



12 March 2020

Dear Councillor

You are invited to attend a meeting of the Development Committee to be held in The Chamber, Cookstown at Mid Ulster District Council, Council Offices, COOKSTOWN, BT80 8DT on Thursday, 12 March 2020 at 19:00 to transact the business noted below.

Yours faithfully

Anthony Tohill  
Chief Executive

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## AGENDA

### OPEN BUSINESS

1. Apologies
2. Declarations of Interest  
Members should declare any financial and non-financial interests they have in the items of business for consideration, identifying the relevant agenda item and the nature of their interest.
3. Chair's Business
4. Deputation: Belfast Central Mission (Armagh & Dungannon)

### Matters for Decision

- |    |  |           |
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| 5. | Review of Mid Ulster District Council's Tourism Strategy | 3 - 28    |
| 6. | Community Development Report                             | 29 - 80   |
| 7. | Economic Development Report - OBFD                       | 81 - 172  |
| 8. | Outdoor Recreation Five Year Strategic Plan              | 173 - 326 |

### Matters for Information

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| 9  | Minutes of Development Committee held on 13 February 2020  | 327 - 338 |
| 10 | Economic Development Report – OBFI   | 339 - 360 |
| 11 | Regional and Minority Language Implementation Working Group Minutes of Meeting of 24 February 2020 | 361 - 372 |
| 12 | Burnavon Arts & Cultural Centre 20th Anniversary   | 373 - 380 |
| 13 | Corporate Events Programme 2020  | 381 - 384 |
| 14 | Lough Neagh Partnership Core Funding Progress Report   | 385 - 392 |
| 15 | VE Events 2020   | 393 - 396 |

16      Update on the reopening of Dungannon Leisure Centre      397 - 400

**Items restricted in accordance with Section 42, Part 1 of Schedule 6 of the Local Government Act (NI) 2014. The public will be asked to withdraw from the meeting at this point.**

Matters for Decision

17. Supply, Delivery, Installation and Calibration of Indoor Cycle Bikes at Greenvale Leisure Centre
18. Tender for the Supply of a Range of Swimming Pool Chemicals and Gases for use across Mid Ulster District Council facilities
19. Supply, Delivery, Installation and Servicing of Fitness Suite Equipment in Maghera Leisure Centre
20. Community Events on Council Land – Community Support Programme

Matters for Information

21. Confidential Minutes of Development Committee held on 13 February 2020
22. Tullaghoge Fort Development Update
23. DAERA Rural Micro Business Small Grant Pilot Scheme

<b>Report on</b>	Review of Mid Ulster District Council's Tourism Strategy
<b>Date of Meeting</b>	Thursday 12 March 2020
<b>Reporting Officer</b>	Michael Browne
<b>Contact Officer</b>	Michael Browne

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To update and inform Council on actions as part of the review of the Tourism Strategy "Our Plan to Develop Tourism in Mid Ulster 2016-2021"
<b>2.0</b>	<b>Background</b>
2.1	Mid Ulster Council is working on delivering "Our Plan to Develop Tourism in Mid Ulster 2016-2021" and have recently undertaken a mid-term review of the Tourism Strategy to assess progress made to date, identify if there are any areas where a contingency is required and update targets on those actions which have progressed.
2.2	<p>The review comprised of series of consultations of the current strategy with Elected Members, Council staff and the private sector who are members of the Council's Tourism Development Group and Cluster members.</p> <p>The review considered 3 key areas / themes:</p> <ul style="list-style-type: none"> <li>• Outdoor Activities;</li> <li>• Heritage; and</li> <li>• The Seamus Heaney Homeplace.</li> </ul> <p>Within each of the areas / themes the groups considered:</p> <ul style="list-style-type: none"> <li>• Progress to date;</li> <li>• Challenges still to addressed;</li> <li>• Emerging opportunities; and</li> <li>• Actions to be taken.</li> </ul> <p>The session also considered evaluation tools that could be used to monitor outputs for the remaining 24-months delivery of the strategy and how these could be further developed.</p>

<b>3.0</b>	<b>Main Report</b>
3.1	The Council has made progress in developing its product offering within the District over the last 24 months, which will now enable it to progress with marketing the offering in the latter half of delivering its tourism strategy. There are a number of key areas to be progressed to build on the recent product developments.
3.2	<p><b>Focus of the Audience</b></p> <p>The Council should carefully consider its target markets, both existing and potential, for its product offering and develop a clear focus for its marketing activities.</p>
3.3	<p><b>Development of Packages &amp; Experiences</b></p> <p>The District offers a range of innovative and attractive products and experiences for incoming visitors based on clearly defined target audiences. Council now needs to work with private sector to encourage further development of a range of packages that can be marketed. This could not only assist with attracting more visitors to the area but could increase dwell time and spend in the local area.</p> <p>Examples of packages that could be developed are the Three Sisters product.</p> <p>Packages could also include linkages with other areas in Northern Ireland and across the island of Ireland, for example, literary tours linking Heaney with Yeats and Wilde or the American Presidents tour with Mid &amp; East Antrim Borough Council.</p>
3.4	<p><b>Development of a Regional Brand</b></p> <p>The product offering in the District has been developed under the 3 key themes identified in the strategy which can compete, not only in the local market, but also in the international marketplace. These themes now need brought together in a regional brand that will assist with the marketing of the area. The brand also needs to link to and be reflective of Tourism Northern Ireland's Embrace a Giant Spirit brand.</p>
3.5	<p><b>Marketing Plan</b></p> <p>Following on from the development of a regional brand, Council needs to develop a destination marketing plan to highlight the world-class product offering in its portfolio. Key to this will be the development at Davagh but will also include the continued marketing and promotion of Seamus Heaney HomePlace, its History and Heritage, Outdoor Activities and its expanded private sector product offering.</p>
3.6	<p><b>Attending Trade Shows</b></p> <p>The Council has made good progress in raising the profile of the destination to date on the national and international platform, but this could be further expanded now the product offering has expanded. Council should continue with the work it has achieved to date as a long-term activity this will offer a targeted approach to developing key target markets. Trade and Consumer platforms plan attached including targeting in the main B2B events, across, Ireland, Europe and the USA. Total cost projected for 2020-2021 is £23,600.</p>



3.7	<p><b>Digital App</b></p> <p>The Council should consider developing a digital application that can be used across the three key themes. This could for example, map key sites and would be of real benefit as this would facilitate with the development of experiences and itineraries. The solution could also link supporting product that is emerging around the Seamus Heaney HomePlace to again assist with increasing dwell time in the area and offering visitors a full day itinerary.</p>
3.8	<p><b>Sustainability</b></p> <p>Given the increasing importance of managing and protection of our natural resources the issue of sustainability is rising to the fore. The issue of sustainability within the Mid Ulster tourism sector needs to be considered and brought to the fore strategically within the sector and disseminated throughout the sector after this. It is recommended that Council Officers receive training in this area to ensure they are reliably equipped and fully versed in areas where this is applicable and can embed this within the strategy wherever possible and relay the message to the industry.</p>
3.9	<p><b>Future Industry Training</b></p> <p>Sustainability &amp; Green Tourism for the industry needs to be developed as this is becoming increasingly important in the industry.</p>
3.10	<p><b>Measuring Overall Performance</b></p> <p>One of the re-occurring themes in the review process was the limitations of the existing evaluation process and measuring of performance. During the review sessions it was agreed that there needs to be a range of bespoke measures developed and implemented to ensure that Council can effectively capture the real impact and benefits of tourism on the local economy in the District.</p>
4.0	<b>Other Considerations</b>
4.1	<p><b><u>Financial &amp; Human Resources Implications</u></b></p> <p>Request approval for £23,600 to deliver the Trade and Consumer Platforms 20-21</p>
4.2	<p><b><u>Equality and Good Relations Implications</u></b></p> <p>Mid Ulster Council is committed to the promotion of equality of opportunity in all its activities with a focus on all citizens living within the Mid Ulster.</p>
4.3	<p><b><u>Risk Management Implications</u></b></p> <p>N/A</p>

<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Approve actions and budgets outlined in the Mid Ulster Tourism Review and associated trade and consumer platforms 20-21 plan.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Review of Mid Ulster District Council's Tourism Strategy 2021 & list of Trade & Consumer Platforms

## Mid Term Review of the Tourism Strategy



Comhairle Ceantair  
**Lár Uladh**  
**Mid Ulster**  
District Council

February 2020

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## 1.0 Overview of Project

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Mid Ulster Council undertaken a mid-term review of their Tourism Strategy to assess progress made to date, identify if there are any areas where a contingency is required and update targets on those actions which have progressed.

The review comprised of consultations reviewing the current strategy with Elected Members, Council staff and the private sector who are members of the Council's cluster groups.

The review considered 3 key areas / themes:

- Outdoor Activities;
- Heritage; and
- The Seamus Heaney Homeplace.

Within each of the areas / themes the groups considered:

- Progress to date;
- Challenges still to addressed;
- Emerging opportunities; and
- Actions to be taken.

The session also considered evaluation tools that could be used to monitor outputs for the remaining 24-months delivery of the strategy and how these could be further developed.

## 1.1 Tourism in Northern Ireland (NI) Strategic Context

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The importance of the tourism sector in Northern Ireland has continued to grow in the last number of years. In 2018 2.8 million out of state visitors and more than 2 million NI residents took an overnight trip in NI. Visitor spend has also increased, in 2018 this was estimated at £968m, up from £926m in 2017.

To bolster the long term growth of the tourism sector in Northern Ireland, Tourism NI developed and has recently launched an experiential brand, Embrace a Giant Spirit, that captures the essence of Northern Ireland and creates a destination brand that will eventually become internationally recognisable. This new experiential brand will be used by Tourism NI and Tourism Ireland to promote Northern Ireland, both on the island of Ireland and internationally, to increase visitor numbers and ensuring economic impact across all regions of NI. The brand concept reflects the history, culture and people and will aim to achieve brand recognition on a par with the Wild Atlantic Way.

As part of the experiential brand, Tourism NI have included 22 Embrace the Giant Spirit must do experiences as a focus for its marketing activities. Mid Ulster Council has been successful in securing three local experiences within the twenty-two attractions and activities. An annual marketing budget of approximately £15 million has been allocated to the campaign, which would equate to approximately £2.04 million of advertising spend for the tourism product in the Council area.

## 2.0 Current Position of Tourism Sector in Mid Ulster District Council

Since the launch of the strategy in 2016 the tourism sector in the District has made ongoing progress in terms of its product development and engagement with the sector. The focus within the first stage of the strategy has been on product development to facilitate and nurture the long-term development of the sector.

### Visitor Numbers

The area has witnessed a steady increase in visitor numbers at key monitoring sites, such as, Beaghmore Stones, Davagh and Ballyronan.

#### Visitor Numbers to Visitor Information Centres

Visitor Information Centres	2018	2019	% Change
<b>Cookstown</b>	111,012	134,025	20.7%
<b>Dungannon</b>	*34,808	**64,489	85.3%
<b>Magherafelt</b>	55,262	69,597	25.9%
<b>Total across the District</b>	*201,082	**222,862	10.8%

\*Missing data – no Electronic Eye in Dungannon from May – Dec 2018

\*\*Missing data – no Electronic Eye in Dungannon from Jan – June 2019

The average spend per visitor per night has increased from £42 in 2016 to £49 to 2018, with the average stay at 3.5 nights

### Investment

Since the development of the strategy the tourism team has secured £2,978,491.00 of leveraged funding from stakeholders such as, Heritage Lottery Fund, Tourism NI and DAERA, which has aided Mid Ulster Council's continued investment in the sector. Appendix I shows the breakdown of the funds secured by Council and the projects the leveraged funding has helped progress.

Across the District the Council has continued to invest in its product offering and developing its tourism infrastructure during this time, with for example, Seamus Heaney Homeplace, 4 new Visitor Information Centres and additional investment in Ranfurly House. A flagship project for the Council is the Dark Skies project at Davagh which is due to open in Spring 2020 and set to be a key NI attraction. During the second phase of the strategy, investment in product development is due to continue on a range of products including Hill of The O'Neill in Dungannon.

Private sector investment in the area has continued with a number of new and unique attractions opening, The Bakehouse, Glenshane Country Farm and Sperrin View Glamping and further investment in the pipeline. Engagement with the private sector has been ongoing and has generated positive results, for example, 3 of the 22 NI wide attractions were selected for inclusion within the Tourism NI Embrace A Giant Spirit marketing campaign (annual value of the marketing campaign is approximately £15million).

### Sector Engagement

Mid Ulster District Council has invested significant time and effort in its sector engagement, resulting in the development of Outdoor Activity, Seamus Heaney Homeplace and Archaeology, History and Heritage clusters. The clusters comprise of both activity and

accommodation providers from across the District. The clusters have received ongoing support from Council officers, support to attend trade shows, ongoing training opportunities and mentoring support. There are now close relationships built with the operators and it is important for this to continue to build on momentum created.

Council officers and private sector jointly exhibit at an average of 14 trade and consumer shows per annum, including, World Travel Market in London, Celtic Connections in Scotland and Meet the Buyer in Belfast. The team has been successful in increasing visibility of the emerging product in the District, in particular, at the Meet the Buyer events with key incoming Tour Operators and in 2020 secured 13 visits on the incoming FAM trips, previously these have averaged at 1 – 2 visits.

In addition to this the Seamus Heaney cluster secured £25,000 for a scoping study as part of the Invest NI Collaborative Growth funding. The overall impact value of the scoping study is calculated at £667,510 based on a combination of the business opportunity for the members over the next 18 to 24 months and the value-added activities they undertook as part of the study. The Seamus Heaney Homeplace cluster, along with the Heritage and Outdoors clusters, have continued to make progress and progress reviewed within the exercise.

### Accommodation

A key challenge to be addressed has been to increase dwell time and spend in the area. Due to a previously limited product / package offering the accommodation sector has been negatively impacted upon and has experienced volatility.

However, as a result significant emphasis has been placed on product development within the area, much of which is now coming to fruition. It is anticipated that this will have a positive impact on increasing visitor numbers and overnight stays within the area.

Accommodation Type	Room Occupancy			
	2016	2017	2018	2019
<b>Hotels</b>	54%	56%	55%	47%
<b>Guest House / Guest Accommodation / B&amp;B</b>	31%	36%	55%	44%
<b>Self Catering (Peak Season)</b>	48%	44%	41%	n/a

Whilst there has been challenges within the accommodation sector, there are a number of highlights which include;

- Mid Ulster had the second highest guesthouse, guest accommodation and B&B room occupancy rate in Northern Ireland (44%), after Belfast (52%).
- Mid Ulster had a 25% increase in guesthouse, guest accommodation and B&B stock in 2019.
- Mid Ulster has the highest peak season self-catering unit occupancy rate (jointly with Mid & East Antrim BC).
- Guest House and B&B bed stock increase by 32 from 2017 to 2018.
- Stock of self-catering units increased by 21 units from 2017 to 2018 and bed space increased by 104.

### **Summary**

The Council has made significant progress in its product development which provides a solid foundation to build from. In addition, within the District there has been significant investment from the private sector which has contributed to the overall strength of the product offering and its ability to progress.

Following the Council's efforts to develop the tourism product offering over the last 3-years, it is important that a real focus is placed on developing a regional brand and marketing plan to drive visitor numbers, overnight stays and visitor spend.

One of the challenges for the Mid Ulster District Council area is the limitations of the current performance measurement tools that are currently used in NI. There have been many positive developments since the launch of the strategy, however many of these are not reflected within the current NI measure tool. A key action within this review is the need to develop a bespoke measurement tool that can be used in conjunction with the NISRA figures to highlight the positive impact of the sector in the area.

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### 3.0 Outdoor Activities

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The outdoor activities theme within the strategy has made good progress in terms of its product offering, both by private sector operators and Council. Key to future development and success of this will be the development of packages that can be marketed on a local, national and international platform. Feedback from the consultations highlighted:

#### **Progress Made**

- The outdoor recreation product has gained creditability and visibility in the market as a result of the ongoing product development.
- Working relationships have been developed across the cluster, however the membership of the cluster could be increased.
- Within the cluster group there has been innovative ideas generation which has been beneficial to date and will continue to help drive future developments.

#### **Challenges to be Addressed**

- There needs to be increased recording and measurement of spend and successes in the activities sector.
- The membership of the cluster could be grown and encouragement of cluster members continued involvement to highlight the value of collaborative working.
- A programme of events needs to be developed that includes a real diversity of events and longevity of the season of events. This needs to encourage the spend and extend the season for the providers.
- Ongoing product development needs to be continued.

#### **New Opportunities**

- Council could assess if there are any additional funding streams that could be accessed for product development.
- There needs to be encouragement to private sector on the benefit of cross selling between operators for groups and events.
- There is potential to increase the number of themed weekends as these have proved popular.
- There needs to be a structure approach to the marketing of the product and area, so that visitors can take advantage of several activities and increase their dwell time and spend.

## **4.0 Archaeology, History & Heritage**

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A key strength of the District is its rich archaeology, history and heritage which creates a competitive advantage for the area. Consultations highlighted that progress has been made, but that there needs to be a push to drive the theme forward to enable it to achieve its full potential.

Areas identified as having made good progress are:

- The cluster has greatly assisted the development of a co-ordinated approach to the sustained and managed development of the product. Partnership working has increased and there has been an increase in the cluster speaking with "One Voice". There is in-depth knowledge and expertise within the cluster which is a real strength.
- There has been an increase in local accommodation which is of benefit to the local sites.
- Local towns & villages have won awards for their heritage projects.
- Council has made progress in recording product development outputs and visitor numbers through internal data capture but this needs further development.
- Promotional activity has made progress, but sustained marketing plans and campaigns are required to enable the product to achieve its full potential.
- The infrastructure and access to the sites has improved which will help long-term growth.

### **Challenges to be Addressed**

- Brexit and the potential of fewer visitors or a recession is a concern for the members of the Archaeological, History and Heritage cluster.

### **New Opportunities / Actions**

A range of opportunities were identified in the review session to build on the success to date for the Archaeological, History and Heritage theme within the District. These include:

- There is no defined central source of a catalogue of sites across the District. This is currently piecemeal in its approach. Council should develop a catalogue of sites which could be used by officers in their marketing activities but would also be used as a central source of information for the visitor to the area. The mapping of the sites would be of real benefit as this would enable experience and itinerary development
- A series of experiences / packages need to be developed that encourage increased dwell time and spend.
- The heritage programme still requires work.
- Development of the Three Sisters experience, stories & promotional pack.
- Online visibility needs to increase with ongoing digital marketing activities.
- The resource of a heritage officer could benefit the pace of progress by the cluster.
- The group needs to review potential sources of funding.
- There needs to be an improvement of brown and white signage in the area, but this will require changes in legislation. Ongoing lobbying needs to continue
- Local marketing needs to be undertaken to highlight "what's on the doorstep" to local people.
- The product could benefit from a heritage app that gives itineraries and driving routes.
- Marketing Plan
- The product needs to have digital technology and solutions incorporated in it to enable it to compete in an international marketplace. The development of a digital app would enable this. To enable digital solutions to function broadband and internet access need to improve within the rural area.

## 5.0 Seamus Heaney

Following on from the development of the strategy the Seamus Heaney theme has made good progress, most recently highlighted through the funding that was secured via Invest NI's Collaborative Growth Programme to undertake a scoping study.

As previously highlighted, the overall impact value of the scoping study has been calculated at £667,510 based on a combination of the business opportunity for the members over the next 18 to 24 months and the value-added activities they undertook as part of the study. The cluster has progressed its product development and has achieved successes in formalising its collaborative working. The cluster is now progressing to securing additional funding through the scheme. These successes need to be built upon and taken to the next level.

### Progress

- The cluster has a well-established series of events and a well-developed education programme.
- The Homeplace exhibition is established and receives positive visitor feedback.
- The Homeplace has initiated ongoing regeneration in the village of Bellaghy.
- The cluster has integrated with key businesses, generated valuable shared knowledge, collaborative marketing and training. This has resulted in an increase in funding from Tourism NI / Tourism Ireland / Invest NI.
- There has been a number of new businesses established that complement and add value to the Homeplace product.
- The cluster has excellent representation at World Travel Market and receives positive feedback from potential tour operators.
- There is still potential to grow and further develop the opportunities in the area.

### Challenges to be Addressed

- The cluster could further incorporate the food product, especially through the Taste the Island initiative. Council should review the potential to develop and run a number of initiatives during this period.
- Brand awareness and marketing campaigns are needed to continue to raise awareness of the product in local and external markets. The Causeway Coast and Titanic are still the preferred package for majority of visitors and alternative attractions within the Borough need to be marketed further.
- The Lough could be further utilised when developing packages and experiences for the area
- There has been good progress made with Tour Operators and this needs to be continued, both in terms of increasing numbers and developing matching itineraries.
- There is limited stock of suitable accommodation for tour operators and there is a longer term need to develop additional hotel stock.
- There is a needs to raise awareness of the brand for the Seamus Heaney Homeplace and the area.

### New Opportunities

- There are opportunities to link with Taste the Island and increase visibility of the area in 2020 and 2021.
- Potential to increase the number of Tour Operators & frequency of incoming groups
- Potential to increase accommodation stock - suitable accommodation for tour operators.

- Potential for branding and marketing campaign to raise awareness of the brand for the SHHP and the area.
- There is potential to link with other clusters and increase cross-selling opportunities.

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## **6.0 Overarching Recommendations**

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The Council has made progress in developing its product offering within the District over the last 24-months, which will now enable it to progress with marketing the offering in the latter half of delivering its tourism strategy. There are a number of key areas to be progressed to build on the recent product developments.

### **Focus of the Audience**

The Council should carefully consider its target markets, both existing and potential, for its product offering and develop a clear focus for its marketing activities.

### **Development of Packages & Experiences**

The District offers a range of innovative and attractive products and experiences for incoming visitors based on clearly defined target audiences. Council now needs to work with private sector to encourage further development of a range of packages that can be marketed. This could not only assist with attracting more visitors to the area but could increase dwell time and spend in the local area.

Examples of packages that could be developed are the Three Sisters product.

Packages could also include linkages with other areas in Northern Ireland and across the island of Ireland, for example, literary tours linking Heaney with Yeats and Wilde or the American Presidents tour with Mid & East Antrim Borough Council.

### **Development of a Regional Brand**

The product offering in the District has been developed under the 3 key themes identified in the strategy which can compete, not only in the local market, but also in the international marketplace. These themes now need brought together in a regional brand that will assist with the marketing of the area. The brand also needs to link to and be reflective of Tourism Northern Ireland's Embrace a Giant Spirit brand.

### **Marketing Plan**

Following on from the development of a regional brand, Council needs to develop a destination marketing plan to highlight the world-class product offering in its portfolio. Key to this will be the development at Davagh but will also include the continued marketing and promotion of the Heaney Homeplace, its History and Heritage, Outdoor Activities and its expanded private sector product offering.

### **Attending Trade Shows**

The Council has made good progress in raising the profile of the destination to date on the national and international platform, but this could be further expanded now the product offering has expanded. Council should continue with the work it has achieved to date as a long-term activity this will offer a targeted approach to developing key target markets.

### **Digital App**

The Council should consider developing a digital application that can be used across the three key themes. This could for example, map key sites and would be of real benefit as this would facilitate with the development of experiences and itineraries. The solution could also link supporting product that is emerging around the Homeplace to again assist with increasing dwell time in the area and offering visitors a full day itinerary.

**Sustainability**

Given the increasing importance of managing and protection of our natural resources the issue of sustainability is rising to the fore. The issue of sustainability within the Mid Ulster tourism sector needs to be considered and brought to the fore strategically within the sector and disseminated throughout the sector after this. It is recommended that Council Officers receive training in this area to ensure they are reliably equipped and fully versed in areas where this is applicable and can embed this within the strategy wherever possible and relay the message to the industry.

**Future Industry Training**

Sustainability & Green Tourism for the industry needs to be developed as this is becoming increasingly important in the industry.

