website text and images
- Case studies and more to follow
- Scheme resource local body library –
<https://gigabitvoucher.culture.gov.uk/lbl> (password: Gigabit18)
- Social media: #GigabitVoucher





Connectivity & Step Change Requirements - Summary

All connections supported by vouchers must fulfil BOTH of the following characteristics:

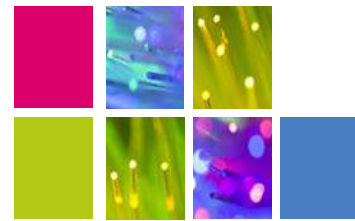
1. be capable of delivering broadband connectivity to the customers premises at or above 1Gbps upload or download at the time of delivery of the connection without the need for future hardware upgrades or modification (excluding CPE – it is not mandatory to deploy 1Gbps capable CPE from the outset if this is not required to deliver service)
2. deliver a minimum of 100Mbit/s to the beneficiaries' premises. The upgraded broadband service must deliver at least a doubling of speeds compared to the service currently being consumed.

Wireless only where included in Project PRP and which leads to the deployment of additional full fibre.

Gigabit Capable

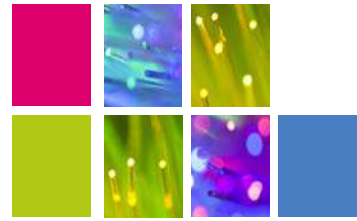


PRP – Standard Versus Project



Standard PRPs	<ul style="list-style-type: none"> • Eligible costs are either fixed for each deployment or vary within known parameters • Generally single -SME beneficiary (or small cluster of SMEs) • Registered once, deployed multiple times by supplier • Widely available - can be in a single wide area • Delivered quickly and always less than 12 months
Project PRPs (Aggregated)	<ul style="list-style-type: none"> • Location specific (e.g. business park, village etc) • Value of eligible costs varies significantly with location characteristics - each project requires individual registration • Relies on minimum SME participation for viability (e.g. aggregation) • Eligible costs (shared between beneficiaries) are registered once – payments to supplier over time when SMEs take service • Process flexible - market/group led • May include wireless where also leads to additional full fibre • May include residents – value to SME must be greater





Eligible Beneficiaries

- Small and medium enterprises focus
- Includes sole traders & charities
- Grant Aid for enterprises is *de minimis* (generally up to €200,000 over 3 years)
- Residents only eligible as part of projects where value of vouchers taken by SMEs is greater than residents

Not

- Public sector
- Schools & education
- State Aid supported gigabit capable locations (Superfast Programme)
- Registered suppliers
- “Other voucher Schemes” – Wales, Westminster for example

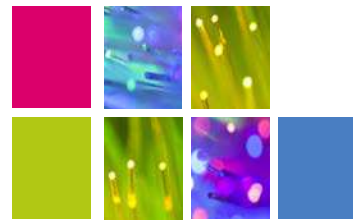


Scheme Processes - Overview

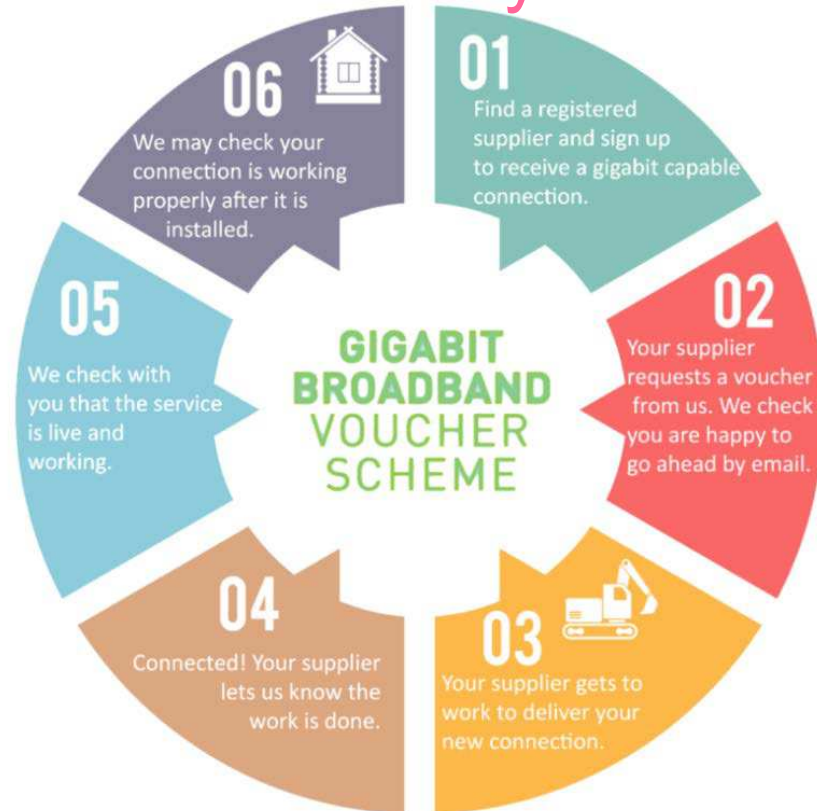


1.	Supplier Registration - Terms and Conditions to include, VAT registration, insurances, ADR, Trade Body or reference, available products & info supply
2.	PRP - BDUK review. <u>Standard</u> (commodity - wide availability, fixed or predictable costs) and/or; <u>Project</u> (specific, targeted, costed and reviewed)
3.	Sale/Contract - market led. Report to portal weekly or real time. DCMS checks and controls. Beneficiary must accept T&C
4.	Delivery - voucher expires 12 months. Compliance checks. Payment – Historic England on behalf of DCMS





How it Works: Customer Journey



QUESTIONS?

Contact point for GBVS for Local Bodies & Public
Sector Partners

gigabitvoucher@culture.gov.uk

Useful Links



- [Scheme Website](#)
- Amber Infrastructure Management
- [M&G Investment](#)
- [Local Body Library](#) (Password: Gigabit18) includes:
 - Web content
 - Local Body Guide
 - Supplier Guide
 - Terms and Conditions