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## **7.0 Measuring Overall Performance**

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One of the re-occurring themes in the review process was the limitations of the existing evaluation process. All attendees at the review sessions agreed that there needs to be a range of bespoke measures developed and implemented to ensure that Council can effectively capture the real impact and benefits of tourism on the local economy in the District.

The following have been recommended as Key Performance Indicators for future delivery. These indicators will be drawn from internal Council statistics and data, co-operation from the private sector and Government / Tourism NI statistics. This list is not exhaustive and should be reviewed for their effectiveness on completion of this strategy as the tourism offering will continue to evolve.

- Increase in visitor numbers to the area, through local counters. In order to achieve this Council will need to identify a number of key sites and use baseline data from existing counters and build on this.
- Number of pre-engagements with tour operators / Number of tour operators visiting sites. Based on data available from trade shows and incoming media visits, Council should record the number of tour operators visiting the District.
- Number of Scheduled visits by tour operators. Following on from monitoring the incoming tour operators, Council should work with the private sector to monitor how many tour operators convert and bring visitors to the area. Council will need to agree a monitoring scheme with private sector businesses within the clusters.
- Visitor Satisfaction surveys to include qualitative feedback to ensure that the emotional experience of the visitor is fully captured. These surveys could be conducted by volunteers at events and attractions and by VIC staff who are in ongoing contact with the incoming visitor. Surveys should be designed to be concise to assist with completion rates and available both on and offline.
- Increase in investment in the local area. A key indicator for Council to monitor the performance and growth of the tourism sector in the area would be to develop an internal monitoring system that estimates investment in the tourism sector. This could be developed in conjunction with the planning department based on applications lodged and value of approved projects.
- Council needs to continue to develop its working relationship with the private to encourage them to share estimated visitor spend in the area. An online monitoring tool should be developed that would enable the private sector to confidentially submit data to a central source.
- As per previous recommendation, an online monitoring tool could be expanded to monitor visitor bed nights in the area.

### **7.1 Tools**

In order to ensure outputs are effectively monitored Council need to introduce a number of new measures and further expand its existing structures to effectively capture quantifiable data.

- Visitor monitors need to be reviewed at existing sites to ensure that these are effectively capturing data. In addition, a review should be undertaken to identify if there are any additional sites where monitors could be added to ensure that visitor numbers are fully reflective of the level growth of tourism within the area.

- Visitor Satisfaction surveys. Council needs to launch ongoing visitor satisfaction surveys that capture both quantifiable data, but also captures qualitative data to monitor visitor satisfaction with the product offering.

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## 8.0 Action Plan

To maximise the outcomes of the strategy and the positive impact on the local economy, the following action plans have been designed to focus activities for the remainder of the delivery period.

Overarching Recommendations			
Action	Lead	Partners	Timescale
Focus of the Audience - The Council should carefully consider its target markets, both existing and potential, for its product offering and develop a clear focus for its marketing activities.	MUDC		Spring 2020
Identification of & agreement on KPIs for the second phase of delivering the strategy	MUDC		Spring 2020
Development of Packages & Experiences - Council now needs to work with private sector to encourage further development of a range of packages that can be marketed. This could not only assist with attracting more visitors to the area but could increase dwell time and spend in the local area. Packages could also include linkages with other areas in Northern Ireland and across the island of Ireland, for example, literary tours linking Heaney with Yeats and Wilde or the American Presidents tour with Mid & East Antrim Borough Council.	MUDC		Ongoing
Development of a Regional Brand – The themes need brought together in a regional brand that will be central to the marketing of the area. The brand also needs to link to and be reflective of Tourism Northern Ireland's Embrace a Giant Spirit brand.	MUDC		Spring 2020
Following on from the development of a regional brand, Council needs to develop a destination marketing plan to highlight the world-class product offering in its portfolio.	MUDC		Spring & Summer 2020
Attending Trade Shows - The Council should continue with attending the trade shows as to date these have generated real benefits and returns.	MUDC	Private Sector	Ongoing
The Council should consider developing a digital application that can be used across the three key themes. This could map key sites and would be of real benefit as this would facilitate with the development of experiences and itineraries. The solution could also link supporting product that is emerging around the Homeplace to again assist with increasing dwell time in the area and offering visitors a full day itinerary.	MUDC		Spring 2020
Given the product development progress and demand generated in the initial phase of the strategy there is a need to review staffing levels within the department as there is limited resources available within the current team to capitalise on future opportunities, especially a digital marketing officer.	MUDC		Spring 2020
Industry training – Council should consider developing a training course for the private sector that raises awareness of sustainability issues that could impact upon their businesses and how they can improve sustainability in their business.	MUDC		Summer 2020

Sustainability – there is an increasing need to ensure that sustainability issues are considered throughout product development, marketing and destination management of the area. The Council should be cognisant of sustainability issues in all of its activities and should review all actions and activities as they are being designed to consider this. Staff should also receive training on this to ensure that they are fully familiar with potential approaches that could be included.	MUDC		Ongoing
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Seamus Heaney			
Action	Lead	Partners	Timescale
Develop a series of events that focus on the food product in the area for the Taste the Island initiative.	MUDC	TNI	Spring & Summer 2020
Develop brand awareness and marketing campaigns to raise awareness of alternative products to the Causeway Coast and Titanic that highlights the uniqueness of the brand for the Seamus Heaney Homeplace and the area.	MUDC		Summer 2020
Review the potential to develop packages taking into consideration the Lough could be further utilised when developing packages and experiences for the area	MUDC		Summer 2020
Continue to link with Tour Operators and develop tailored itineraries specific to their needs	MUDC		Ongoing
Continue to work with private investors to highlight potential of opportunities for additional hotel stock due to the increasing number of tour operators bringing customers to the area.	MUDC		Ongoing
Ongoing encouragement to private sector on the benefit of cross selling between operators for groups and events	MUDC		Ongoing

Archaeology, History & Heritage			
Action	Lead	Partners	Timescale
Develop & publish a central source / catalogue of sites across the District.	MUDC	n/a	Spring 2020
Review of potential sources of funding the cluster could apply for support to assist with their development	MUDC	Cluster	Spring 2020
On completion of cataloguing a series of experience packages and itineraries should be developed.	MUDC	n/a	Summer / Autumn 2020
Develop a digital solution that assists with cataloguing and also could have a range of itineraries and driving routes developed	MUDC	n/a	Spring – Summer 2020
Develop a marketing campaign targeting the residents of the District to highlight “what’s on the doorstep”. The aim will be to encourage greater civic pride and “gelling” of the new Council area amongst the local community.	MUDC	n/a	Summer 2020
Review the potential to recruit a heritage officer	Tourism Dept	Arts & Culture Dept	Summer 2020

Increase digital marketing activities – developing a content plan for the theme to ensure a focused and sustained approach.	Tourism Dept		Summer 2020
Development of the Three Sisters experience, stories & promotional pack	MUDC	n/a	Summer 2020
Continued development of the heritage programme	MUDC		Ongoing
Lobby to improve the broadband and internet access in the rural areas of the District	MUDC	n/a	Ongoing
Ongoing lobbying to improve brown and white signage	MUDC	n/a	Ongoing

Outdoor Activities			
Action	Lead	Partners	Timescale
Design a mechanism that will help with recording and measurement of spend and successes in the activities sector.	MUDC	Private Sector	Spring 2020
Grow the membership of the cluster could be grown and encourage cluster members continued involvement	MUDC		Spring 2020
Review the potential to extend the programme of events to highlight the diversity of activities and assist the longevity of the season.	MUDC	n/a	Spring 2020
Continue with product development work	MUDC	Private Sector	Spring 2020
Council could assess if there are any additional funding streams that could be accessed for product development	MUDC		Spring 2020
Review the potential to increase the number of themed weekends as these have proved popular	MUDC		Spring 2020
Develop a structured approach to the marketing of the product and area, so that visitors can take advantage of several activities and increase their dwell time and spend	MUDC		Spring 2020
Ongoing encouragement to private sector on the benefit of cross selling between operators for groups and events	MUDC		Ongoing

Performance Measurement			
Action	Lead	Partners	Timescale
Develop an internal mechanism with the Planning Department to capture private sector tourism investment in the District. This could potentially include: <ul style="list-style-type: none"> <li>• Visitor Counters</li> <li>• Capturing Tour Operator pre and post engagements</li> <li>• Visitor Satisfaction Surveys both on and offline</li> <li>• Investment in the area</li> <li>• Visitor preferences from a digital application – where permission has been sought to retain data.</li> </ul>	MUC		Spring 2020

## APPENDIX 1

BUSINESS AND COMMUNITIES DEPARTMENT - EXTERNAL INVESTMENT LEVERAGE 2018-2019				
Funder/Source	Name of Programme/Project	Description of Programme/Project	Partners	Ext leverage Funding (£)
DAERA	Davagh Observatory and Visitor Exhibition	Scoping Study for external visitor experience at Davagh Forest Observatory		£14,588.00
DAERA	Davagh Observatory and Visitor Exhibition - Phase 1	Construction of Davagh Observatory		£500,000.00
DAERA	Davagh Outdoor Visitor Experience - Phase 2	Outdoor Light Show and Visitor Experience		£485,400.00
Landfill	Davagh Dark Skies	Visitor Exhibition at Davagh Observatory		£250,000.00
Tourism Ireland	NI Industry Co Operation Fund	Marketing opportunities with trade, consumers and tour operators.	Quinns Coaches, J&K Coaches, Lough Neagh Tours, Lough Neagh Fishermans Co-Operative, Walsh's Hotel (World Travel Market only)	£4,500.00
Tourism Ireland	Production of Liam Neeson video around Seamus Heaney	Launch in London to media and trade in GB london		£23,500.00
NI Hotels Federation / Tourism NI	Say Hello to More Campaign	Marketing campaign in ROI focused on increasing the uptake of visitors from border counties.	Tourism	£4,009.00
Heritage Lottery Fund	The Heart of Ancient Ulster LPS	Reinstate Blanket Bog and improve access to heritage and archaeological sites.	Fermanagh and Omagh District Council - 11,250 contribution	£85,000.00
Waterways Ireland	Blueways Feasability Study	Tourism BW01	3 months	£9,000.00
Tourism NI	Production of Video & stills around Heaney HomeGround	2019		£6,000.00
Tourism NI	Great Days Out Fair 2019	2019		£1,600.00
Tourism Ireland	Tourism Stone Mountain / Atlanta 2019	Oct-19 -TIL Atlanta		£650.00
Invest NI	Collaborative Growth Programme	SH Cluster		£25,000.00

Funder/Source	Name of Programme/Project	Description of Programme/Project	Partners	Ext leverage Funding (£)
Heritage Lottery Fund	The Heart of Ancient Ulster LPS	06100		£6,135.00
Heritage Lottery Fund	Lough Neagh Landscape Partnership Programme	Develop an access route from Ardboe Cross to Battery Harbour, development of Car Park and, deliver archaeological programme of activities around Lough Neagh, design and install heritage signage around MUDC Lough shore.	Lough Neagh Partnership	£35,400.00
DFC	Access & Inclusion Programme	Bridewell		£28,250.00
DFE	Innovateus	Monitoring and digital support		£50,000.00
DFC	Ulster Scots	Refurbishment of US Grants		£30,000.00
Tourism NI	Kate Taylor workshops	Marketing Excellence Programme		£70,000.00
NI Hotels Federation / Tourism NI	SHHP and OM	Media campaign ROI		£5,400.00
DAERA	Ballyronan experience	Letter of offer pending		£500,000.00
DAERA	Solar Walk	Letter of offer pending		£500,000.00
DAERA	Archaeology Walk	Letter of offer pending		£200,000.00
Heritage Lottery Fund	Lough Neagh Landscape Partnership Programme	MUDC Development on Lough Neagh		£99,059.00
Tourism NI	OM - Launch	marketing support		£15,000.00
Total leveraged funding secured				£2,948,491.00

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MID-ULSTER DISTRICT COUNCIL - Trade & Consumer Promotions 2020-2021									
	Domestic								
Action No	Achievements/Activities	Targets	Audience	Projected time	Issues	Partners	Resource	Cost	Council Outputs
1	Clogher Valley Show	Promote Mid Ulster product to consumers attending the Show	NI & ROI consumers, local / regional media	01-Jul-20	Offer and promotional material for Show available	Trade	Book and coordinate trade	£1,500	8 trade exhibitors to promote and sell alongside Council at this event.
2	Holiday World, Dublin	Promote Mid Ulster product to consumers attending the Show	ROI Consumers B2B event with	01-Jan-21	Offer and promotional material for Show available	Trade	Book and coordinate trade	£3,000	Council to promote new Davagh Dark Skies and all tourism businesses in the district to approx 40,000 ROI consumers
3	Mid Ulster Brand Showcase, Dublin	Tour Operator Showcase with TNI, Dublin, target 20 Tour Operators	Dublin & ROI based Tour Operators, Media and Travel Trade	01-Mar-21	Recruit 10 trade reps to attend	Trade	Coordinate with TNI, Dublin. MUDC staffing, ON Accommodation & Mileage	£4,000	10 trade to attend and sell B2B to 20 Tour Operators. Secure 2 key operators selling into Mid Ulster Businesses
4	Tour Operator Sales Calls	Link with Holiday World, Dublin attendance, Visit Derry Showcase. 5 sales calls in ROI	Travel Trade & Media	Ongoing	Offer and rates availability	Tourism NI, Dublin Office & Tourism Ireland (TIL)	Staff, mileage and 1 night ON accommodation, Dublin for 2 people	£1,000	Engage with or build upon the relationship with 5 Incoming Tour Operators (TO), Destination Management Companies (DMC) selling into NI. Secure 2 site visits to Mid Ulster.
5	Meet the Buyer, Belfast	Meet 30 Tour Operators	Tour Operators Worldwide	Apr-21	Approval & Staff resources	Tourism NI, TIL & MUDC	Marketing Material, Approval & Attend	£1,000	Secure 1 familiarisation trip and 3 new Operators selling into Mid Ulster Council properties.
6	Active Retirement Ireland	Active Retirement (ARI) organisers in Ireland & Over 50s	Over 50s and ARI	01-Oct-20	Approval & Staff resources	Tourism & Leisure	Marketing Material, Approval & Attend	£600	Promote and sell to the ARI market in ROI. Secure a minimum of 5 tours from the ROI market across Mid Ulster properties.
7	ITOA, Incoming Tour Operators Workshop, NI	Meet all 33 Irish based Tour Operators and Destination Management Companied DMCs	Handle all group business coming into Ireland	01-Nov-20	Staff Resource	ITOA, TNI	Staff and Mileage	£300	Promote B2B to all 33 Operators, secure 2 site visits to Mid Ulster properties and secure 1 key Operator selling into Mid Ulster
8	Flavours of Ireland, London - 1 day	Workshop and networking evening and island of Ireland Showcase for industry to meet with over 150 representatives worldwide.	Worldwide Tour Operator, DMC audience	Oct-20	Space allocation required from TIL, Approval & Staffing	TIL	Approval, plan and attend. MUDC staffing, ON Accommodation & Mileage	£1,000	Planned first time attending this show, booking permitting through TIL, build new and existing relationships with trade representatives. Meet with 30 TO & DMC representatives, secure 3 site visits to Mid Ulster properties and 1 key operator selling into Mid Ulster properties.
9	World Travel Market, London	Attend for 2020 and future	Travel trade Worldwide	Nov-20	Approval and Budget, apply to NIICP for funding this project.	TIL, G Egan, TNI & Tourism & Leisure	Apply to NIICP, Approval, Book, MUDC staffing, ON Accommodation & Mileage	£3,000	The 3 Mid Ulster themed experiences to feature as part of embrace A Giant Spirit. Meet with 25 TO and DMC representatives, secure 2 site visits to Mid Ulster properties and 5 key operators selling itineraries into Mid Ulster by 2021.
10	Germany B2B Workshop, Offenbach	Attend for Nov 2020	German Travel Trade	17-19 Nov 2020	Approval and Staffing	TIL	Approval, plan and attend, MUDC staffing, ON Accommodation & Mileage	£1,200	First time attending, promote B2B to German, Austrian and Swiss travel trade
11	ETOA, Britain & Ireland Marketplace (BIM)	Attend for 2020	Britain & Ireland Marketplace (BIM), ETOA's B2B workshop dedicated to UK and Irish product.	Jan-21	Approval & Staffing	TIL, ETOA, TNI & Tourism & Leisure	Approval, plan and attend, MUDC staffing, ON Accommodation & Mileage	£1,000	First time attending this show, build new and existing relationships with trade representatives. Meet with 20 TO & DMC representatives, secure 3 site visits to Mid Ulster properties and 1 key operator selling into Mid Ulster properties.
12	Celtic Connections, Scotland - 1 day	To distribute and inform the Scotland trade sector of the Dark Sky offering. To establish and make contact with potential operators	Promote to over 50 travel trade	January 2021	Approval at Council, offer and promotional material available	TIL & MUDC	Approval, plan and attend, MUDC staffing, ON Accommodation & Mileage	£1,000	Meet 30 trade representatives, continue to build relationships, secure 1 site visit for Mid Ulster properties.
13	Nordic Trade Workshop		Promote to 30 trade in Nordics	Jan-21	Approval & Staffing	TIL	Plan and attend targeting new market, MUDC staffing, ON Accommodation & Mileage	£1,000	Make new connections, network in this new market, secure 1 site visit for 2021.
14	ITB Berlin, Worlds largest travel show, attracting over 200,000 attendees	Target 115,000 trade visitors, including leading tour operators, travel agents, airlines, travel media and bloggers worldwide. Work with Tourism Ireland on their stand to focus on Mid Ulster product.	Worldwide travel trade	Mar-21	Approval & Staffing	TIL	Plan and attend targeting new market, MUDC staffing, ON Accommodation & Mileage	£2,000	First time attending, network and make new connections worldwide.
15	USA Milwaukee Irish Festival	The largest Irish ethnic consumer show in the US with a focus on Irish heritage and culture. Attracting 110,000 attendees located 2 hours from the key Chicago DMA.	USA Scots Irish connections	Aug-20	Approval & Staffing	TIL	Plan and attend targeting US Scots Irish Consumer and travel trade market. MUDC staffing, ON Accommodation & Mileage	£2,000	Secure 1 Tour Operator selling into our US Presidential links and Scots Irish connections
16	TIL Webinar	Talk directly to up to top travel agents in the worldwide markets	Travel agents	Ongoing with TIL worldwide offices	Book and Talk	TIL, Tourism & Leisure	Book with TIL (GE Contact)	FOC	Secure 1 webinar presence for Davagh Dark Skies project, targeting GB trade.
17	Trade Content for TIL E zines	Review on a monthly basis	Consumer Worldwide	Ongoing	Monitor needs & usage on an ongoing basis	Tourism Ireland & Tourism & Leisure	Digital Resource	FOC	3 features in TIL international ezines.
18	Trade Content for GB and International Travel Trade website	Review on a monthly basis	TIL Trade worldwide	Ongoing	Monitor needs & usage on an ongoing basis	Tourism Ireland & Tourism NI	Digital Resource	FOC	All Council properties content up to date on all TIL websites and consumer facing media including social media.
19	TNI & Tourism Ireland PR, Trade & Digital Marketing	Promote Mid Ulster properties across all TNI & TIL platforms	Consumers & Trade worldwide	Ongoing	Offers, Press Release, Images, Rates & Promotional Material required to commence activity	TNI staff, TIL staff in Dublin & Overseas offices & M&C	Communicate information as outlined to TNI & TIL and ensure roll out of PR, Digital campaign, Media & Trade Visits etc.	FOC	Monitor on an ongoing basis and respond to relevant calls across TNI and TIL Industry Opportunities platforms.
20	Other opportunities will arise on an ongoing basis, request approval to attend these as and when approved by HOS/Director								
TOTAL								£23,600	





<b>Report on</b>	Community Development Report
<b>Date of Meeting</b>	12 <sup>th</sup> March 2020
<b>Reporting Officer</b>	Claire Linney, Head of Community Development
<b>Contact Officer</b>	Philip Clarke Community Support, Oliver Morgan Good Relations & Peace, Michael McCrory PCSP

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	Peace IV Local Action Plan – approval to reengage successful grant projects.
1.2	PCSP Plan 2020 – 2021 – to note for information.
1.3	Community Development - to note the update on community development.
2.0	Background
2.1	Peace IV Local Action Plan – As part of the Peace IV local action plan delivery; three grant themes were available for local groups to apply to – Children and Young People, Building Positive Relations and Shared Spaces. To date a total of 20 grants are being delivered or are delivered. A further 10 groups were successful in assessment and issued letters of offer but chose to decline these for a range of reasons. The funder SEUPB has asked for Council to approach these groups to ask if any would like to re-engage with their project based on an extension of time and with officer support.
2.2	PCSP Plan 2020 – 2010 – Council facilitates the delivery of the PCSP plan as agreed by the Policing and Community Safety Partnership for Mid Ulster.
2.3	Community Support – Grants, Support, Village Planning, Community Centres, DFC Neighbourhood Renewal Peace IV and Good Relations PCSP
3.0	Main Report
3.1	Peace IV Local Action Plan SEUPB has asked Council to revisit those groups, who originally received a letter of offer but later declined, to seek if they would reengage in the process to deliver their project. This would be based on an extension of time and support from the Peace IV team. An email was issued to the Peace IV Partner members to seek their approval for this. The groups who fall into this category are: Dungannon United Youth, Glór na Speiríní, Hebron School of Martial Arts and Youth Club Dungannon, St John's PTA,

	<p>Craic Theatre and Arts Centre, Dungannon Rugby Club, Molly &amp; Mia, Carntogher, Ballinascreen Commemoration Committee &amp; Coagh United.</p> <p>Further to this approval has been given by SEUPB to engage grant projects that have successfully completed who may have the the capacity to deliver another cohort of participants within their existing agreed delivery. The two groups who fall into this category with successful programmes completed are Bardic Theatre and The Junction Peace Building Initiative.</p> <p>Approval is sought to engage both sets of groups as above with a view to delivering further grant funded projects if they wish to do so.</p>
3.2	<p>PCSP Plan 2020 – 2021</p> <p>Council facilitates the independent Policing and Community Safety Partnership for Mid Ulster. A plan for delivery for 2020 – 2021 has been agreed by the Policing and Community Safety Partnership and issued to the DOJ and NIBP for agreement and funding. Council will manage the delivery governance of the agreed plan and letter of offer. A copy of the Plan has been attached for information.</p>
3.3	<p>Community Development Update</p> <p><u>Community Support</u></p> <p>The grants are now open and groups are advised to contact an officer for support in completing applications. The grants will close 16<sup>th</sup> March.</p> <p>Neighbourhood Renewal: DFC projects for 2020 – 2021 are commencing based on the same letter of offers and targets as per previous year 2019 – 2020. The Gortgonis project remains in development.</p> <p><u>Peace and Good Relations</u></p> <p>Good Relations Action Plan 2020 – 2021. The Plan has been submitted to the Executive Office for funding and pending agreement projects will commence. Final completion of the 2019 – 2020 is taking place along with monitoring.</p> <p>Peace IV delivery is ongoing.</p> <p><u>PCSP</u></p> <p>PCSP plan 2019 – 2020 is being finalized and monitored. The new PCSP Plan is currently with the funders for decision.</p>
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<p><b><u>Financial &amp; Human Resources Implications</u></b></p> <p>None</p> <p><b><u>Professional Support</u></b></p> <p>None</p>
<b>4.2</b>	<p><b><u>Equality and Good Relations Implications</u></b></p> <p>None</p>

<b>4.3</b>	<b><u>Risk Management Implications</u></b> None
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	To approve the process to reengage groups with previous Peace IV funding letters of offer and extend grant funded projects that have successfully completed.
5.2	To note the PCSP Plan 2020 – 2021 for information.
5.3	To note the update on Community Development.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Appendix 1 PCSP Plan 2020 - 2021.





Policing & Community  
Safety Partnership

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making Mid Ulster safer

# ACTION PLAN 2020-21

Emma Bell-O'Brien

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# Introduction

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## Background

Mid Ulster Policing and Community Safety Partnership (PCSP) is a statutory body established under the Justice Act Northern Ireland 2011.

The aim of the PCSP is to help make the Mid Ulster community safer by focusing on the policing and community safety issues that matter most. The Partnership is funded by the Department of Justice (DoJ) and the Northern Ireland Policing Board (NIPB) through the Joint Committee.

To help make our community safer Mid Ulster PCSP will:

- Consult and engage with the local community on the issues of concern in relation to policing and community safety. The Policing Committee has a responsibility to provide views to the relevant district commander and the Policing Board on policing matters.
- Identify and prioritise the particular issues of concern and prepare plans for how these can be tackled.
- Monitor – a Policing Committee comprising the political and independent members will monitor the performance of the police and work to gain the co-operation of the public with the police in preventing crime.
- Deliver a reduction in crime and enhance community safety in their district, directly through their own actions, through the work of their delivery groups or through support for the work of others.

The PCSP consists of Councillors, Independent Members, bodies designated by the NI Assembly, and locally designated bodies. The PCSP will consult, develop and agree local action plans that will be delivered through partnership working and based on local needs.

The Policing Committee is formed from the Councillors and Independent members sitting on the PCSP. The purpose of the Policing Committee is to provide views on policing in their area, monitoring the performance of the Police against the local Policing Plan and ensure the Police deliver against local priorities and take forward work to gain the co-operation of the public with the police in preventing crime and enhancing community safety within the district. This will complement the work of the wider PCSP that will take forward initiatives to improve community safety in the local area.

## Strategic Plan

Mid Ulster PCSP was requested by the Joint Committee (Department of Justice and NI Policing Board) to develop a strategic assessment and action plan for 2019-22.

The Joint Committee has developed the following Strategic Priorities

Strategic Priority 1 – to successfully deliver the functions of the Policing and Community Safety Partnership for the area by:

- Engaging with local community and statutory groups to identify local concerns in relation to policing and community safety and to invite their contribution to prioritising and addressing those concerns;
- Preparing the PCSP's plan and organising the work of the partnership to meet priority needs;
- Putting in place implementation structures and delivery mechanisms and facilitating resident focused, participatory community safety structures that will contribute to a reduction in crime and the enhancement of policing and community safety in the Partnership's area, directly through the collaborative working of the membership of the Partnership, through the work of its delivery groups or through working in partnership with, or supporting the work of, others;
- Increasing PCSP awareness with the public and key stakeholders by planning communications activity to more proactively inform and promote the work of PCSPs.

Strategic Priority 2 – to improve community safety by tackling actual and perceived crime and anti-social behaviour through:

- Working in partnership with designated partners, local statutory bodies/agencies, the voluntary sector and the community to deal with, and reduce the impact of, actual and perceived anti-social behaviour and crime in the community;
- Ensuring that local statutory bodies and agencies deal with anti-social behaviour and crime related issues that matter in their area;
- Providing comprehensive community input into decision making processes about tackling actual and perceived anti-social behaviour and giving feedback on the effectiveness of interventions on meeting outcomes;
- Identifying and implementing ways to educate communities about the realities of anti-social behaviour and crime; Contributing to the delivery of the Community Safety Strategy action plans, and initiatives that improve community safety.

Strategic Priority 3 – to support community confidence in policing through:

- Ensuring local accountability through the Policing Committee's role in monitoring police performance; Ensuring that policing delivery reflects the involvement, views and priorities of local communities; The inclusion of



initiatives/projects in PCSP plans aimed directly at meeting the objectives of the NI Policing Plan;

- Identifying priorities from the PCSP Plan for consideration in the development of the local Policing Plan which are consistent with the NI Policing Plan;
- Improving policing service delivery in partnership with local communities to build and strengthen public confidence in policing;
- Supporting effective engagement with the police and local community, with specific emphasis on engagement with children, young people, at risk communities and disadvantaged communities;
- Building community confidence in the rule of law and embedding a culture of lawfulness by supporting the locality based engagement that will emerge from local co-design in taking forward the Executive Action Plan as set out in the Fresh Start and Programme for Government.

### **Strategic Context**

The overall purpose of Policing and Community Safety Partnerships is to help make communities safer and to ensure that the concerns of local people are addressed in relation to policing and community safety issues. The aim of PCSPs is to empower communities to develop local solutions to help tackle crime, fear of crime and anti-social behaviour. The PCSP is directly influenced by regional and national legislation and strategies including:

#### **Draft Programme for Government for Northern Ireland (Outcomes Framework)**

The Draft Programme for Government (PfG) includes the following outcome which is directly relevant to PCSPs:

Outcome 7 in the Draft Programme for Government ‘We have a safe community where we respect the law and each other’ aims to address the following issues:

- Reduce crime and the harm and vulnerability caused by crime
- Increased effectiveness of the justice system
- Reduced offending
- Increased respect, reconciliation and shared space
- Tackle crime against older and vulnerable people by more effective sentences and other measures

#### **Building Safer, Shared and Confident Communities, A Community Safety Strategy for Northern Ireland 2012 -2017**

This strategy has the overall aim of helping to build:

Safer communities with lower levels of crime and anti-social behaviour; included here are actions which will:

- Reduce risk of individuals offending
- Reduce level of alcohol and drug related crime
- Tackle domestic and sexual violence
- Reduce levels of anti-social behaviour
- Reduce the opportunities to commit crime

Shared communities where each person's rights are respected in a shared and cohesive community; included here are actions which will:

- Work closely with local communities to address community safety issues at interfaces
- Reduce the number of interface structures
- Tackle hate crime

Confident communities where people feel safe and have confidence in the agencies which serve them; included here are actions which will:

- Support PCSPs to identify local issues and develop solutions
- Reduce the fear of crime and help people feel safer
- Give confidence to people to report crime

### **Mid Ulster District Community Plan**

Community Planning is a new statutory power under the local government reform. The Community Plan will help shape the long term strategic direction for the Mid Ulster district and enhance the delivery of public services to ensure the well-being of its citizens.

Extensive consultation has been carried out in relation to the local community plans and the PCSP and its partners have been involved from the outset.

### **The Draft Northern Ireland Policing Plan**

The strategic outcomes included in the Draft NI Policing Plan are:

1. Communication and Engagement
  - a. Increasing trust and confidence in policing
  - b. Ensuring the PSNI engages with communities to improve understanding of the impact of policing decisions and involve communities wherever possible in those decisions
2. Protection of People and Communities
  - a. Reducing harm caused by crime and anti-social behaviour with a focus on protecting the most vulnerable, including repeat victims
  - b. Keeping people safe on the roads

### 3. Reduction in Offending

- a. Working in partnership to identify and intervene with priority offenders
- b. Working in partnership to address serious and organised crime
- c. Working in partnership to address paramilitarism

### 4. More Efficient and Effective Delivery of Justice

- a. Achieving an effective partnership with the Public Prosecution Service in order to deliver an effective professional service which strives for positive outcomes for victims.

### 5. More Efficient and Effective Policing

- a. Providing an efficient, effective police service.

## **Policing with the Community Strategy 2020**

The following objectives contained within the Policing with the Community Strategy 2020 are particularly relevant for PCSPs:

- To deliver a high quality service that supports improved accessibility, visibility and responsiveness
- To improve the quality of community engagement to support effective partnership working
- To support partnership working to enhance public safety and reduce crime and disorder

## **Fresh Start Panel report on the Disbandment of Paramilitary Groups in NI**

‘A Fresh Start – The Stormont Agreement and Implementation Plan’ was published in November 2015 setting out proposals to tackle challenging and intractable community issues, including paramilitarism and organised crime while promoting the rule of law.

While PCSPs are mentioned in the report, the two specific recommendations outlined below are for the Department of Justice and the NI Policing Board to take forward.

Recommendation A6 – In setting the strategic objectives of PCSPs, the Department of Justice and Policing Board should ensure that the Partnerships focus on building community confidence in the rule of law and embedding a culture of lawfulness.

Recommendation A7 – The designated organisations should also ensure that their representatives are sufficiently senior and committed to building effective partnerships.

## **CJINI Inspection Report on the Review of Governance, Delivery and Outcomes of PCSPs**

The Criminal Justice Inspection (NI) report on PCSPs published in December 2014 makes two strategic and nine operational recommendations on the future governance, delivery and outcomes of PCSPs. The strategic recommendations are:

1. From 2015 Local Councils should provide the compliance and assurance framework for PCSPs and;
2. Following implementation of Local Government Reform (LGR), the cost of administration should not exceed 20% of the budget allocated to PCSPs.

The operational recommendations are:

1. Following LGR the PCSPs should create effective local community safety fora with representatives from neighbourhood policing teams, local PCSP members and members of the local community to discuss localised issues.
2. PCSPs should receive more detailed crime analysis data and guidance on data interpretation and lines of questioning to improve the monitoring process.
3. An induction programme for newly appointed members should be developed by the Joint Committee before June 2015.
4. The voting rights of the designated members should be deferred for the duration of this PCSP cycle and reviewed by the Joint Committee in 2019.
5. There should be one PCSP for each local Council area – including Belfast, without the need for DPCSPs.
6. A series of community safety indices should be developed and agreed to for the basis for ongoing assessment of PCSPs.
7. A PCSP Action Plan for 2015-16 should be agreed following the appointment of new members. A three year plan should then be formulated for 2016 – 2019 with funding provided for the same period to reduce the risk of programmes being halted.
8. The recruitment process should actively encourage applications from young people and ethnic groups to increase diversity.
9. PCSPs need to extend their assessment into the manner and procedural approach of the local police and use the transitional action plans to establish baseline data for future comparison.

## **Safer Together, NIHE Community Safety Strategy 2015 – 2017**

The NIHE Community Safety Strategy and Action Plan aims to build community confidence, ensure local solutions and work together in partnership. This includes commitments to:

- Increase focus on prevention and early intervention, through the use of warning letters, ABCs, mediation and restorative justice interventions
- Continue to take swift and robust action, including repossession when necessary, in response to serious ASB

- Support victims of crime and ASB by delivering the HIPA scheme to protect properties, deliver and develop supporting people programmes to vulnerable tenants and continue to support victims of domestic and sexual violence through the MARAC and PPANI projects
- Lead out a programme of interface intervention support by supporting local plans for regeneration and remodelling of interface areas
- Support PCSPs to ensure that local solutions are identified for local problems
- Facilitate and support the work of local community groups which tackle ASB in their locality
- Develop greater links with statutory partners, through participation in multi-agency forums.

### **Together: Building a United Community (TBUC) The Executive Office**

This strategy outlines how government, community and individuals will work together to build a united community and achieve change across the four key priorities of a) children and young people b) shared community c) safe community and d) cultural expression. Of particular relevance to PCSPs is the safe community priority which aims 'to create a community where everyone feels safe in moving around and where life choices are not inhibited by fears around safety.' To achieve this aim the strategy commits to:

- Create a 10 year programme to reduce and remove by 2023 all interface barriers
- Create an Interface Barrier Support Package
- Work to build a culture where people feel comfortable to report when they have been the victim of intimidation or harassment
- Ensure that the monitoring of the Community Safety Strategy forms a component of the delivery and architecture of the TBUC strategy
- Review the Good Relations Indicators to reflect the ongoing importance of safety as an influence on good relations outcomes.

### **CJINI Report: Anti-Social Behaviour. A Follow Up Review**

In June 2016, CJINI published its findings to a follow up review to its 2012 Inspection of the approach of the criminal justice system to addressing ASB in N Ireland. The report noted the requirement for PCSPs to address the following operational recommendations:

#### **Operational Recommendation 2**

The PCSPs are utilised as a mechanism by which to provide comprehensive community input into the decision making process about tackling ASB and feedback on the effectiveness of interventions.

#### Operational Recommendation 3

PCSPs should, with Support from DoJ, identify and implement ways to educate their communities about the realities of ASB.

#### Operational Recommendation 4

The PSNI, supported by the DoJ and NIPB, should target areas of higher crime and disorder levels when further developing the number of Neighbourhood Watch Schemes in Northern Ireland.

# Mid Ulster Area Profile

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The estimated population of Mid Ulster Local Government District at 30 June 2017 was 146,427, of which 73,562 (50.2%) were male and 72,865 (49.8%) were female. This was made up of:

- 33,946 children aged 0-15 years;
- 47,274 people aged 16-39 years;
- 44,616 people aged 40-64 years; and
- 20,591 people 65 years and older.

Between 2007 and 2017 the population of Mid Ulster Local Government District increased by 15,339 people or 11%. The population of Mid Ulster LGD is projected to increase to 160,079 by mid 2026.

## **Households**

The projected number of households in Mid Ulster Local Government District in 2016 was 50,256 while for 2026 the number of households is projected to be 55,768

## **Employment Rate**

In 2015, the 16-64 employment rate in Mid Ulster Local Government District was 68.6%. The overall 16-64 employment rate for Northern Ireland was 68.4%.

## **Economic Activity**

In 2015, 72.9% of those aged 16-64 living in Mid Ulster Local Government District were economically active and 27.1% were economically inactive.

## **Claimant Count**

The average number of people aged 16-64 in Mid Ulster Local Government District claiming Job Seekers Allowance (JSA) in 2016 was 1,703, representing a claimant count annual average rate of 1.9%. This compares with a claimant count rate for Northern Ireland of 3.1% in 2016. In 2016, the proportion of total claimants who were long-term\* unemployed was 27.0% (NI: 36.1%). In 2016, youth claimant count rate (aged 18-24) in Mid Ulster Local Government District was 25.5% (NI: 25.0%).

## **Qualification Level**

In 2015, in terms of educational attainment for those persons aged 16-64 in Mid Ulster Local Government District, 26.6% were qualified to NVQ Level 4 or above (NI Average: 29.9%), whilst 19.5% had 'no qualifications' (NI Average: 16.5%).

# Community Audit and Statistics

To garner public opinion Mid Ulster PCSP undertook an online and paper based community consultation survey. There were 258 respondents. A further shorter survey was undertaken at events, which was completed by 43 respondents.

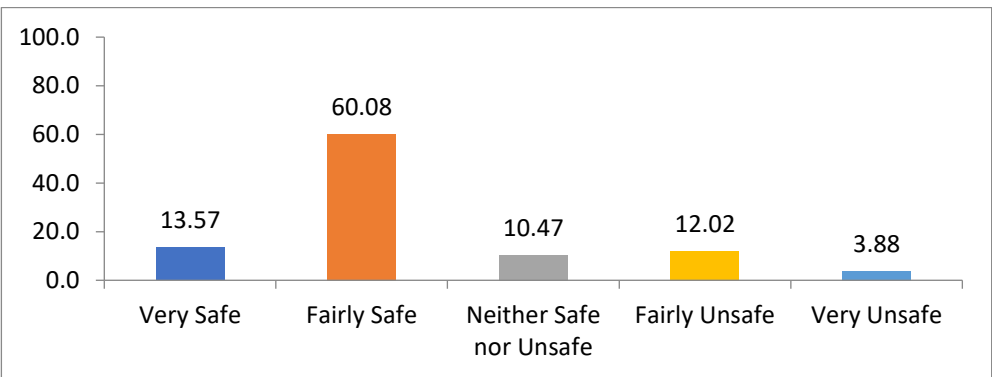
Statistical analysis of official PSNI statistics was completed using figures sourced from NISRA. PSNI Statistics with geolocation were also obtained from Police.uk.

Information on crime costs was obtained from the Home Office document “The economic and social costs of crime Research: Report 99”.

## Community Consultation

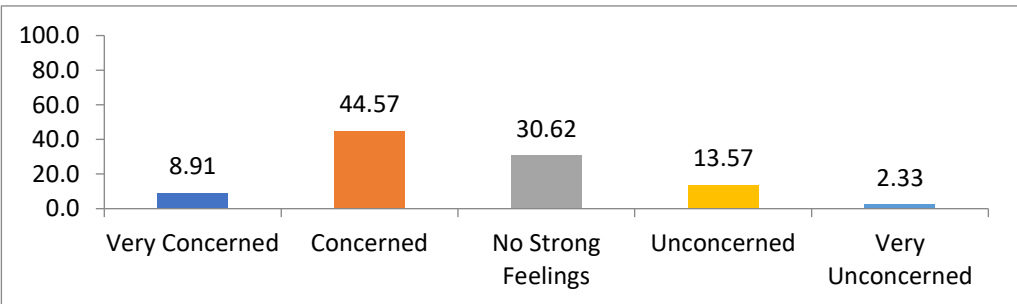
### Safety

73.65% stated that they feel safe or very safe in their community. 15.9% stated that they felt unsafe or very unsafe



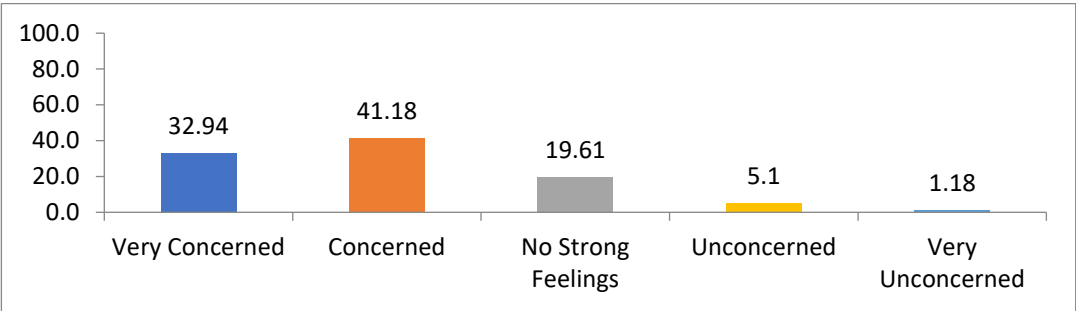
### Fear of Crime

53.48% of respondents stated that they concerned or very concerned by crime in their area during the day





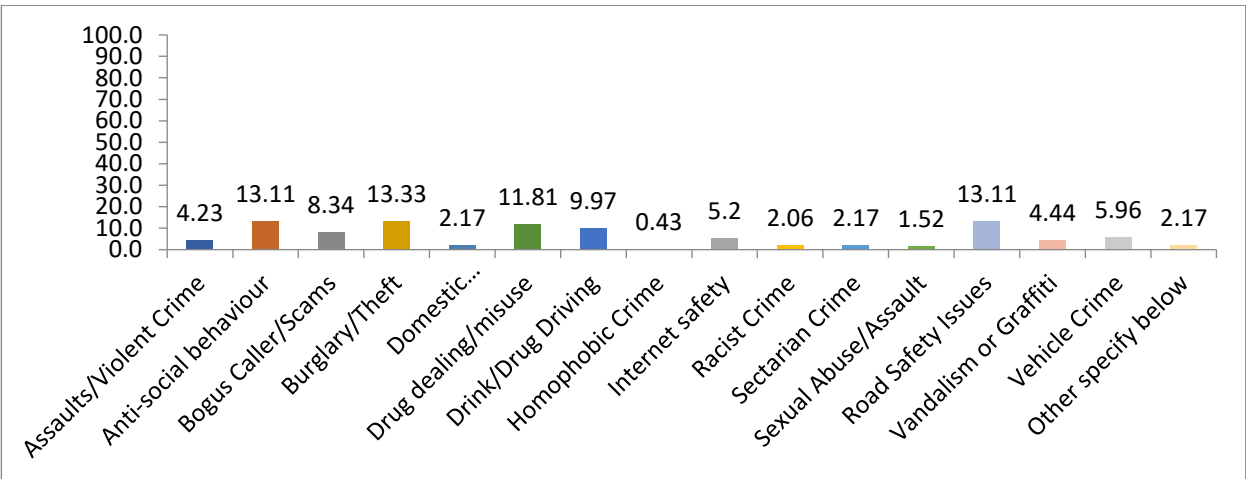
74.12% of respondents stated that they concerned or very concerned by crime in their area at night.



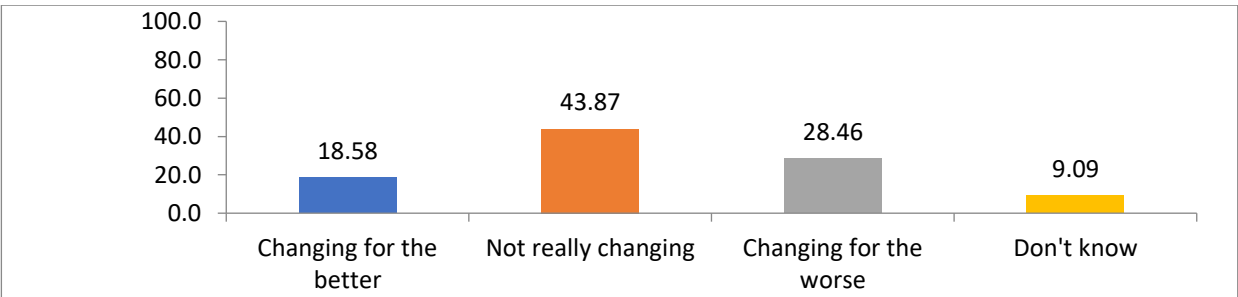
Perceptions of Crime

Respondents stated they considered the following to be the major problems in the area.

- 1. Burglary/Theft 13.33%
- 2. Anti-social Behaviour 13.11%
- 2. Road Safety Issues 13.11%
- 4. Drug Dealing/Misuse 11.81%



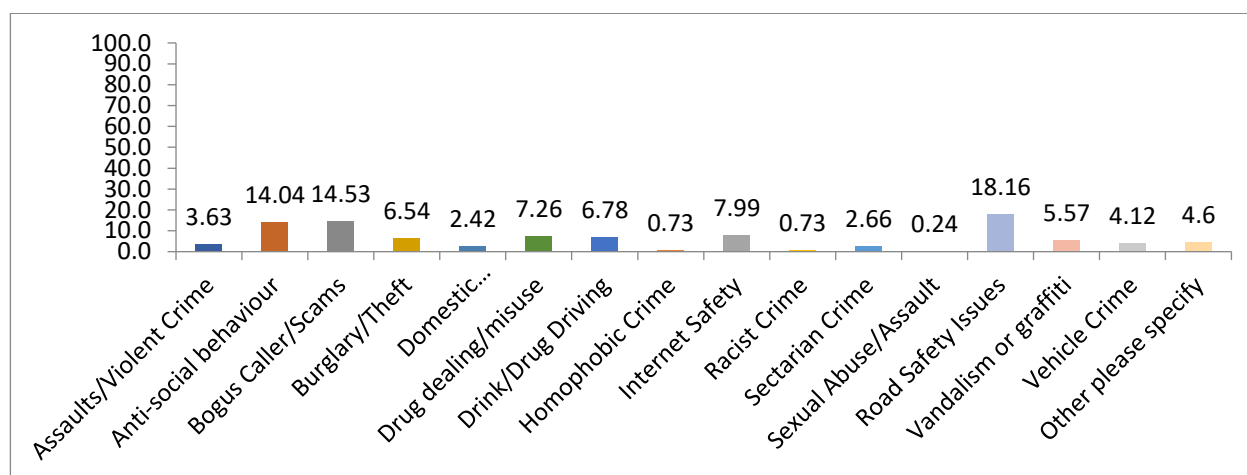
62.45% of respondents stated their area was changing for the better or not really changing. 28.46% stated that their area was changing for the worse



## Experience of Crime

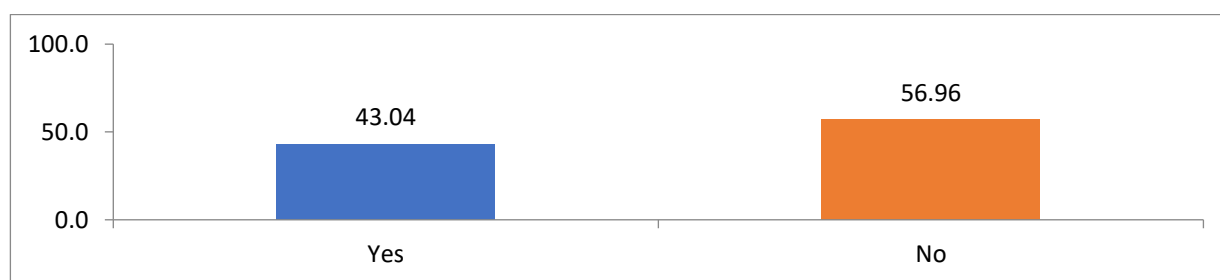
Respondents stated that, over the preceding 12 months, they or a member of their household personally experienced the following:

1. Road Safety Issues 18.16%
2. Bogus Callers/Scams 14.53%
3. Anti-social Behaviour 14.04%



## Reporting to PSNI

43.04% stated that they reported the incident to the PSNI.



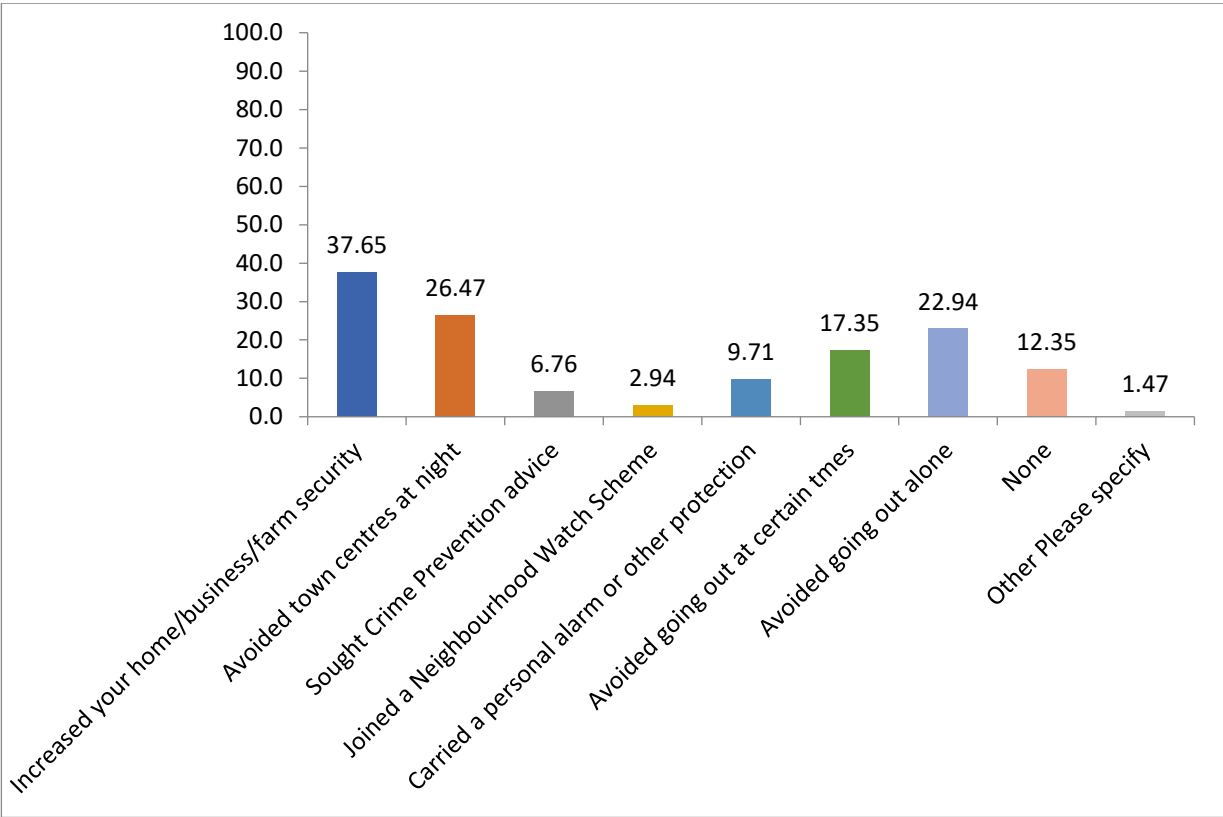
73.07% stated their experience ranged from average to very good. 26.93% stated that it was poor or very poor.

74.3% of respondents stated that they had some to total confidence in the PSNI's ability to provide an ordinary day to day policing service. 20.08% stated a little and 5.62% stated none.

**Crime Prevention**

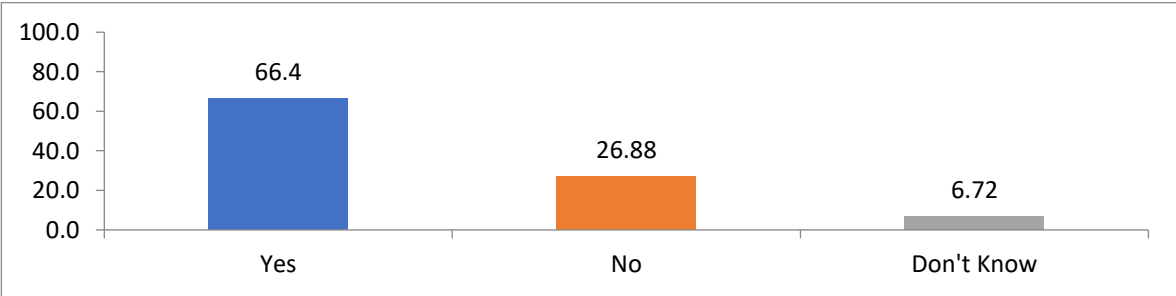
Respondents stated that they had taken the following crime prevention measures in the last 2 years

- 1. Increased home/farm/business security 37.65%
- 2. Avoided town centres at night 26.47%
- 3. Avoided going out alone 22.94%
- 4. Avoided going out at certain times 17.35%



**Awareness of PCSPs**

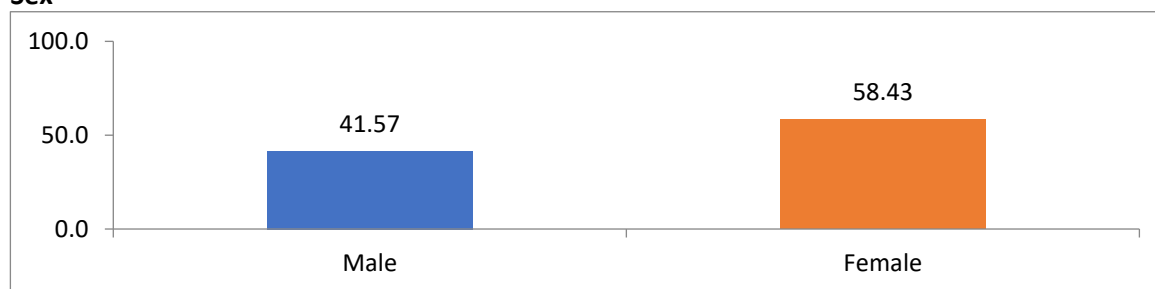
66.4% of respondents stated they had heard of Policing & Community Safety Partnerships (PCSPs). 26.88% stated they hadn't heard of PCSPs, and 6.72% didn't know.



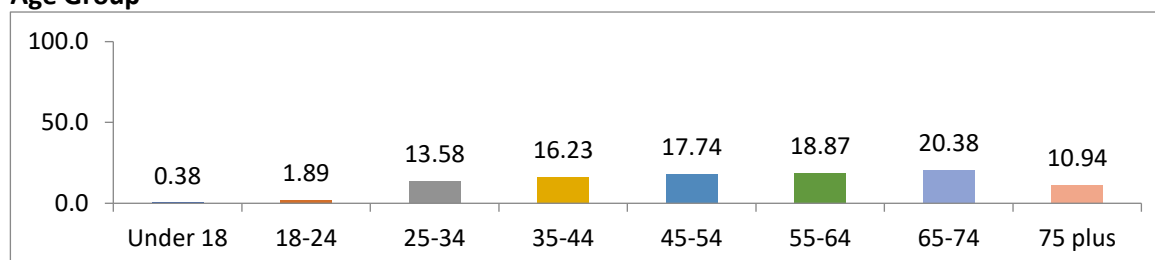
## Demographics

Respondents to the PCSP survey stated the following

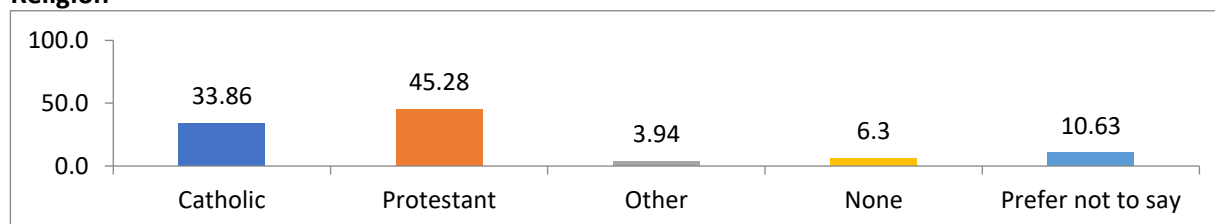
### Sex



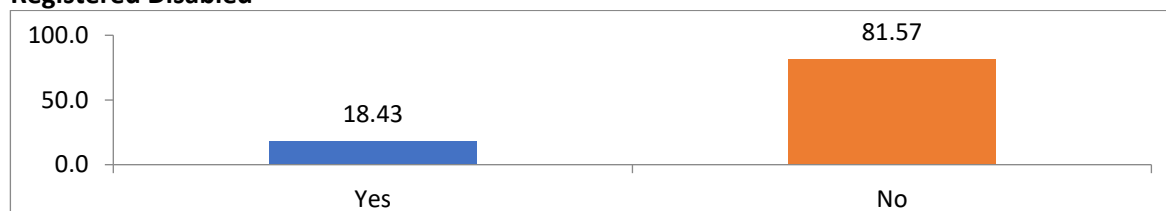
### Age Group



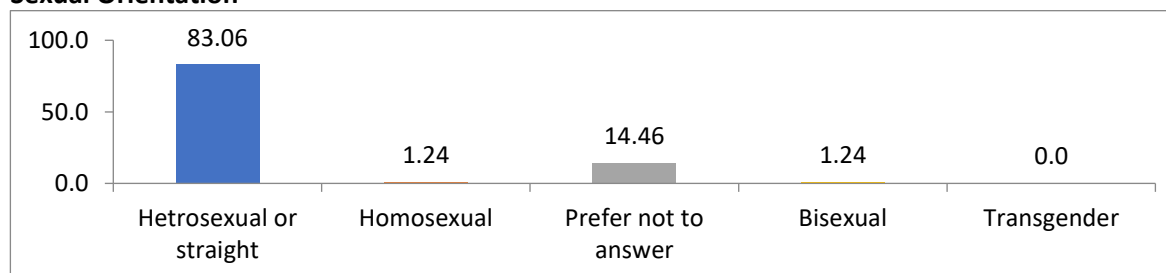
### Religion



### Registered Disabled



### Sexual Orientation



## Community Priorities Survey

A short survey was carried out by the PCSP at Crime prevention stands across the district from April to December 2019. 63 persons completed the survey with the results below.

The information gathered from this survey corresponds with the information collated in the larger PCSP survey.

64% of respondents were aged 65+.

### Fear of Crime

62% of respondents stated that they were worried by crime in their area

### Issues considered a Major Problem

1. Road Safety Issues	46%
2. Bogus Callers	43%
3. Burglary/Theft	43%
4. Antisocial Behaviour	37%
5. Internet Safety	33%

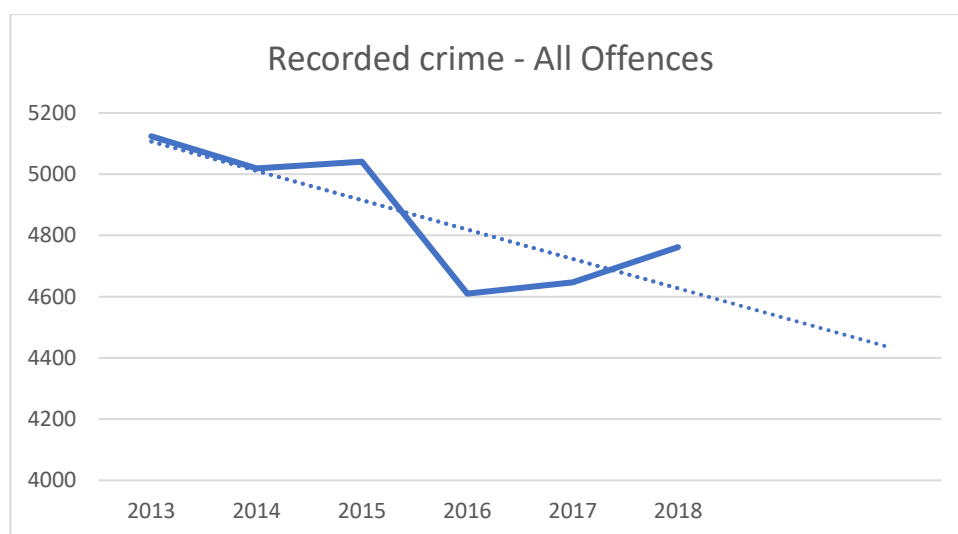
## Statistics

Official PSNI recorded statistics were obtained from NISRA website. These statistics are presented in graphs. Each graph has a dotted line that outlines the overall trend and future forecast for each crime type/incident.

***(Please note that year in the x axis refers to financial year, i.e. 2013 is 2013/14)***

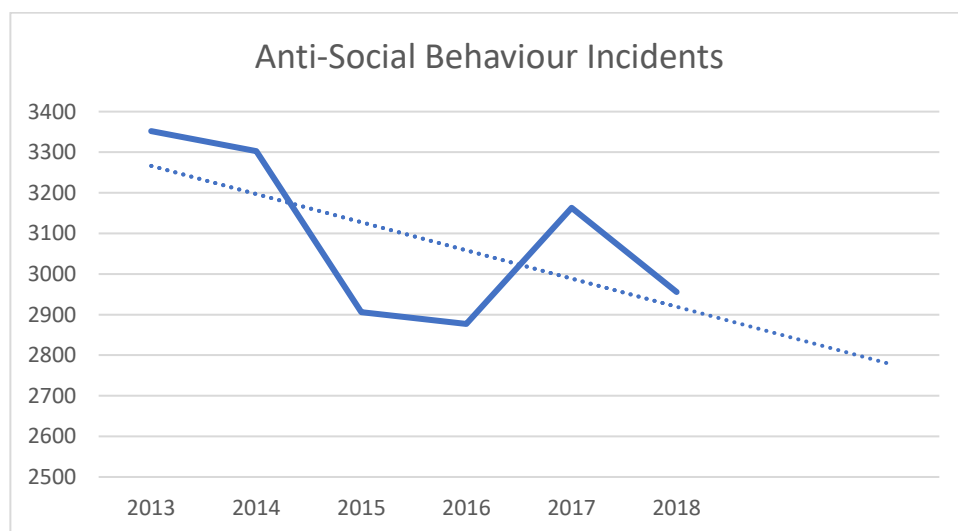
### Recorded Crime

Since 2013/14 there has been a steady reduction in the number of recorded crime incidents across the Mid Ulster district. The trend forecast is that crime figures will continue to reduce



### Anti-social Behaviour (ASB) Statistics

From 2013/14 incidents of ASB reduced across the Mid Ulster district. The trend forecast is that figures will continue to reduce.



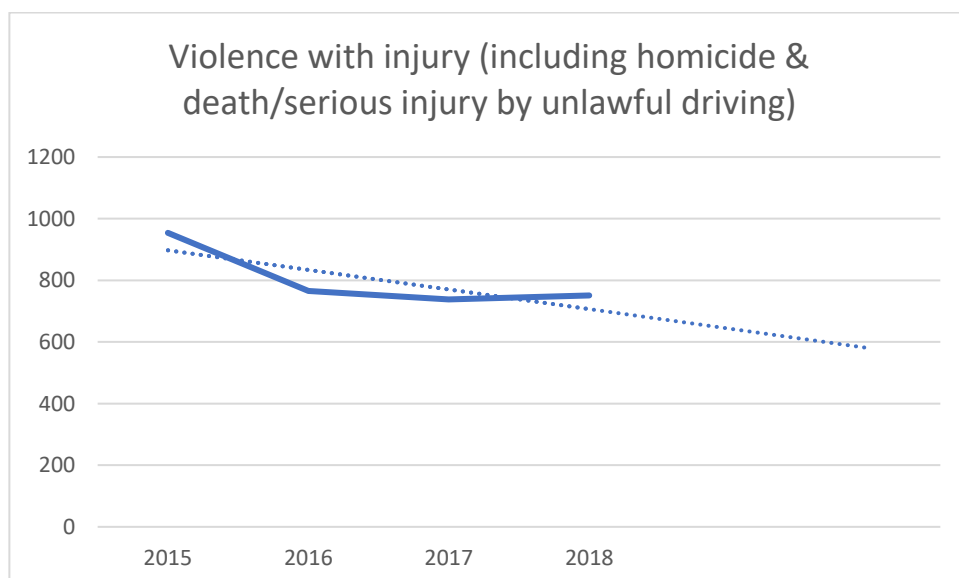
## Youth Justice Agency

The statistics for the numbers of young people involved with the Youth Justice Services shows a gradual decrease since 2013/14. The trend forecast is that figures will continue to reduce.



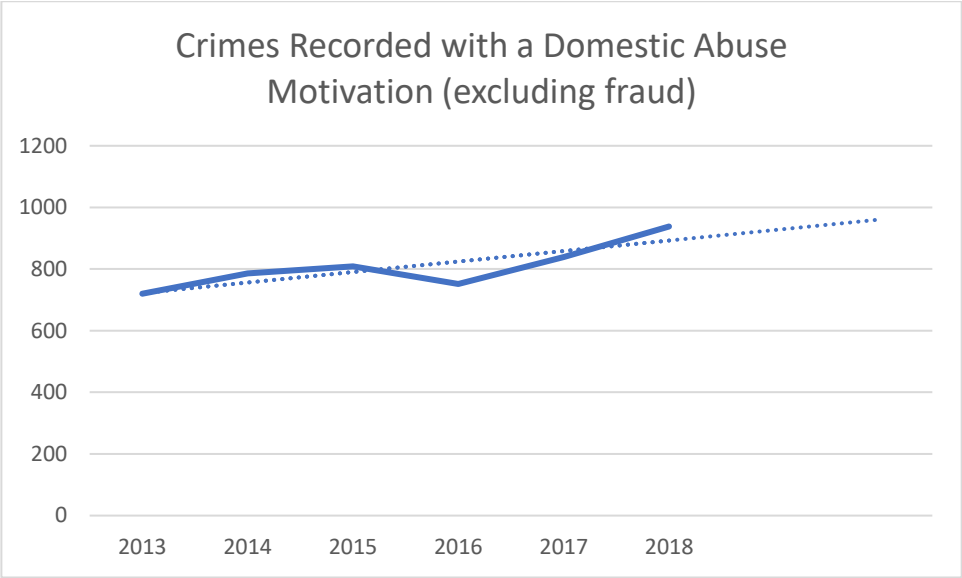
## Violence with Injury

Overall, Violence with injury (including homicide) is reducing in the district. The trend forecast is that figures will continue to reduce.



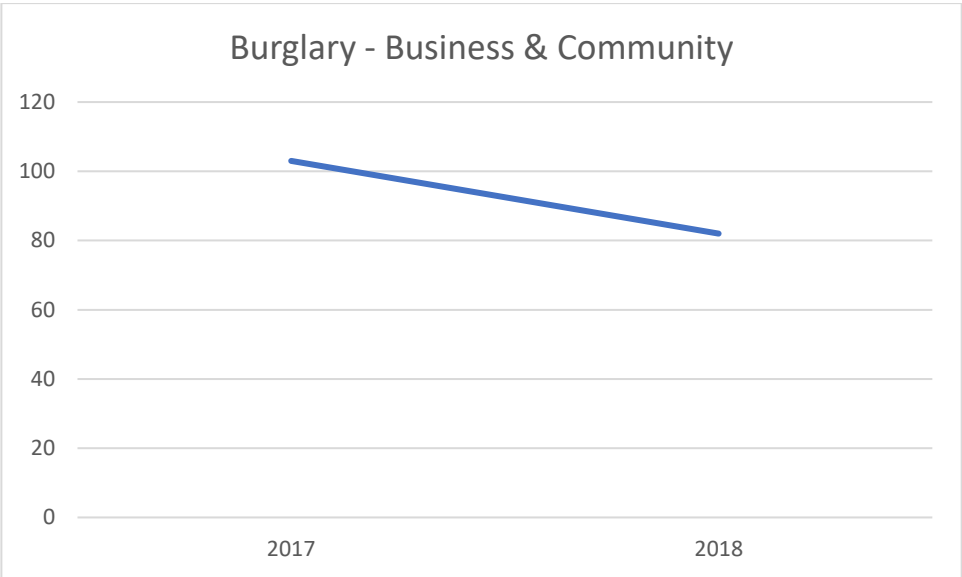
**Domestic Abuse**

Since 2013/14 reported crimes with a Domestic Abuse motivation (excluding fraud) have increased in the district. The trend forecast is that figures will continue to increase.



**Domestic Burglary**

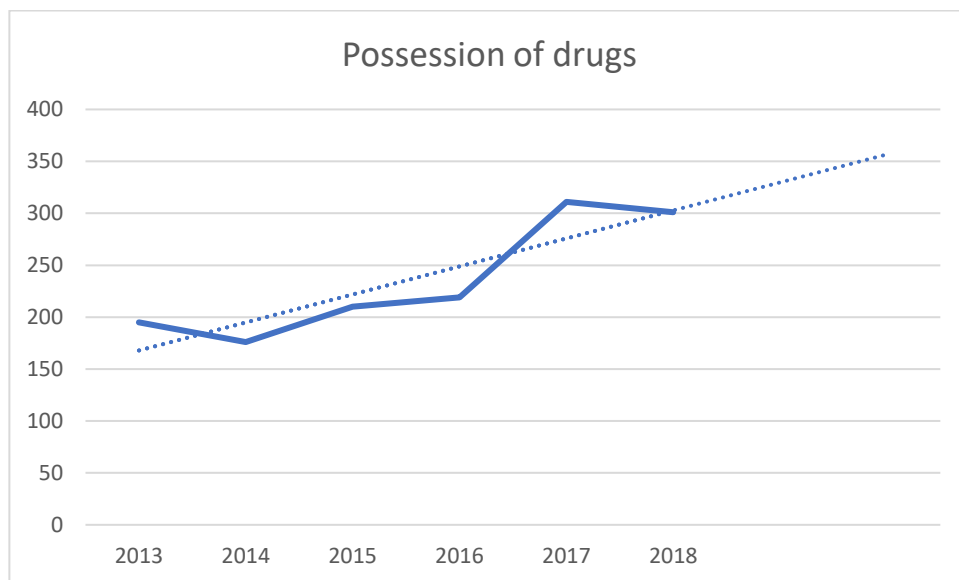
Overall, Domestic Burglary has decreased in the district. The trend forecast is that figures will continue to reduce. Please note that the method of recording Burglaries changed in 2017/18.



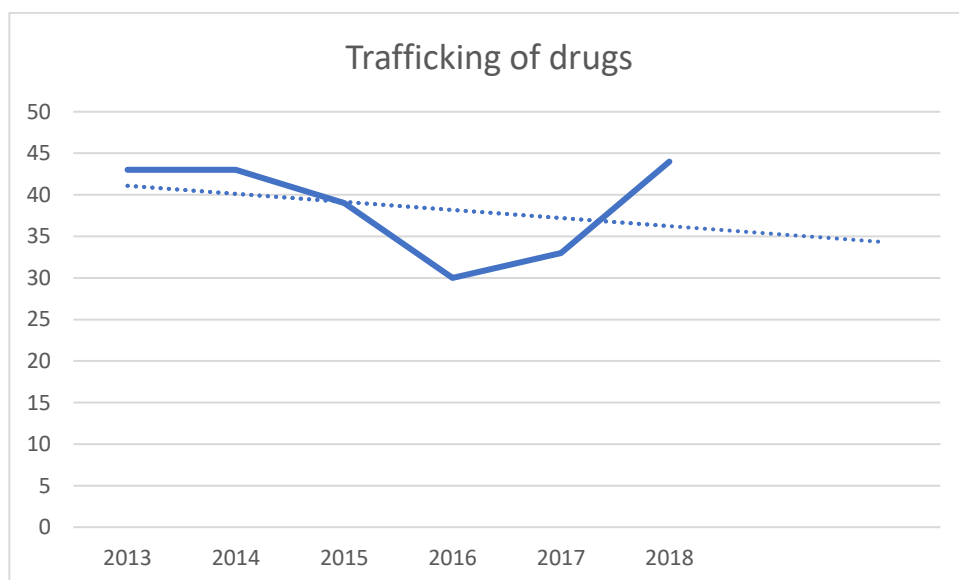


## Drugs

Possession of drugs had increased slightly from 2013/14. The trend forecast is that figures will continue to increase.

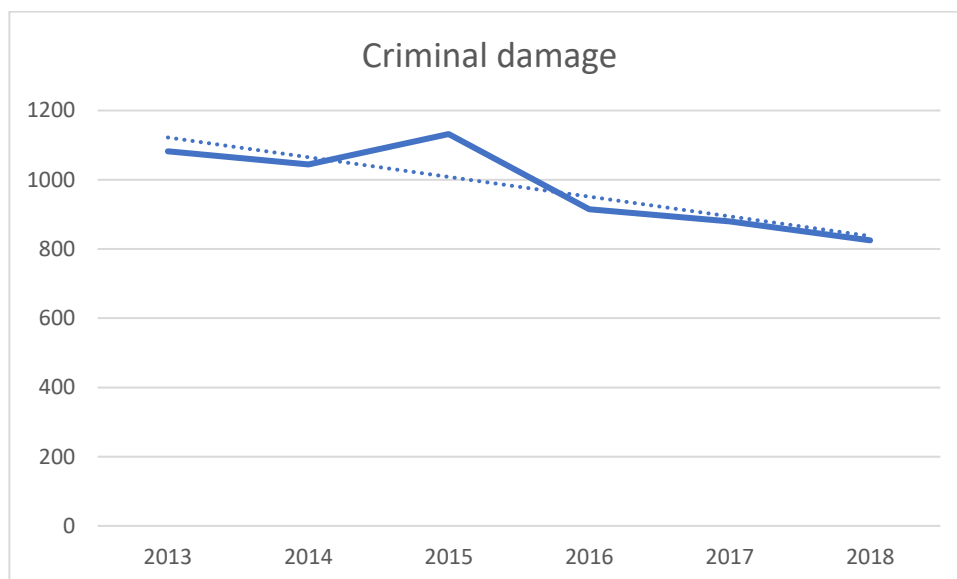


Trafficking of drugs has decreased in the Mid Ulster area since 2013/14. The trend forecast is that figures will continue to reduce.



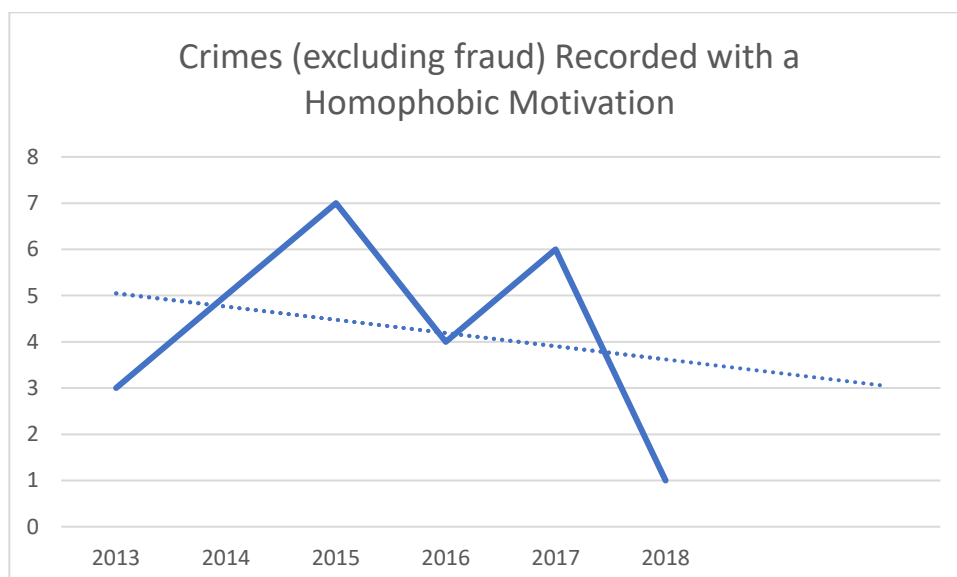
## Criminal Damage

Criminal Damage has reduced since 2013/14 across the Mid Ulster area. The trend forecast is that figures will continue to reduce.

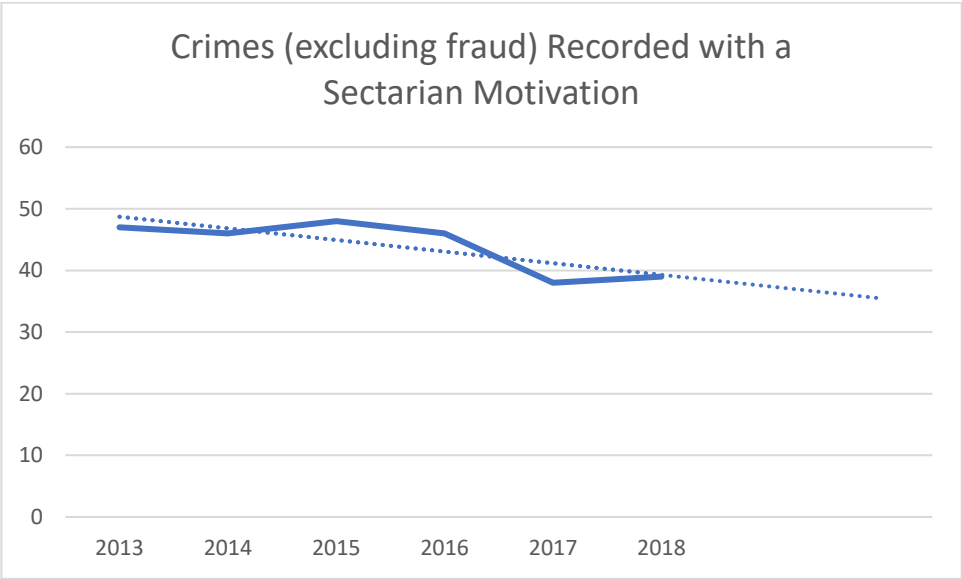


## Hate Crime

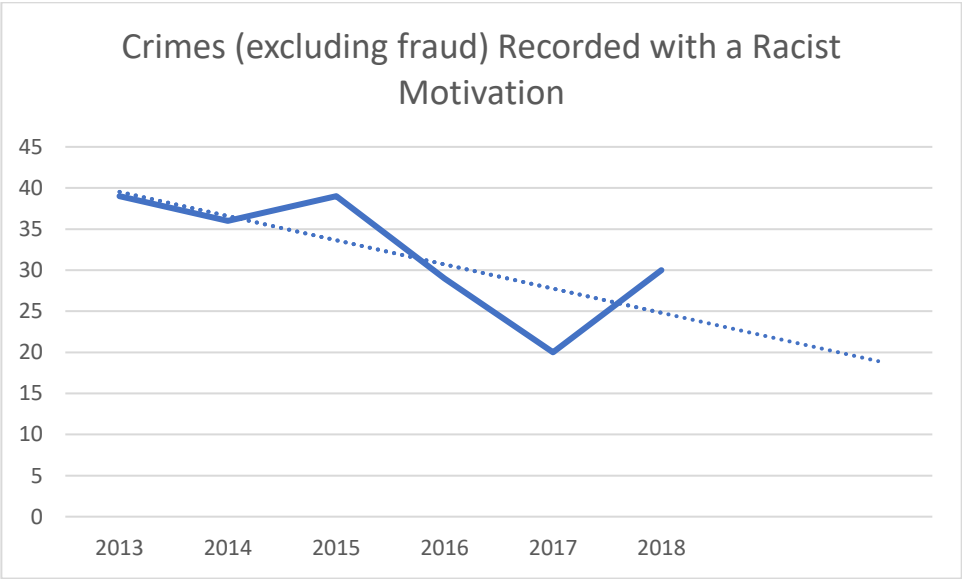
Recorded Hate Crime with Homophobic motivation has increased since 2013/14. The trend forecast is that figures will continue to increase. However it must be noted that the low numbers of reported crimes may not provide an accurate statistical interpretation.



Recorded Hate Crime with a Sectarian motivation has decreased from 2013/14. The trend forecast is that figures will continue to decrease.



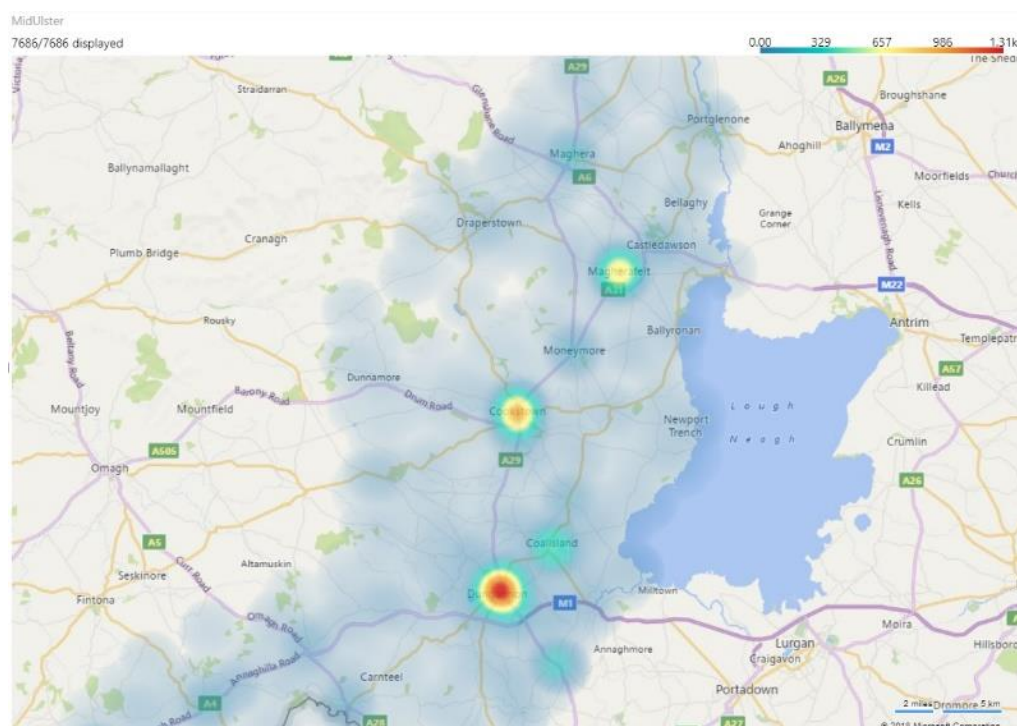
Recorded Hate Crime with a Racist motivation has decreased from 2013/14. The trend forecast is that figures will continue to decrease.



## Geographical Trends

Utilising official PSNI geolocation data from the Police.uk website allows for the plotting of each crime/incident across the district. Areas of concentration are highlighted using 'heatmaps', the hotter the colour the higher the concentration. These 'hotspots' provide a visual analysis of geographical trends. A full breakdown is available in Appendix 2.

The three main 'hotspots' for all recorded crime, violent crime, and antisocial behaviour are Cookstown, Dungannon, and Magherafelt. Dungannon town is showing as the brightest hotspot, Chart 1



### Chart 1: Recorded Crime 2017-18

For violent crime the hotspots are the three main town centres, chart 2. Access to the time of each crime/incident is not available however for Cookstown and Magherafelt the brightest hotspots for Violent Crime are located in the main Night-time Economy zones (appendix 3).

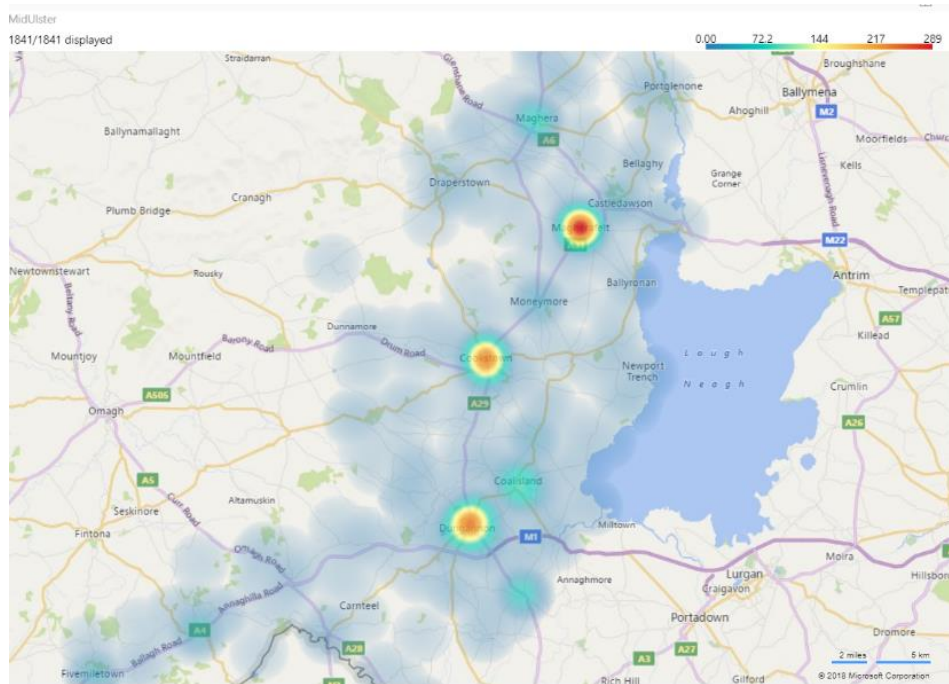


Chart 2: Violent Crime 2017-18

Overall Dungannon town was the main hotspot for antisocial behaviour (ASB) over the year, though hotspot locations did vary throughout the year between the main towns.

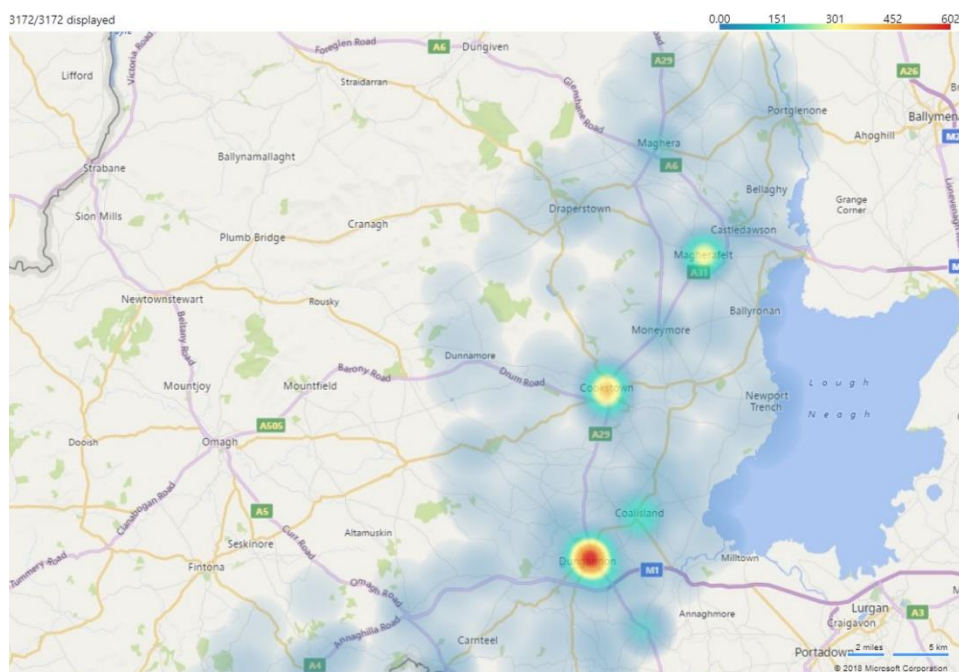


Chart 3: Antisocial Behaviour 2017-18

# Summary of Findings

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## Fear of Crime

74% of respondents stated they feel safe in community. 15.9% stated they did not feel safe.

62.45% of respondents stated their area was changing for the better or not really changing. 28.46% stated that their area was changing for the worse

Amongst respondents fear of crime rose by over 20% at night-time compared with day time.

## Perceptions of Crime

Respondents stated they considered the following to be the major problems in the area.

1. Burglary/Theft	13%
2. Anti-social Behaviour	13%
2. Road Safety Issues	13%
4. Drug Dealing/Misuse	12%

## Experience of Crime

Respondents stated that, over the preceding 12 months, they or a member of their household personally experienced the following:

1. Road Safety Issues	18%
2. Bogus Callers/Scams	15%
3. Anti-social Behaviour	14%

## Policing

73% stated their experience of PSNI when reporting a crime ranged from average to very good. 27% stated that it was poor or very poor.

74% of respondents stated that they had some to total confidence in the PSNI's ability to provide an ordinary day to day policing service. 20% stated a little and 6% stated none.

## **Crime Prevention**

Respondents stated that they had taken the following crime prevention measures in the last 2 years

- |  |     |
|--|-----|
| 1. Increased home/farm/business security | 38% |
| 2. Avoided town centres at night         | 26% |
| 3. Avoided going out alone               | 23% |
| 4. Avoided going out at certain times    | 17% |

## **Awareness of PCSPs**

66.% of respondents stated they had heard of Policing & Community Safety Partnerships (PCSPs). 27% stated they hadn't heard of PCSPs, and 7% didn't know.

## **Recorded Crime**

In 2017/18 the highest levels of recorded crime were

1. Criminal damage
2. Violence without injury (including homicide)
3. Violence with injury
4. All other theft offences

The overall trend for recorded crime is reducing and the trend forecast is that this will continue.

## **Antisocial Behaviour**

The overall trend for recorded crime is reducing and the trend forecast is that this will continue.

## **Crime Hotspots**

Utilising geolocation data enables the PCSP to examine crime hotspots. The crime hotspots for the Violent Crime, Recorded Crime and ASB are in the three main towns.

# PCSP Strategic Plan 2019-22

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The Joint Committee of the Dept of Justice and NI Policing Board agreed the strategic objectives for the PCSPs. These are listed below and will form the basis of the development of the PCSP Strategy and Action Plan.

## **Strategic Priority 1 – to successfully deliver the functions of the Policing and Community Safety Partnership for the area by:**

- Engaging with local community and statutory groups to identify local concerns in relation to policing and community safety, and to invite their contribution to prioritising and addressing those concerns;
- Preparing the PCSP's plan and organising the work of the partnership to meet priority needs;
- Putting in place implementation structures and delivery mechanisms and facilitating resident focused participatory community safety structures that will contribute to a reduction in crime and the enhancement of policing and community safety in the Partnership's area, directly through the collaborative working of the membership of the Partnership, through the work of its delivery groups or through working in partnership with, or supporting the work of, others;
- Increasing PCSP awareness with the public and key stakeholders by planning communications activity to more proactively inform and promote the work of the PCSPs.

## **Strategic Priority 2 – to improve community safety by tackling actual and perceived crime and anti-social behaviour through:**

- Working in partnership with designated partners, local statutory bodies/agencies, the voluntary sector and the community to deal with, and reduce the impact of, actual and perceived anti-social behaviour and crime in the community;
- Ensuring that local statutory bodies and agencies deal with anti-social behaviour and crime related issues that matter in their area;
- Providing comprehensive community input into decision making processes about tackling actual and perceived anti-social behaviour and giving feedback on the effectiveness of interventions on meeting outcomes;



- Identifying and implementing ways to educate communities about the realities of anti-social behaviour and crime;
- Contributing to delivery of the Community Safety action plans, and initiatives that improve community safety.

**Strategic Priority 3 – to support community confidence in policing through:**

- Ensuring local accountability through the Policing Committee's role in monitoring police performance;
- Ensuring that policing delivery reflects the involvement, views and priorities of local communities;
- The inclusion of initiatives/projects in PCSP plans aimed directly at meeting the objectives of the Northern Ireland Policing Plan;
- Identifying, priorities from the PCSP Plan for consideration in the development of the local Policing Plan which are consistent with the Northern Ireland Policing Plan;
- Improving policing service delivery in partnership with local communities to build and strengthen public confidence in policing;
- Supporting effective engagement with the police and the local community, with specific emphasis on engagement with children, young people, at risk communities and disadvantaged communities;
- Building community confidence in the rule of law and embedding a culture of lawfulness by supporting the locality based engagement that will emerge from local co-design in taking forward the Executive Action Plan as set out in Fresh Start and the Programme for Government.

## **Mid Ulster PCSP's Strategic Aims**

Mid Ulster PCSP developed the following strategic objectives for Mid Ulster.

**Strategic Objective 1** – to successfully deliver the functions of the Policing and Community Safety Partnership for the area

- Hold engagement exercises and campaigns to assess local priorities and needs and promote PCSP
- Implement a Communications Strategy
- Deliver on statutory requirements
- Engage with NIPB and DOJ to provide adequate training for members
- Implement delivery groups

**Strategic Objective 2** – to improve community safety by tackling crime and anti-social behaviour

- Reduction in the level of ASB, including anti-social driving
- Improvement in levels of safety in the night-time economy
- Reduction in levels of violent crime, including domestic violence
- Reduction in fear of crime and the risk of being a victim of crime, especially among older people
- Improvements in community safety amongst vulnerable persons, including internet safety

**Strategic Objective 3** – to improve community confidence in policing

Key priorities:

- Ensure local accountability
- Ensure that policing delivery reflects the involvement, views and priorities of local communities
- Ensure improved policing service delivery in partnership with local communities;
- Ensure effective engagement with the police and the local community
- Ensure engagement with police is built into projects
- To increase community awareness of crime prevention methods.

# Action Plan 2020-21

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To deliver on the strategic objectives the PCSP has developed an action plan with three strands:

1. To successfully deliver the functions of the Policing and Community Safety partnership for the area.
2. To improve community safety by tackling crime and anti-social behaviour.
3. To improve community confidence in policing

When developing the 2020-21 action plan, the PCSP reviewed current projects to determine if they were effective and should be continued in the new action plan.

## Project Review

Theme	Project Name	Short Impact Synopsis	
Anti Social Driving	Emergency Services Road Traffic Collision Reconstructions	<p>The Fatal Road Traffic Collision Reconstructions demonstrated good impact with increase in knowledge and awareness of 100% of those attending the initiatives. Feedback from partner agencies very positive. 100% stated that it had improved their attitude to the emergency services.</p> <p>PCSP will continue to implement this initiative and seek to develop further with introduction of courtroom section. PCSP will also work with NIFRS VR project to complement this.</p>	C o n t i n u e
	Crashed Car Simulator	<p>The Crash Car Simulator demonstrated good impact with increase in awareness of 92% of those attending the initiative.</p> <p>In conjunction with Fermanagh &amp; Omagh PCSP a new video has been developed that localises and updates the message. The simulator will continue to be targeted at post primary schools</p>	C o n t i n u e

Youth Diversion	YEP Initiatives - Youth Engagement and Diversionary programmes at hotspot areas and times	The YEP initiatives demonstrated positive increases in awareness of the educational topics but more importantly demonstrated a behaviour change in the participants. Feedback from PCSP partners state that the programme is making a discernible difference to those participating but also to their communities PCSP will continue to use YEPs as the central delivery method for youth engagement in targeted areas. There was a 100% attendance rate at YEPs. It was delivered in six areas. Won an award in the Community Safety Awards 2019	C o n t i n u e
ASB Educational Programmes	Where is Your Child Tonight education programme and PR campaign	The Child Tonight initiative had over 40,000 views on partners social media sites. Feedback from partners highlighted the campaign was making an impact on the youth and their parents	C o n t i n u e
Alcohol Youth Engagement	Alcohol Awareness	81% of participants on the Alcohol Awareness Course stated the likelihood of reoffending was low. 91% stated the course had increased their knowledge of the law surrounding underage drinking. 85% stated that the course had improved their attitude to Police. Reoffending rate is 4%. Won an award in the Community Safety Awards 2019	C o n t i n u e
NTE Training	Training includes: Defib and First Aid Training Responsible Alcohol Trading programmes Drugs/Alcohol training programmes for staff in nighttime economy	100% of those participating on the training courses stated they were relevant and well delivered. 100% stated courses met their objectives and helped them to practice responsible retailing in licensed premises	C o n t i n u e
Safe Night Out	Penalty Notice: Cost of Your Night Out	Campaign well received. Feedback from PSNI that there was reduction in penalty notices given during advertising period	C o n t i n u e
	Support Club Angels, Street Angels/Reaching Out groups that provide assistance to those in the night-time economy.	Feedback from PSNI state that the Club Angels/Reaching Out Groups make a positive impact on the safety of the night time economy.	C o n t i n u e

Internet Safety	Radar programme**	Radar programme participants raised their awareness of set topics on average by 80%.	C o n t i n u e
	Internet Safety Programmes	The internet safety primary and post primary programmes with 95% and 94% respectively finding programmes beneficial	C o n t i n u e
Domestic Violence	Domestic Violence campaign	Behind Closed Doors campaign held at Christmas and was well received. Positive feedback from Womens Aid and PSNI.	C o n t i n u e
	Positive Relationships Schools programme	Programme successfully delivered in 15 post primary schools to over 1400 pupils. Average increase in awareness of topics was 66%. Won an award in the Community Safety Awards 2019	C o n t i n u e
	High risk victims security installations	Feedback from PSNI very positive for this programme. They report that increases the feeling of safety for participants. 21 installations were completed in 2018/19	C o n t i n u e
VP Initiatives	Hold community safety awareness raising events with the following target demographics, older people, people with disabilities. Also awareness raising events for rural crime and hate crime	Good feedback from community and partners who attended these events.	C o n t i n u e
	Alcohol and Drugs Schools Project	Delivered in 6 schools. Feedback from schools and pupils very positive with over 65% of pupils increasing awareness.	C o n t i

			n u e
	Agewell – Older Persons Security	92% of older people who received this service stated that it had increased their feeling of safety	C o n t i n u e
Comm & Police Engagement	Police engagement with communities including children, youth, at risk and disadvantaged communities (activities such as, Bike Marking, Trailer Marking, PEPs, etc)	On average over 90% of participants stated the engagement event increased their confidence in policing, with over 90% stating that their awareness had been increased of the relevant topic.	C o n t i n u e
	Promote and sustain Neighbourhood Watch Schemes	Currently there are 49 schemes in Mid Ulster.	C o n t i n u e
Policing Committee Communication	Fresh Start initiatives and Programme for Government key messages and campaigns	PCSP to integrate the message of increasing lawfulness through the work and engagement with the community.	C o n t i n u e
Awareness Raising	Awareness raising campaigns and engagements – rural crime, cyber crime, scams/bogus callers, fear of crime, road safety, Text Alert, BeeSafe, Participatory Budgeting, Safer U App	PCSP to continue with awareness raising campaigns. Feedback from partners is positive and crime levels across all categories in the population has reduced.	C o n t i n u e

<b>STRATEGIC PRIORITY – 1</b>
To form and successfully deliver the functions of Mid Ulster PCSP
<b>INDICATORS</b>
% people who have heard of PCSPs

Theme	Aims and short description	Key Activities	Start Date	Finish Date	Resource/ cost required	Performance measures	Reporting Quarter
<b>Form and Successfully Deliver the Functions of the PCSP</b>							
PCSP Delivery	<p>Organise the work of the PCSP through the PCSP Members, appropriate structures and mechanisms</p> <p>Support the PCSP to function effectively and deliver on the action plan aligned with the Community Plan and in line with OBA</p>	<p>Ensure full complement of staff and that all policies and procedures are in place for the effective running of the PCSP</p> <p>Produce, circulate and submit financial reports, progress reports, Annual Report, Equality and Consultation Reports within specified timeframes</p>			£10981.14	<p><b>How much did we do</b></p> <p>Number of PCSP private, public and thematic sub group meetings</p> <p>Number of events to support/increase the capacity of PCSP Members</p> <p><b>How well did we do it?</b></p> <p>#/% attendance of all PCSP Members at meetings</p> <p>#/% Member attendance at training and capacity building events</p> <p><b>Is anyone better off?</b></p> <p>#/% Members who feel supported in their role</p> <p>#/% Members with a good knowledge/understanding of their role</p>	<p>Q1-4</p> <p>Q1-4</p> <p>Q4</p>

		PCSP private, public and thematic sub group meetings (ASB, Night Time Economy and Vulnerable Persons)					
		Local and regional PCSP training and capacity building activities					
PCSP Engagement and Awareness	Engage with local community, statutory groups and key stakeholders and increasing PCSP awareness	PCSP Communications Strategy in place including a social media presence				<b>How much did we do</b> No of awareness raising activities No of people reached through social media <b>How well did we do it?</b> #/% Increase in social media presence <b>Is anyone better off</b> #/% public awareness of PCSP	Q2-4



<b>STRATEGIC PRIORITY – 2</b>
To improve community safety by tackling actual and perceived crime and anti-social behaviour
<b>INDICATOR –</b>
Recorded incidents of ASB
Recorded incidents of crime related to NTE
Recorded crime against vulnerable groups

Theme	Aims and short description	Key Activities	Start Date	Finish Date	Resource/ cost required	Performance measures	Reporting Quarter
Anti-Social Behaviour							
Anti-Social Driving	Engage target groups to divert, deter and raise awareness re anti-social driving and road safety	Anti Social Driving Awareness raising events  Emergency Services Road Traffic Collision Reconstructions  Crashed Car Simulator			£14927.54	<b>How much did we do?</b> Number of participants in each initiative  <b>How well did we do it?</b> #/% of participants assessed their participation as positive  <b>Is anyone better off?</b> #/% of participants with increased knowledge and awareness of the impact of anti social driving #/% of participants with improved attitude towards policing (when PSNI involved)	Q2-4  Q3-4  Q3-4

3.Youth Diversionary/ Engagement Programmes	Engage with, divert and deter young people from ASB in hotspot and target areas/times	YEP Initiative - Youth Engagement and Diversionary programmes at hotspot areas and times			£26427.54	<p><b>How much did we do?</b> Number of participants in each initiative</p> <p><b>How well did we do it?</b> #/% of participants completing each initiative #/% of participants assessed their participation as positive</p> <p><b>Is anyone better off?</b> #/% of participants with increased knowledge and awareness of the impact of ASB #/% of participants initiative with improved attitude towards policing (when PSNI involved)</p>	Q2- Q4
4.Anti-Social Behaviour Educational Programmes	Raise awareness and educate re impact and consequences of ASB	<p>“Where is Your Child” education programme and PR campaign – District wide video campaign</p> <p>ASB ‘Who Do I Call’ initiative- District wide social media campaign</p>			£18427.54	<p><b>How much did we do?</b> Number of views on social media</p> <p><b>How well did we do it?</b> Number of shares on social media</p> <p><b>Is anyone better off?</b> ASB levels in the population during initiative</p>	Q3-4

Theme	Aims and short description	Key Activities	Start Date	Finish Date	Resource/ cost required	Performance measures	Reporting Quarter
Night Time Economy							
Alcohol Youth Engagement	Increase awareness of the impact and consequences of underage drinking	Alcohol Awareness Programme			£10227.54	<p><b>How much did we do?</b> Number of participants in each initiative</p> <p><b>How well did we do it?</b> #/% of participants in each initiative assessed their participation as positive</p> <p><b>Is anyone better off?</b> #/% of participants in each initiative with increased awareness and knowledge #/% of participants in each initiative with improved attitudes towards policing #/% change in levels of participants reoffending</p>	Q2-4
NTE Training	Deliver training to support Night Time Economy stakeholders and increase knowledge and understanding re trading responsibilities & NTE issues	<p>Training includes:</p> <p>Defib and First Aid Training</p> <p>Responsible Alcohol Trading programmes</p> <p>Drugs/Alcohol training programmes for staff in nighttime economy</p>			£12214.36	<p><b>How much did we do?</b> No of participants</p> <p><b>How well did we do it?</b> #/% of participants completing each initiative #/% of participants in each initiative assessed their participation as positive</p> <p><b>Is anyone better off?</b> #/% of participants in each initiative with increased awareness and</p>	Q4

						<p>knowledge #/% of participants in each initiative with improved attitudes towards policing (where relevant)</p>	
Safe Night Out	Improve NTE experience for all through education and multi-agency initiatives	<p>Penalty Notice: Cost of Your Night Out campaign</p> <p>Support Club Angels that provides assistance to those in the night-time economy.</p>			£11427.54	<p><b>How much did we do?</b> No of advertising sites</p> <p><b>How well did we do it?</b> No of advertising sites within NTE areas</p> <p><b>Is anyone better off?</b> ASB reduction in population during initiative</p> <p><b>How much did we do?</b> No of events attended by Club Angels No of people attended to at events No of people receiving first aid</p> <p><b>How well did we do it?</b> #/% of volunteers in each initiative assessed their participation as positive</p> <p><b>Is anyone better off?</b> #/% of volunteers in each initiative with increased awareness and knowledge Police opinion of effectiveness of initiatives</p>	<p>Q4</p> <p>Q2-4</p>

Theme	Aims and short description	Key Activities	Start Date	Finish Date	Resource/ cost required	Performance measures	Reporting Quarter
<b>Vulnerable Persons</b>							
Internet Safety	Engage with and increase target audience's awareness and knowledge of how to stay safe online	Radar programme  Internet Safety Programmes			£25427.54	<b>How much did we do?</b> Number of participants in each initiative <b>How well did we do it?</b> #/% of participants in each initiative assessed their participation as positive <b>Is anyone better off?</b> #/% of participants in each initiative with increased awareness and knowledge #/% of participants in each initiative with improved attitudes towards policing (where relevant) #/% of participants in initiative more confident in accessing support services (Internet Safety only)	Q3-4  Q4
Domestic Violence	Increase awareness and knowledge of domestic violence	Domestic Violence campaign			£24427.54	<b>How much did we do?</b> No of advertising sites <b>How well did we do it?</b> No of advertising sites within high population areas <b>Is anyone better off?</b> Increase in calls to Helpline number during campaign	Q4

		Schools programmes				<p><b>How much did we do?</b> Number of participants in each initiative</p> <p><b>How well did we do it?</b> #/% of participants in each initiative assessed their participation as positive</p> <p><b>Is anyone better off?</b> #/% of participants in each initiative with increased awareness and knowledge #/% of participants in each initiative with improved attitudes towards policing (where relevant) #/% of participants in initiative more confident in accessing support services</p>	Q4
		High risk victims security installations				<p><b>How much did we do?</b> No of installs</p> <p><b>How well did we do it?</b> #/% of installations completed within 1 weeks of referral (security installs only)</p> <p><b>Is anyone better off?</b> Police opinion of effectiveness of initiative (Security installations only)</p>	Q2-4

Vulnerable Persons Initiatives	Increase awareness and knowledge of community safety issues affecting vulnerable people and provide support as identified	<p>Hold community safety awareness raising events with the following target demographics, older people, people with disabilities. Also awareness raising events for rural crime and hate crime</p> <p>Alcohol and Drugs Schools Programme</p> <p>Ageing Well – Older Persons Security</p>			£20710.12	<p><b>How much did we do?</b> Number of participants in each initiative</p> <p><b>How well did we do it?</b> #/% of participants completing each initiative #/% of participants in each initiative assessed their participation as positive</p> <p><b>Is anyone better off?</b> #/% of participants in each initiative with increased awareness and knowledge #/% of participants in each initiative with improved attitudes towards policing (where relevant) #/% of participants in initiative more confident in accessing support services</p> <p>#/% of participants with increased feeling of safety (Ageing Well only)</p>	<p>Q3-4</p> <p>Q4</p> <p>Q4</p>
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<b>STRATEGIC PRIORITY – 3</b>
To support community confidence in policing
<b>INDICATOR</b>
% increase in community confidence in policing (Omnibus survey)
% increase in the level of reporting to the police (Omnibus survey, NI Crime Survey)
% increase in the level of community and police engagement (Omnibus survey)
% increase in people who felt that the local PCSP has helped to improve policing in their local area (Omnibus Survey)

Policing Committee and Confidence Building	Aims and short description	Key Activities	Start Date	Finish Date	Resource/ cost required	Performance measures	Reporting Quarter
Policing Committee Monitoring	<p>Ensure Local accountability through monitoring police performance</p> <p>Ensure that policing delivery reflects the involvement, views and priorities of local communities</p>	Facilitate and hold Policing Committee private meetings, themed public meetings, and Local Policing Plan meetings			£8427.54	<p><b>How much did we do?</b></p> <p>Number of Policing Committee meetings</p> <p>Number of reports to NIPB within specified time periods re monitoring Local Policing Plan priorities and activities to meet targets in NI Policing Plan.</p> <p><b>How well did we do it?</b></p> <p>#/% PCSP Members attending all meetings.</p> <p>No of members of the public attending local and themed public meetings.</p> <p><b>Is anyone better off?</b></p> <p>#/% participants and PCSP members</p>	Q1-4



						with improved awareness of local policing delivery.	
Community and Police Engagement	Support effective engagement with the police and local community  Improve police service delivery in partnership with local communities	Police engagement with communities including children, youth, at risk and disadvantaged communities (activities such as, PEPS, Bike Marking, Trailer Marking, etc)  Themed public meetings, consultative forums and local meetings  Neighbourhood Watch			£15427.54	<b>How much did we do?</b> Number of local meetings. Number of public themed meetings Number of engagement activities Number of NH Watch Schemes <b>How well did we do it?</b> No of members of the public attending local and themed public meetings. <b>Is anyone better off?</b> #/% of participants with improved attitude towards police	Q3-4
Policing Committee Communication	Build community confidence in the rule of law and embed a culture of lawfulness	Fresh Start initiatives and Programme for Government key messages and campaigns			£12027.54	<b>How much did we do?</b> Number of participants in the initiative  <b>How well did we do it?</b> #/% of participants in each initiative assessed their participation as positive  <b>Is anyone better off?</b> #/% participants with increased knowledge of problem gambling % participants with improved levels of awareness of support services	Q4

Crime Prevention Awareness Raising	Increase community knowledge of PCSP and awareness of activities and preventative measures	Awareness raising campaigns and engagements – rural crime, cyber crime, scams/bogus callers, fear of crime, road safety, Text Alert, BeeSafe, Participatory Budgeting Schemes, Safer U App.			£22213.54	<b>How much did we do?</b> Number of awareness raising campaigns Number of text alert messages issued <b>How well did we do it?</b> #/% of participants who report their participation as positive/beneficial <b>Is anyone better off?</b> #/% participants improved their level of awareness of information, resources or support available in relation to topic	Q3-4
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# Draft Budget 2020-21

Please note this is indicative only as awaiting budget from Dept of Justice.

Budget Category	Joint Committee
<b>Salaries</b>	
PCSP Manager	£ 9927.40
PCSP Admin	£ 25976.00
<b>Total</b>	<b>£ 35903.40</b>
<b>Running Costs</b>	
Staff Mileage	£ 6200.00
Other (phone, printing etc)	£ 3000.00
Members Mileage	£ 5,000.00
Audit	£ 1,000.00
<b>Total</b>	<b>£ 15,200.00</b>
<b>Total Administration</b>	<b>£ 50,903.40</b>
<b>OPERATIONAL</b>	
<b>Strategic Objective 1: Form &amp; Deliver functions of PCSP</b>	
<u>Theme 1.1:</u> Form and deliver functions of the PCSP and Awareness Raising of the PCSP	
PCSP Delivery, Engagement and Awareness	£ 10981.14
<b>Strategic Objective 2: Improve Community Safety</b>	
<u>Theme 2.1:</u> Anti Social Behaviour	
ASB Forum	£ 0.00
Anti Social Driving	£ 14927.54
Youth Diversionary/Engagement Programmes	£ 26427.54
ASB Educational Programmes	£ 18427.54
<u>Theme 2.2:</u> Night Time Economy	
NTE Forum	£ 0
Alcohol Youth Engagement	£ 10227.54
Night Time Economy Training	£ 12214.36
Safe Night Out	£ 11427.54
<u>Theme 2.3:</u> Vulnerable Persons	
Vulnerable Persons Sub Group	£ 0
Internet Safety	£ 25427.54
Domestic Violence	£ 24427.54
Vulnerable Persons Initiatives	£ 20710.12

**Strategic Objective 3: Improve Community Confidence in Policing**

**Theme 3.1: Policing Committee & Confidence Building**

<i>Policing Committee Monitoring</i>	£	8427.54
<i>Community and Police Engagement</i>	£	15427.54
<i>Policing Committee Communication</i>	£	12027.54
<i>Crime Prevention Awareness Raising</i>	£	22213.54

**Total Operational** £ **233,294.60**

<b>TOTAL</b>	£	<b>284,198</b>	
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<b>Report on</b>	<b>Economic Development - OBFD</b>  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
<b>Date of Meeting</b>	12 March 2020
<b>Reporting Officer</b>	Fiona McKeown, Head of Economic Development

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To provide Members with an update on key activities as detailed below.
<b>2.0</b>	<b>Background</b>
2.1	<b>Mid Ulster Regeneration Action Plan 2020/21</b> 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	<b>ATCM Membership Renewal 2020</b> 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	<b>Consultation Response to the DAERA Innovation Strategy 2020-2025</b> 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 <sup>th</sup> March 2020.

2.4	<p><b>Cookstown TEDx Event - Sponsorship Request</b></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><b>Mid Ulster Business Excellence Awards 2020 - Partnership Proposal</b></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><b>Main Report</b></p>
3.1	<p><b>Mid Ulster Regeneration Action Plan 2020/21</b></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 <b>Appendix 1</b> and lists initiatives under the four main thematic headings as set out below:</p> <ol style="list-style-type: none"> <li>1. Marketing &amp; Promotion</li> <li>2. Business Support &amp; Investment</li> <li>3. Events</li> <li>4. Physical Regeneration &amp; Improving Infrastructure.</li> </ol> <p>The proposed initiatives collectively aim to;</p> <ul style="list-style-type: none"> <li>• Maximise the profile of Mid Ulster’s 5 largest towns and reinforce the existing town centre brands.</li> <li>• Support the growth and development of a competitive retail sector across Mid Ulster</li> <li>• Develop and deliver a number of key events that adds vitality and vibrancy to the five town centres</li> <li>• Improve the townscape quality of the five town centres</li> <li>• 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.</li> </ul>

3.2	<p><b>ATCM Membership Renewal 2020</b></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 <b>Appendix 2</b>). The membership benefits to Council include;</p> <ul style="list-style-type: none"> <li>- Events delivered in relation to Town Centre Management</li> <li>- Platform for knowledge / exchange of best practice in Town Centre Management</li> <li>- Access to written library resources in Town Centre Management</li> </ul>
3.3	<p><b>Consultation Response to the DAERA Innovation Strategy 2020-2025</b></p> <p>The Department of Agriculture, Environment and Rural Affairs (DAERA) has sought views on its draft Innovation Strategy 2020–2025 (contained on <b>Appendix 3</b>) 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 5<sup>th</sup> 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 <b>Appendix 4</b>), 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><b>Cookstown TEDx Event - Sponsorship Request</b></p> <p>Uniquely, this will be the <b>first time</b> 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 (<b>Appendix 5</b>) 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><b>Mid Ulster Business Excellence Awards 2020 - Partnership Proposal</b></p> <p>Council has received a proposal from JPI Media relating to sponsorship opportunities at the 10<sup>th</sup> 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"> <li>- Best Retailer</li> <li>- Best Export Business</li> <li>- Readers' Favourite Eating Establishment</li> <li>- Best Customer Service</li> <li>- SME Business of the Year</li> <li>- Excellence in People Development</li> <li>- Best Community Impact</li> <li>- Excellence in Tourism</li> <li>- Best Manufacturer</li> <li>- Best Digital &amp; Social Media Initiative</li> <li>- Best Start-Up Business Award</li> <li>- Excellence in Innovation</li> <li>- Business Person of the Year</li> <li>- Lifetime Achievement Award</li> </ul> <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"> <li>• Headline Sponsorship    £7,000 + Vat    (Secured by Henry Brothers)</li> <li>• Associate Sponsorship    £3,500 + Vat</li> <li>• Category Sponsorship    £1,750 + Vat</li> <li>• Venue Partner                £1,500 + Vat    (Secured by Corick House)</li> </ul> <p>The benefits arising from funding each of the sponsorship categories above are documented in the proposal on <b>Appendix 6</b>.</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 19<sup>th</sup> November 2020, during Mid Ulster Enterprise Week (instead of the existing proposal to host the Awards on 25<sup>th</sup> November 2020).</p>
	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>



	<p>Financial:</p> <p><b>Mid Ulster Regeneration Action Plan</b> – 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><b>ATCM Membership</b> (1 Jan 2020 – 31 Dec 2020) - £545 (excluding Vat) from the economic development budget.</p> <p><b>Cookstown TEDx Event - Sponsorship Request</b> - £2,000 available from the economic development budget.</p> <p><b>Mid Ulster Business Excellence Awards 2020 - Partnership Proposal</b>  <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
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications:
	Rural Needs Implications:
<b>5.0</b>	<b>Recommendation(s)</b>
	<b>It is recommended that Members;</b>
<b>5.1</b>	<p><b>Mid Ulster Regeneration Action Plan 2020/21</b>  <b>Approve</b> 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>
<b>5.2</b>	<p><b>ATCM Membership Renewal 2020</b>  <b>Approve</b> 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>
<b>5.3</b>	<p><b>Consultation Response to the DAERA Innovation Strategy 2020-2025</b>  Retrospectively <b>approve</b> Council's consultation response to the draft DAERA Innovation Strategy 2020-2025 attached at Appendix 4, which had to be submitted by 5<sup>th</sup> 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><b>Cookstown TEDx Event - Sponsorship Request</b>  <b>Approve</b> “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><b>Mid Ulster Business Excellence Awards 2020 - Partnership Proposal</b>  <b>Consider</b> 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"> <li>• Associate Sponsorship £3,500 + Vat</li> <li>• Category Sponsorship £1,750 + Vat</li> </ul> <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 19<sup>th</sup> November 2020, during Mid Ulster Enterprise Week.</p>
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	<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>

## Appendix 1



# Mid Ulster Regeneration Action Plan 2020 / 2021

## Mid Ulster Regeneration Action Plan

2020 /2021

Theme	Projects	Outputs	Methodology	Outcomes	Budget
1. Marketing & Promotion	1.1 Seasonal Marketing Campaigns  1.2 Shop Local Campaigns	1.1 Number of marketing campaigns delivered for the 5 towns.  1.2 Implement a joint shop local campaign in the 5 towns for Small Business Saturday.	1.1, 1.2 Outdoor Advertising Radio Print Materials Social Media	<ul style="list-style-type: none"> <li>Contribute to increased footfall across the towns in Mid Ulster.</li> <li>Contribute to increased visitor numbers in the towns in Mid Ulster.</li> <li>Contribute to increased traffic to Mid Ulster Council's social media channels.</li> </ul>	£30,000

2. Business Support / Attracting Investment	2.1 Provision of Wi-Fi in 5 town centres & Bellaghy	2.1 Maintain free Wi-Fi in the five town centres of Coalisland, Cookstown, Dungannon, Maghera and Magherafelt, and Bellaghy.	2.1 Ongoing contributions to businesses hosting access points.	<ul style="list-style-type: none"> <li>To improve and grow the retail offer in the five towns across the Mid Ulster district.</li> </ul>	£15,361 ongoing wi-fi costs
	2.2 Provision of Reduced Christmas Car Parking Charges	2.2 Provision of reduced Christmas car parking charges in charged car parks.	2.2 Council approval to reduce parking charges for a 6 week period.	<ul style="list-style-type: none"> <li>To promote investment in the five towns across the Mid Ulster District.</li> </ul>	£25,000
	2.3 Reducing Dereliction and Vacancy Levels in Dungannon Town Centre – led by Dungannon Regeneration Partnership	2.3 An external town centre development management contactor to be employed by Dungannon Regeneration Partnership for a 3-year period with the aim of reducing dereliction/vacancy levels in the town centre.	<p>2.3 Council allocation of £120,000 to DRP over 3 years (2020 - 2023), subject to match funding from partners.</p> <p>Match funding to be provided by Dungannon Enterprise Centre and Dungannon Traders Association and a funding request pending with DfC to match Council funding of £120,000.</p>	<p>DRP will be responsible for the project outputs and it is anticipated that the project will achieve the following:-</p> <ul style="list-style-type: none"> <li>Reduction in Town Centre Vacant Premises by 2% per annum</li> <li>£500,000 investment by Developers in Town Centre annually</li> <li></li> </ul>	Yr 1 costs; £40,000 previously approved by Council

3. Strategic Events	3.1 Calendar of Events in 5 town centres	3.1 Minimum of 2 Strategic Events delivered in each town annually.	3.1 Officers Delivery, in conjunction with Events Team.	<ul style="list-style-type: none"> <li>Increased footfall / visitor numbers across the 5 towns.</li> <li>Increased profile &amp; engagement with town centre businesses.</li> </ul>	£142,000
4. Physical Regeneration / Improving Infrastructure	4.1 Urban Regeneration Projects	<p>4.1.1 Work associated with public realm schemes in Coalisland and Maghera</p> <p>4.1.2 Potential match funding project with DFC related to urban regeneration project.</p>	4.1 Partnership working with Technical & ICT Teams	<ul style="list-style-type: none"> <li>Enhanced townscape quality in the five town centres in the Mid Ulster District.</li> </ul>	<p>Projects/Funding as per Council's Capital Budget previously agreed</p> <p>£40,000</p>
	4.2 Rural Regeneration Projects	4.2 Work in partnership with RDP to deliver Village Regeneration projects in up to 37 villages across Mid Ulster District Council over 4 years through the Rural Development Programme.	4.2 Officers work in partnership with Technical Services & ICT Team to deliver Projects.	<ul style="list-style-type: none"> <li>Improve quality of life for people in the rural areas of the district</li> </ul>	<p>RDP Projects &amp; Funding already agreed by Council</p> <p>£5,000 for surveys &amp; fees</p>
	4.3 Town & Village Spruce Up Scheme	4.3 Deliver the Town & Village Spruce Up Scheme for Mid Ulster towns & Villages	4.3 Deliver Grant Scheme based on approved list.	<ul style="list-style-type: none"> <li>Enhanced properties for business owners in the towns and villages across the district.</li> </ul>	<p>£250,000 (grant aid) &amp; £12,800 (architect fees) previously agreed by Council</p>

## Appendix 1 Town Centre Events Programme 2020/2021

Event Name	Event Date(s) 2020	Economic Development Event Budget (excl. Operational/Steward Wage Costs)	Economic Development Budget for Operational/Steward Wage Costs	Other Council Budgets
Cookstown Continental Market	30 & 31 May	£22,000 (£3,000 income)	£8,000	£5,000 (Tourism)
Tafelta Festival, Magherafelt	20 June	£8,000	Paid from another Council budget	
Coalisland Summer Event	26 June	£6,360	£640	£2,000 (ED Marketing)
Walled Garden, Maghera	22 August	£15,000	Paid from another Council budget	
Heels on the Hill, Dungannon	25 September	£6,000	n/a	
Halloween in Dungannon	29 October	£13,500	£1,500	
Halloween in Coalisland	31 October	£9,000	£1,000	
Christmas Lights Switch On Cookstown	27 November		Paid from another Council budget	£10,000 (Tourism)
Christmas Kingdom & Switch On Dungannon	28 & 29 November	£26,000	£3,000	
Magherafelt Christmas Market & Switch On	28 & 29 November	£8,000	Paid from another Council budget	£30,000 (Tourism)
Christmas in Coalisland	4 December	£7,000	ED Staff	
Christmas in Maghera	5 December	£7,000		
<b>Budget Totals</b>		<b>£127,860</b>	<b>£14,140</b>	<b>£47,000</b>
<b>Total Economic Development Events Budget (Event Costs and Wages)</b>			<b>£142,000</b>	

## Appendix 2

Association of Town Centre Management  
PO Box 242  
Westerham  
TN16 9EU

VAT Reg No: 629241833  
Telephone: 44 (0) 300 330 0980  
Email: accounts@atcm.org

# Invoice



Mid Ulster District Council  
FAO Mary Mc Cullagh, Town Strategy  
Member  
Cookstown  
Co Tyrone  
BT80 8DT  
VAT Reg No:

Invoice Number:	22102
Invoice Date:	31/01/2020
Order Number:	
Our Ref:	COOKSTO W

### Quant Details

1.00 2020 Full Band 1 Membership

Unit Price	Net Amount	VAT Rate	VAT
545.00	545.00	20.00	109.00

**Terms: 21 days from invoice date - please ensure invoice number is quoted on payment**

### BACS Details

Bank: Lloyds TSB  
Account Name: ATCM  
Sort Code: 30-92-32  
Account Number: 01440295

<b>Total Net Amount (£)</b>	545.00
<b>Total VAT Amount (£)</b>	109.00
<b>Invoice Total (£)</b>	654.00



# DAERA Innovation Strategy 2020-2025



An innovation ecosystem  
delivering for the  
environment, society and  
the rural economy.



Public Consultation  
January 2020

*A living, working, active landscape valued by everyone.*



Department of  
**Agriculture, Environment  
and Rural Affairs**

[www.daera-ni.gov.uk](http://www.daera-ni.gov.uk)



**INVESTORS  
IN PEOPLE**

This document is also available on the DAERA website at:

<https://www.daera-ni.gov.uk/publications/daera-innovation-strategy-2020-2025>

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- Other Languages

To request an alternative format, please contact:

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## DAERA - Innovation Strategy - Our Mission

An innovation ecosystem delivering for the environment, society and the rural economy.



Create an  
Innovative  
Culture



Provide  
Effective  
Leadership



Enable  
Connectivity

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## SECTION 1

### 1. Preface

The Department of Agriculture, Environment and Rural Affairs (DAERA) has a vision for a living, working, active landscape valued by everyone. It is a science based, data driven department, which invests around a quarter of its annual budget on science services. These services involve monitoring and surveillance testing and research and development (R&D). Science outputs are used to inform policy development, meet statutory obligations, measure outcomes, provide advice and information, manage risks to society and the environment, support rural affairs and promote innovation. In the context of the UK leaving the EU, the importance of the science evidence DAERA uses and provides is increased.

DAERA is currently implementing a Science Transformation Programme. This programme aims to ensure that the science DAERA secures and uses is innovative, collaborative and transformative and will support a healthy and sustainable economy, environment and rural community, including delivering on Programme for Government (PfG) outcomes.

As part of the Science Transformation Programme the high level DAERA Science Strategy Framework has been established. This will guide how DAERA can optimise its use of science to help deliver Departmental and PfG objectives. This Innovation Strategy (alongside Monitoring and Surveillance and R&D operational strategies), derives from the Science Strategy Framework and is integral to its implementation.

Innovation is *'the successful generation and exploitation of new ideas. It is about transforming creative thinking into new products, new and improved processes and technologies to support new ways of doing business'*<sup>1</sup>. In many cases, it relates to the novel use or application of knowledge or information we have, to yield products or outcomes of enhanced economic, social or natural capital value.

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<sup>1</sup> Innovate NI Innovation Strategy for Northern Ireland 2014 - 2025

DAERA's strategic drivers provide a context for a significant focus on encouraging and supporting innovation by the Department and in agri-food, environment, marine and fisheries, forestry and rural communities to achieve economic, environmental and social benefits across the breadth of DAERA's remit.

### **Purpose of this document**

This consultation exercise gives you the opportunity to articulate your views on whether you consider the proposed DAERA Innovation Strategy to be relevant and appropriate from your organisation's or your sector's perspective, as a means of driving innovation and delivering better outcomes. This exercise will inform the direction of the Innovation Strategy and the Department encourages you to share your views with us.



## SECTION 2

### 2. Introduction

- 2.1 There is a compelling rationale for government to invest in establishing and encouraging an environment conducive to innovation. Evidence shows that businesses that innovate grow nearly twice as quickly in both employment and turnover<sup>2</sup> as non innovators. Innovation drives research and development which in turn leads to economic growth<sup>3</sup>.
- 2.2 Society is facing many challenges and innovations can help transform how we live and work. The scale of human impact on the planet has never been greater and innovative solutions are needed to address the wide range of threats to our future health and well being. It is predicted that 60% more food will be needed worldwide by 2050 to feed the increasing global population<sup>4</sup>. To do this we need to find innovative, resilient and sustainable ways to produce food more efficiently and with a lower environmental footprint.
- 2.3 Many global challenges, including climate change, land and ecosystem degradation and waste management, are threatening our environment. At a local level, environmental challenges are highlighted in the DAERA Environmental Strategy for Northern Ireland Public Consultation document and include (but are not confined to) the management of waste and development of a circular economy, waste crime, air quality, local environmental quality, biodiversity loss and soil quality. In addition there are challenges that exist in reconciling agricultural activities and environmental consequences, particularly in areas such as greenhouse gas emissions, the effect of run off of nitrogen and phosphorous on water quality and the impact of ammonia emissions on designated sites and priority species.

<sup>2</sup> NESTA, 'The Vital 6%' (2009)

<sup>3</sup> Economy 2030 - Draft Industrial Strategy for Northern Ireland (DfE) (2017)

<sup>4</sup> UKRI, Transforming Food Production (2019)



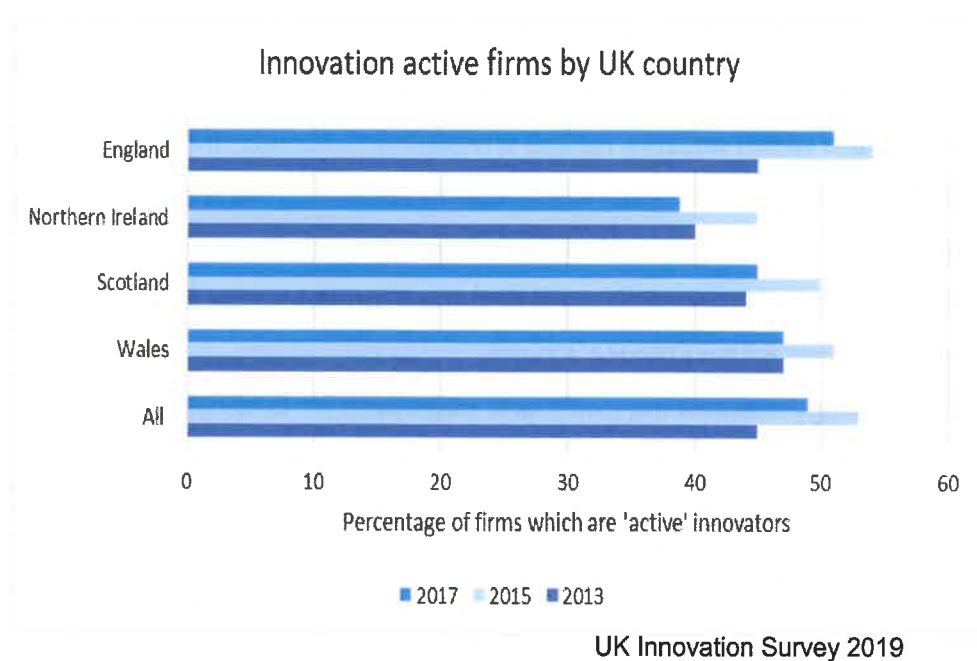
- 2.4 Northern Ireland has been the lowest or next to lowest in the UK regions innovation rankings for many years (Fig 1<sup>5</sup> and Annex 1) with many barriers to innovation cited<sup>6</sup> including availability and cost of finance, lack of leadership, technological, R&D and creative thinking skills, risk aversion and lack of understanding of innovation. Northern Ireland is currently the least innovation active region of the UK.
- 2.5 The ambitious Mission of this strategy is to develop an innovation ecosystem which delivers for the environment, society and rural economy; measured by Northern Ireland becoming the most successful region in the UK at exploiting opportunities in the utilisation of Big Data, Artificial Intelligence and the Transformative Bioeconomy in the sectors within DAERA's remit.
- 2.6 This strategy outlines the goals and objectives for DAERA to create an enabling environment for innovation to flourish and to enhance the impact of knowledge generation and science investments to help DAERA deliver Departmental and PfG objectives and meet our commitments under the UN Sustainable Development Goals.
- 2.7 The draft DAERA Innovation Strategy highlights two key priorities to achieve this:
- The creation of an enabling environment within DAERA to support innovation and the implementation of innovation actions within the Department.
  - The establishment of an enabling, external environment to encourage and support the implementation of innovation actions by all businesses operating in the sectors for which DAERA has responsibility; and specifically to prioritise innovations relating to Big Data, Artificial Intelligence and a Transformative Bioeconomy. (Details are provided in Section 4).

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<sup>5</sup> UK Innovation Survey 2017: Northern Ireland Results (June 2019)

<sup>6</sup> Innovate NI Innovation Strategy for Northern Ireland 2014 - 2025

**Fig 1 Variations in innovation activity by UK country**



## SECTION 3

### 3. Strategic Context

The high level strategic context is outlined in the draft DAERA Science Strategy Framework:

<https://www.daera-ni.gov.uk/sites/default/files/consultations/daera/daera-science-strategy-framework-V2.PDF>

The innovation specific drivers are noted below.

- 3.1 The Northern Ireland Executive's draft Programme for Government (PfG) 2016 - 2021 outlines priorities to be delivered in NI for the purpose of *'improving wellbeing for all - by tackling disadvantage and driving economic growth'*. This includes a range of priorities relevant to DAERA, including those focused on achieving a strong, competitive, regionally balanced economy (Outcome 1); living and working sustainably - protecting the environment (Outcome 2); enabling the enjoyment of long healthy lives (Outcome 4); becoming an **innovative**, creative society, where people can fulfil their potential (Outcome 5) and creating a place where people want to live and work, to visit and invest (Outcome 10).
- 3.2 The Northern Ireland Economic Strategy - Priorities for sustainable growth and prosperity (2012), identified **innovation**, R&D and creativity as one of its five strategic themes. The strategy also recognised agri-food as one of the areas in Northern Ireland with greatest potential for sustainable growth.
- 3.3 Innovate NI **Innovation** Strategy for Northern Ireland 2014 - 2025 takes forward the 'Stimulating **innovation**, research & development and creativity' theme identified in the Northern Ireland Economic Strategy 2012. Innovate NI aims to stimulate a step change in innovation across the economy. This strategy also highlights the fact that skills, design and collaboration between sectors locally, nationally and internationally are essential for innovation.



- 3.4 The draft Economy 2030 - Industrial Strategy for Northern Ireland (2017), outlines five 'Pillars for Growth' including 'Accelerating **innovation** and research.' The strategy provides priorities under this pillar and identifies agri-food as one of the six broad sectors of the economy where Northern Ireland has world class capabilities.
- 3.5 As part of its Brexit preparations, DAERA has developed a draft Future Agricultural Policy Framework for Northern Ireland (2018). This recognises that science and **innovation** are important drivers of long term productivity growth. This draft framework notes that whilst there is significant investment in innovation research in Northern Ireland, much more could be achieved both from existing resources and from additional investment.
- 3.6 DAERA has also initiated Northern Ireland's first Environment Strategy. DAERA recognises the strategic importance of **innovation** in addressing the wider climate change, environmental and social challenges associated with growing and rebalancing the Northern Ireland economy. We need new technologies, radical approaches and solutions across all areas to achieve ambitious Net Zero UK wide emissions reduction targets and to deliver biodiversity, water and air quality objectives.
- 3.7 A range of other strategies, which address food, agriculture, environmental resources, biodiversity, marine and fisheries, forestry, water, recreation and the rural sector in the UK, Ireland and further afield identify the importance of innovation to delivering solutions to complex issues across environmental, economic and social interfaces. Details of these are provided in the DAERA Science and Innovation Strategies Evidence Base.

## Section 3 Question

Q1 What are your views on the strategic context and drivers identified to underpin a DAERA Innovation Strategy?



## SECTION 4

### 4. What is innovation?

- 4.1 *'Innovation is the successful generation and exploitation of new ideas. It is about transforming creative thinking into new products, new and improved processes and technologies to support new ways of doing business.'*

Innovate NI Innovation Strategy for Northern Ireland 2014 - 2025.

### Why should government invest in innovation?

- 4.2 There is a compelling rationale for government to invest in establishing and encouraging an environment conducive to innovation. Innovation enables firms to stay ahead of their competitors. Innovation is much more than R&D. It includes changes to products and processes, introduction of new business models, organisational changes and the exploitation of new markets.
- 4.3 There is a need for the public sector to innovate. Increased innovation is required within the public sector to enable it to play an effective role in encouraging innovation in private business and the wider community. Publicly funded R&D and innovation activity elicits a higher business response than private sector spending<sup>7</sup>. Publicly funded academic research results in substantial spillovers to private firms, while private sector R&D is almost wholly captured by the original investors. Government needs to be innovative and it needs to create the conditions for innovation. Support from the public sector for innovation is critical to economic growth<sup>8</sup> and to delivering a healthy society and natural environment.
- 4.4 There are many challenges and changes facing the world we live in. Innovation is needed to help society find solutions. In agriculture a wave of technological innovations is leading to a revolution in practice that is comparable to the one led by widespread mechanisation<sup>9</sup>.

<sup>7</sup> What Works Policy Review, Why Innovation?

<sup>8</sup> Fostering innovation in the public sector, OECD (2017)

<sup>9</sup> Williams & Wootton-Beard, IBERS, Aberystwyth University (2019)



Innovation is also essential in addressing key environmental challenges, including reducing greenhouse gas and ammonia emissions and understanding and adapting to climate change risks and opportunities.

- 4.5 It is recognised that national governments can stimulate innovation through providing incentives for R&D and innovation; stimulating knowledge exchange and innovation adoption; supporting facilitation activity to encourage/support innovation; and enabling collaboration. The EU Standing Committee on Agricultural Research (SCAR) recommends that governments should have an innovation policy focusing on capacity building, supporting collaboration, mitigating barriers, incentivising innovation actions/investment and dissemination of information as widely and visibly as practical<sup>10</sup>.
- 4.6 Innovate NI Innovation Strategy for Northern Ireland 2014 - 2025<sup>11</sup> recognises that Northern Ireland needs a complete step change in its culture, priority and performance in respect of innovation. The strategy highlights the need for increased innovation within the public sector so it can play an effective role in stimulating innovation.

#### **Barriers to innovation**

- 4.7 Common barriers to innovation in the UK are reported to include affordability, perceived economic risk, regulation, lack of capacity/capability and lack of market intelligence. In Northern Ireland other important barriers have also been identified. The Innovate NI<sup>12</sup> report identifies a culture of risk aversion, lack of openness to collaboration, lack of leadership, technological, R&D and creative thinking skills.

Also the structure of businesses in Northern Ireland is a significant barrier to innovation, with a large number of small and medium sized enterprises (SMEs), together with a high proportion of sole traders.

<sup>10</sup> Agricultural Knowledge and Innovation Systems towards 2020, SCAR (2013)

<sup>11</sup> Innovate NI Innovation Strategy for Northern Ireland 2014 - 2025

<sup>12</sup> Innovate NI Innovation Strategy for Northern Ireland 2014 - 2025

Micro businesses are estimated to make up over 95% of Northern Ireland businesses. Innovation within SMEs and micro businesses is hampered by issues such as a lack of financial resources, low appetite for risk and insufficient staff training in innovation and creativity.

- 4.8 Of particular relevance to this draft strategy, the Organisation for Economic Co-operation and Development (OECD)<sup>13</sup> highlights the need for governments to *'not only be innovative; they must also create the right conditions for innovation within and across systems'*. A lack of innovation within the public sector, has emerged as a key barrier to innovation within those sectors which are supported, facilitated and incentivised through government departments. Risk aversion, bureaucratic structures and skills shortages are seen as key issues. Public organisations often struggle to generate enough ideas, partly due to a conservative approach to risk management related to the use of public funding. An innovative and enterprising public sector is vital to help address industry and societal challenges ahead.



<sup>13</sup> Fostering Innovation in the Public Sector, OECD (2017)



## Why do we need an Innovation Strategy for DAERA?

- 4.9 A high level SWOT (Strengths, Weaknesses, Opportunities and Threats) assessment was undertaken, considering the innovation position in both DAERA business areas and the sectors for which it has responsibility. These are shown diagrammatically in:

Figure 2 - SWOT analysis of innovation within DAERA;

Figure 3 - SWOT analysis of innovation in the areas within DAERA's remit.

The ingredients needed for innovation are shown in:

Figure 4 - What inward facing action does DAERA need to take to support innovation in the areas within its remit?

Figure 5 - What outward facing action does DAERA need to take for innovation to flourish in the areas within its remit?

Through developing a strategy that can exploit the opportunities and mitigate the threats identified, DAERA will be positioned to optimise its ability to support increasing innovation. This analysis has informed the strategic mission, principles and goals of this draft Innovation Strategy.

- 4.10 Three clear overarching themes that will drive efficiencies and progress in all DAERA relevant sectors and deliver on the protection of the environment have emerged during the development of this strategy. Economy 2030<sup>14</sup> identified digital technologies as an area where Northern Ireland has world class capabilities. This aligns with the Department for Business, Energy and Industrial Strategy (BEIS) Industrial Strategy 2017<sup>15</sup>, which highlighted '*Artificial Intelligence and the Data Economy*' as a Grand Challenge to put the UK at the forefront of the industries of the future. The importance of Artificial Intelligence (AI) in underpinning future prosperity was evidenced in the UK Government AI Sector Deal Policy<sup>16</sup> paper.

<sup>14</sup> Economy 2030 - Northern Ireland Draft Industrial Strategy (DfE) (2017)

<sup>15</sup> BEIS UK Government Industrial Strategy (2017)

<sup>16</sup> UK Government AI Sector Deal Policy Paper (2019)

- 4.11 The increasing importance of the bioeconomy was reflected in the production of the UK Growing the Bioeconomy Strategy 2030<sup>17</sup>. Furthermore, Horizon Europe's Strategic Plan Consultation<sup>18</sup> has identified '*Reinforced supply of sustainable biomaterials and bio-economy*' as a key policy objective.
- 4.12 The development of innovation in the utilisation of Big Data, AI and a Transformative Bioeconomy will be prioritised in this strategy.



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<sup>17</sup> Growing the Bioeconomy: A national bioeconomy strategy to 2030 (2018)

<sup>18</sup> Horizon Europe's Strategic Plan Consultation (2019)

**Figure 2 SWOT analysis of innovation within DAERA**

- Good governance structures.
- Organisation structures which link knowledge generation to knowledge exchange processes.
- Strong links with industry stakeholders.
- Currently delivering schemes to support innovation in agri-food.
- Access to DoF Innovation Lab.
- Conservative risk appetite.
- Organisation culture.
- Lack of dedicated teams, budgets, processes and skills.
- Limited engagement between government, industry and academia.
- Limited innovation provision in education.
- Silo working.
- Limited influence on UK innovation strategies and funding.
- Awareness of barriers.



- Training to encourage staff to engage in innovation.
- Dedication of resources to supporting innovation within DAERA and sectors.
- Establishment and growth of UK/EU networks.
- Developing a culture supportive of innovation.
- Public funding can be used as leverage.
- Open innovation - sharing of data.
- Targeting and prioritisation of effort to optimise innovation impact.
- Change too slow to exploit opportunities.
- EU exit may consume attention and resources.
- Funds not made available to progress innovation measures.
- Lack of leadership to make step change required to DAERA to boost innovation in industry.
- Limited engagement.
- Insufficient influence on national funding priorities.

**Figure 3 SWOT analysis of innovation in the areas within DAERA's remit**

- Some innovators already operating in industry.
- Currently agri-food industry can avail of DAERA RDP innovation schemes.
- Availability of DAERA and EU R&D funding.
- Support through DfE and Invest NI.

- NI has the lowest level of innovation in the UK.
- Funding environment is opaque and difficult.
- Lack of skills and understanding of innovation.
- Farmers, producers and others in supply chain often work in isolation.
- Fear of failure.
- Lack of access to information.
- Risk averse culture.



- EU exit, Big Data, Artificial Intelligence and Bioeconomy presenting opportunities to significantly change approaches.
- Create an environment which encourages innovation.
- Many funding streams available for innovation activities.
- Establishment of resources and structures to encourage, guide and support innovation has the potential to lead to innovation uptake.
- Technological advancement relevant to all sectors.
- Establish and promote funding streams available for innovation activities.

- EU exit uncertainties
- Relevant sectors/industry fall behind in technological advancements.
- Barriers to collaborative innovation include mistrust, data sharing issues and IP rights.
- Lack of leadership and support at government level.



**Figure 4 What inward facing action does DAERA need to do take support innovation in the areas within its remit?**



**Figure 5 What outward facing actions does DAERA need to take for innovation to flourish in the areas within its remit?**



## What are Big Data, Artificial Intelligence and the Transformative Bioeconomy?

### Big Data

- 4.13 Big Data relates to capturing relevant data from the huge number of sources available today and translating it into actionable information to improve business processes and help to solve a wide range of problems quickly.

A wide range of Big Data technologies have been developed. In agriculture, for example, devices have been created to measure soil moisture and nutrient density; tractor mounted sensors can measure crop yields; predictive weather stations and image capturing satellites are available; as are drones, that can map out land and monitor crop health, to name a few. The data generated can then be accessed via software programmes on smartphones, computers, and tablets.

Digital technologies are used to collect, store, manage and provide datasets on a wide range of natural heritage, water, land use, climate change and marine topics. The Big Data generated can provide robust evidence for planning and investment decisions, which drive resource efficiency and the protection, enhancement and use of our Natural Capital<sup>19</sup>.

### Artificial Intelligence

- 4.14 Artificial Intelligence or 'AI', is an area of computer science that involves machine learning based on statistical analyses, to develop 'intelligent machines'. It can be used to improve the efficiency of daily tasks.

AI has a wide range of applications across agri-food, fisheries, forestry, the environment and the rural economy. In the environment, AI is driving forward our knowledge of the natural environment, including the assessment of natural capital, habitat condition, change detection and ecosystem services.

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<sup>19</sup> Natural capital can be defined as the world's stocks of natural assets which include geology, soil, air, water and all living things.

Earth observation technologies and machine learning algorithms are used to deliver regional scale habitats/land cover mapping. Digital science capability lies at the heart of the drive to deliver a step change in our understanding of the environment and the services it provides to formulate innovative solutions to complex issues.

In forestry, AI combined with satellite imagery can be used to monitor forest health and to detect forest threats.

In agriculture, AI helps farmers make better decisions. Evolving technologies using AI in agriculture include:

- Automatic picking/harvesting robotics;
- Facial recognition software which uses machine learning and imaging technologies to identify dairy cows and obtain information about individual animals such as behaviour and feed consumption without the need for wearable devices;
- Airborne surveillance with drones - precision sensors look for stunted crops, signs of pests, disease, weeds and many other variables.

### **Transformative Bioeconomy**

- 4.15 The world has limited resources. Global challenges like climate change, land and ecosystem degradation, coupled with a growing demand for food, feed and energy mean that we have to seek new ways of producing and consuming. A sustainable and circular bioeconomy offers an opportunity to address these challenges and encapsulates various sectors including agriculture, environment and aquaculture.

Traditionally we have relied on the use of oil and other fossil fuels to produce many of the goods we need. A Transformative Bioeconomy requires us to make lasting changes to the resources we use and adopt creative and innovative techniques to make the products we require from renewable resources and waste streams. This includes producing and selling food, feed, bio-based products and bioenergy; using renewable materials that are made from organic, carbon based biological matter, instead of being produced from oil.



4.16 The bioeconomy is already part of everyday life for many people. In Northern Ireland the transformative bioeconomy is reported to have contributed 17.4% of the total regional GVA in 2014<sup>20</sup>. It is estimated that more than 13,000 jobs could be created by 2030 if Northern Ireland moved to a circular economy. Jobs would be at various skills levels within a number of sectors including food and drink, biorefining and the wider bioeconomy<sup>21</sup>. Biological resources and innovative technologies are being used to replace unsustainable products and processes that currently rely on fossil resources. Some bio-based goods may even have novel properties which make them superior to the products we currently depend on.

In order to meet the world's challenges, cutting edge biological and technological knowledge and methods for both intensive yet sustainable production, provision and processing of biomass<sup>22</sup> are needed to bring about the transformative changes necessary to develop the bioeconomy; to contribute to reducing the burden on the environment; and to conserving the earth's finite resources.

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<sup>20</sup> Evidencing the Bioeconomy - An assessment of evidence on the contribution of, and growth opportunities in, the bioeconomy in the United Kingdom, 2016

<sup>21</sup> Job creation in the circular economy - increasing resource efficiency in Northern Ireland, ReNEW Network, 2015

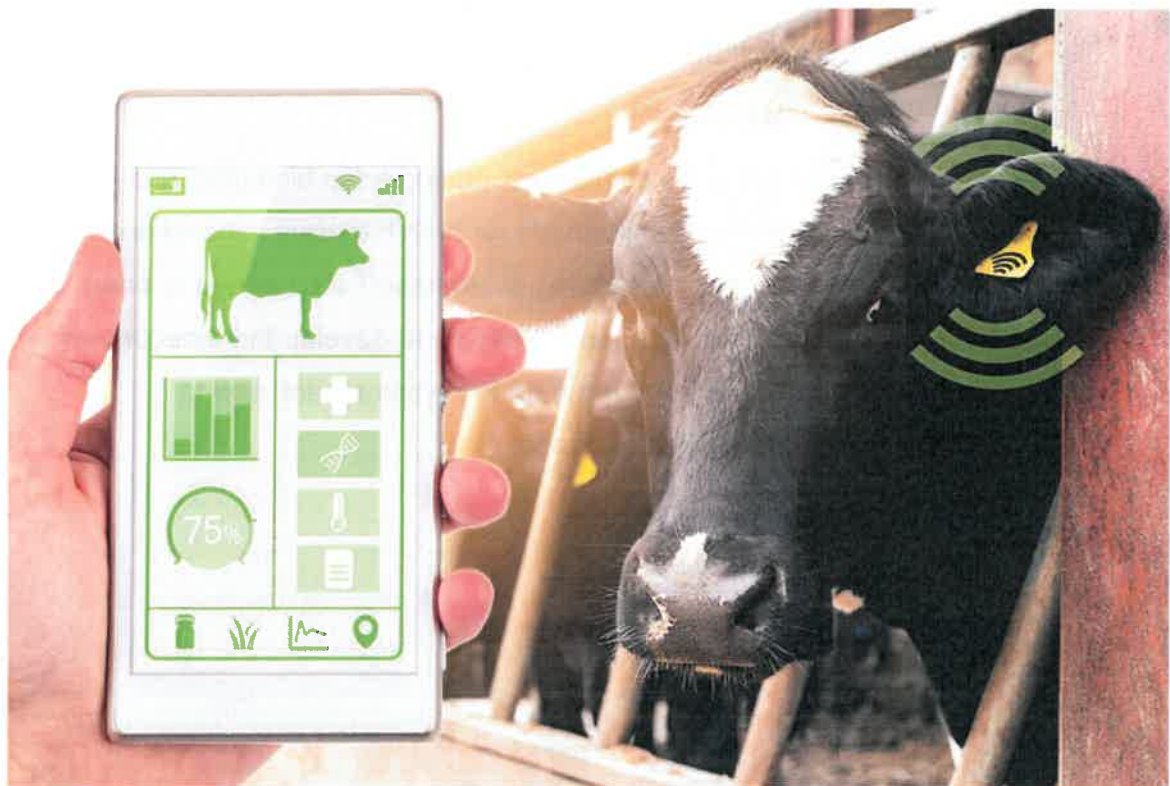
<sup>22</sup> Biomass is plant or animal material used for energy production (electricity or heat), or in various processes as raw material for a range of products (eg textiles, packaging, biofuels). It can be purposely grown energy crops (eg *Miscanthus*), wood or forest residues, waste from food crops (eg wheat straw), horticulture (compost), food processing, livestock (animal slurry) or human waste from sewage plants

## Section 4 Questions

Q2 What are your views on the need for an Innovation Strategy within DAERA?

Q3 What are your views to the barriers to innovation identified?

Q4 What are your views on the innovation themes prioritised ie Big Data, Artificial Intelligence and Transformative Bioeconomy?



## SECTION 5

### 5. DAERA Science Strategy

- 5.1 DAERA is implementing a Science Transformation Programme. This programme aims to ensure that the science secured and used by DAERA will be innovative, collaborative and transformative and will support a healthy and sustainable economy, environment and rural community; help deliver the PfG outcome, help meet UN Sustainable Goals and contribute to a living, working, active landscape valued by everyone.
- 5.2 As part of the Science Transformation Programme a DAERA Science Strategy Framework has been developed. This will guide how DAERA can optimise its use of science to help deliver Departmental and PfG objectives. This Innovation Strategy, alongside Monitoring and Surveillance and R&D operational strategies, derives from the Science Strategy Framework.

#### Innovation Strategy Mission

- 5.3 **An innovation ecosystem delivering for the environment, society and the rural economy**
- through creating an enabling environment for innovation to flourish and to enhance the impact of knowledge generation and science investments, through collaboration and exploitation, delivering positive, measureable outcomes for the Northern Ireland environment and economy.

#### Scope

- 5.4 This strategy will apply to DAERA and the Northern Ireland agri-food, fisheries and forestry sectors, rural affairs and the decarbonisation, adaptive capacity, conservation and enhancement of the environment.

## Section 5 Question

Q5 What are your views on the Innovation Strategy Mission and Scope  
DAERA has proposed?



## SECTION 6

### 6. Principles

- 6.1 The principles defined in the DAERA Science Strategy Framework apply to this Innovation Strategy. Additional principles specific to innovation are:

#### What?

- 6.2 DAERA investment in innovation will support the development of an innovation enabling culture, capability and capacity to improve economic performance whilst improving resource efficiency, enhancing the sustainability of the environment and mitigating the effects of climate change.

#### Why?

- 6.3 To stimulate and support innovation that contributes to Northern Ireland being a modern, creative, adaptive and climate resilient society, which prospers through having a strong, competitive, sustainably balanced economy.

#### How?

- 6.4 DAERA will seek to optimise the value of its investment in innovation through always:
- Providing effective, skilled leadership which can drive change and create the values and behaviours that promote and reinforce the culture of innovation;
  - Engaging with stakeholders, experts and funders to inform a comprehensive and accurate understanding of innovation needs, barriers and opportunities;
  - Targeting DAERA investment in innovation to optimise the beneficial impact for Northern Ireland;
  - Working across government to facilitate and remove barriers to innovation;





- Building and maintaining DAERA credibility and influence with UK and international funding bodies to optimise the relevance of opportunities to the Northern Ireland agri-food, fisheries and forestry sectors, rural affairs and in the decarbonisation, adaptive capacity, conservation and enhancement of the environment;
- Encouraging and supporting a culture, capability and capacity both within DAERA and the business sectors within DAERA's responsibilities, to maximise innovation;
- Applying effective and efficient governance mechanisms for DAERA supported innovation investment;
- Evaluating the impact of DAERA's investment in innovation through measuring industry and environment outcomes.

#### 6.5 The general principles determining funding considerations are:

- There will be a greater need for public funding where the innovation primarily provides for wider societal, environmental or public good rather than economic benefits, or is high risk, and therefore, unlikely to be progressed by commercial organisations;
- There will be a focus on leveraging private funding when the innovation provides benefits to commercial organisations e.g. increased market access, industry growth or profitability;
- All opportunities to use public funding to leverage and complement private investment in innovation (i.e. where this would not otherwise happen) will be explored.

For innovation to flourish in the public sector there will be a need for greater risk appetite. This will involve assessing and managing the level of risk more effectively to balance the potential benefits of innovation and the threats that change required to meet objectives inevitably brings.

These principles for innovation provision have been forefront in the development of the objectives of this strategy which are aimed at addressing issues and grasping opportunities identified in the strategic context and through the research and stakeholder engagement processes conducted.

### Section 6 Question

Q6 What are your views on the principles behind what, why and how DAERA will support innovation?



## SECTION 7

### 7. Goals and objectives

- 7.1 Three goals, together with the objectives to achieve them, have been identified. Activities associated with each of these objectives (subject to the availability of appropriate funding) are outlined in Annex 5.

#### Goal 1

- 7.2 **DAERA identifies innovation as a Departmental priority. It has the leadership, culture, capability and capacity to sustainably encourage and support innovation in all sectors. It prioritises support for innovation involving the utilisation of Big Data, Artificial Intelligence and the Transformative Bioeconomy.**

#### *Objectives*

- a. To establish appropriate senior and dedicated resource in DAERA **(by summer 2020)**, to provide direction and leadership; to champion and govern the development of an innovation culture that can yield successful, sustainable adoption of innovation in line with this strategy. (See Annex 6)
- b. To define and implement a programme of learning for DAERA staff **(by summer 2021)** to ensure DAERA has the capability and capacity to support innovation.
- c. To establish and grow an 'open innovation' culture within DAERA through the establishment of an internal Innovation Unit and a Digital Innovation Hub to allow the importing and exporting of knowledge and insights from academia, the private sector, the third sector and the public **(by autumn 2021)**. The network required for an enabling environment for innovation to flourish within DAERA is shown in Annex 3.



- d. To establish and grow networks and support mechanisms with other government bodies and funders and together explore key issues which present potential barriers to innovation and identify mitigations to better facilitate innovation **(by summer 2021)**.



## Goal 2

### 7.3 Innovation is encouraged, supported, and facilitated by DAERA across all sectors in its remit.

#### *Objectives*

- a. To raise awareness and generate interest in the role of innovation, through implementing a Communications and Promotional Plan by **(by autumn 2020)**.
- b. To establish and grow a Rural Innovation Support Service (RISS)<sup>23</sup> network to support collaboration and encourage an innovation culture. The DAERA RISS will facilitate the provision of professional support, through a facilitator, to groups of like-minded individuals who want to test new ideas and find feasible, sustainable solutions to common challenges **(by autumn 2021)**.
- c. To encourage capacity and capability building for innovation (aligning with the DAERA Knowledge Framework), through making available, promoting and encouraging participation in appropriate programmes of learning at Further Education and Higher Education level, for both new entrants and Continuing Professional Development **(by autumn 2021)**.
- d. To identify barriers to innovation with a view to exploring how these can be mitigated, including through providing support and funding mechanisms **(by summer 2021)**.

<sup>23</sup> An RISS is led by the Soil Association in Scotland and funded through the Scottish Rural Development Programme. RISS provides professional support to groups of farmers interested in innovation.

### Goal 3

**7.4 The ultimate goal is that by 2035, Northern Ireland will be the most successful region in the UK at exploiting opportunities in the utilisation of Big Data, Artificial Intelligence and the Transformative Bioeconomy in the sectors within the DAERA remit. In line with this direction of travel, by 2025, NI will be in the top 50% of UK regions. This will be monitored through liaison with Innovate UK/UKRI.**

#### *Objectives*

- a. To establish discrete Task Forces involving relevant departments, experts and industry/sector stakeholder representatives to explore opportunities and develop proposals for exploiting Big Data, AI and the Transformative Bioeconomy **(by autumn 2020)**.
- b. To prioritise DAERA R&D project funding to the utilisation of Big Data, Artificial Intelligence and the Transformative Bioeconomy **(by autumn 2021)**.
- c. To monitor and report progress for the sectors within the DAERA remit, through regional benchmarking of employment in knowledge intensive sectors<sup>24</sup>, R&D expenditure<sup>25</sup> and private sector turnover<sup>26</sup> from innovation.

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<sup>24</sup> Measured by NISP Knowledge Economy Index

<sup>25</sup> Measured by NISRA Survey

<sup>26</sup> Measured by UK Innovation Survey and NISRA Annual Business Inquiry

## Section 7 Questions

- Q 7 From your perspective, are the goals appropriate?
- Q 8 From your perspective, are there any goals missing?
- Q 9 From your perspective are there any goals that are more important than others? If 'yes', which are they?
- Q10 What are your views on the proposal to establish a Senior Civil Service led resource to champion and govern innovation culture?
- Q11 What are your views on the proposal to implement a programme of innovation learning for DAERA staff?
- Q12 What are your views on the establishment of an internal DAERA Innovation Unit?
- Q13 What are your views on the establishment of a DAERA Digital Innovation Hub?
- Q14 What are your views on mechanisms to identify and mitigate barriers to innovation?
- Q15 What are your views on the implementation of an Innovation Communications and Promotional Plan?
- Q16 What are your views on the establishment of a Rural Innovation Support Service?
- Q17 What are your views on DAERA promoting and encouraging participation in innovation related programmes of learning at FE and HE levels?
- Q18 What are your views on the identification of barriers to innovation and exploring how these can be mitigated through support and funding mechanisms?
- Q19 What are your views on the establishment of Task Forces to identify opportunities in Big Data, AI and the Transformative Bioeconomy?
- Q20 What are your views on the prioritisation of DAERA funding to Big Data, AI and the Transformative Bioeconomy projects?

## SECTION 8

### 8. Benefits

8.1 The benefits of implementation of an Innovation Strategy by DAERA are described in Table 1. Methods of obtaining evidence of progress for each of the benefits are included. Baselines will be established at an early stage of strategy implementation. Delivery of the key objectives detailed within the Innovation Strategy will also provide evidence of progress.

A DAERA Innovation Report will be produced at the mid and end points of this strategy implementation and will include:

- An evaluation of progress against goals and objectives to ensure we are on track for delivery and that necessary adjustments can be made in a timely manner;
- An assessment of innovation performance within agri-food, environment, marine and fisheries, forestry and rural communities;
- Recommendations for future actions and policy direction.

A retrospective evaluation will also be carried out on this strategy at the end of its term (2025) to inform the development of its successor.





**TABLE 1 Benefits of implementation of an Innovation Strategy by DAERA**

Benefit	Description	Evidence of progress
Increased innovation in agri-food, environment, fisheries, forestry and rural communities.	<p>Benefits in external impact such as;</p> <p>Improved adoption and exploitation of innovative technologies particularly in Big Data, Artificial Intelligence and the Transformative Bioeconomy;</p> <p>Targeted and effective policy on innovation to help tackle challenges, issues and opportunities in industry, resulting in increased adoption of innovation;</p> <p>New and improved education and support systems to provide the skills needed for innovation in rural businesses and to enhance rural entrepreneurship, which supports increased adoption of innovation.</p>	<p>Case studies to highlight innovative adoption of Big Data, Artificial Intelligence and the Transformative Bioeconomy.</p> <p>UK Innovation Survey: Northern Ireland Results.</p> <p>Numbers participating in DAERA Innovation schemes e.g. FIV, EIP and ITEDS.</p> <p>Inclusion of elements or modules relating to innovation within all DAERA courses and programmes.</p> <p>DAERA Innovation Unit monitoring figures.</p>
Improved value for money.	<p>Benefits in use of public money, such as:</p> <p>Increased impact from investment in innovation and R&amp;D by industry and increased draw-down of external, competitive funding as a result of improved collaboration and co-funding, supporting increased adoption of innovation.</p> <p>Investigation into Intellectual Property barriers and possible mitigation.</p>	<p>NISRA R&amp;D Survey.</p> <p>UKRI Gateway to Research.</p> <p>DfE innovation and R&amp;D figures</p> <p>Enhanced existing IP protocol developed.</p>

Improved collaboration and strategic alliances.	<p>Benefits in use of networks such as:</p> <p>Improved working across government to facilitate an innovation enabling environment including mitigating barriers to innovation;</p> <ul style="list-style-type: none"> <li>- Increased credibility and influence with UK and international funding bodies to optimise the funding opportunities for NI agri-food, environment, fisheries, forestry and rural communities.</li> </ul>	<p>Official recording of all DAERA networking within other jurisdictions in relation to innovation</p> <p>Increased draw down of external funding as measured by:</p> <p>UK innovation Survey: Northern Ireland Results</p> <p>NISRA R&amp;D Survey</p> <p>UKRI Gateway to Research</p>
Improved staff expertise.	<p>Benefits to staff such as:</p> <p>Increased investment in training and competence development to improve staff expertise in innovation and creativity, leading to increased productivity, improved policies and practices and a better working environment;</p> <p>Embedding of more innovative ways of working leading to increased adoption of innovation both within and external to DAERA.</p>	<p>DAERA staff training figures.</p> <p>DAERA Staff Pulse Surveys.</p> <p>Industry surveys through Business Development Groups.</p>
Improved innovation and creativity within DAERA.	<p>Benefits to internal management of DAERA such as:</p> <ul style="list-style-type: none"> <li>- Improved culture, capability and capacity within DAERA, including better strategic alignment to key objectives relating to innovation, improved leadership and management processes, targeted investment in innovation, and prioritisation of innovative R&amp;D.</li> </ul>	<p>DAERA Innovation Champion in post</p> <p>DAERA Innovation Unit established and operational</p> <p>Innovation prioritised within all DAERA R&amp;D Priority Research Areas</p>

	Improved staff confidence in thinking and working innovatively, expertise, supporting increased adoption of innovation, both within and external to DAERA.	DAERA Staff Pulse Surveys.
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### Section 8 Question

Q21 What are your views on the benefits of implementation and evidence of progress described?



## SECTION 9

### 9. Rural needs considerations

- 9.1 DAERA has a statutory duty to screen decisions to consider the likely impacts of proposed decisions on rural areas.
- 9.2 A Rural Needs Assessment has been completed.
- 9.3 While potential impacts of the strategy on rural areas have been identified, the Rural Needs Assessment template is a living document and therefore any additional views you may have on how the strategy could impact rural areas are welcome.

### Section 9 Question

- Q22 Are there any considerations on rural needs you wish to raise at this point? Do you have evidence that would be useful to DAERA? If so, please describe the evidence and provide a copy.

## SECTION 10

### 10. Equality considerations

- 10.1 Section 75 of the NI Act 1998 (the Act) requires public authorities, in carrying out their functions relating to Northern Ireland, to have due regard to the need to promote equality of opportunity and regard to the desirability of promoting good relations across a range of categories outlined in the Act. DAERA commits to having effective internal arrangements in place for ensuring our effective compliance with the Section 75 statutory duties and for monitoring and reviewing our progress.
- 10.2 In the context of Section 75, 'policy' is very broadly defined and it covers all the ways in which we carry out or propose to carry out our functions. In making any decision with respect to a policy adopted or proposed to be adopted, we take into account any assessment and consultation carried out in relation to the policy.
- 10.3 DAERA uses the tools of screening and Equality Impact Assessment to assess the likely impact of a policy on the promotion of equality of opportunity and good relations. Screening is completed at the earliest opportunity in the policy development/review process. Policies which we propose to adopt will be subject to screening prior to implementation. For more detailed strategies or policies that are to be put in place through a series of stages, we will screen at various stages during implementation.
- 10.4 An Equality and Human Rights screening has been completed for this strategy and the data required to monitor the impact of the strategy when implemented, on equality, good relations and disability duties have been identified. Further Equality and Human Rights screening will be undertaken before more detailed elements of the Innovation Strategy are put in place.

## Section 10 Question

Q23 Are there any considerations on equality that you wish to raise at this point? Do you have any evidence that could be useful to DAERA? If so, please describe the evidence and provide a copy.



## SECTION 11

### 11. Abbreviations

<b>AF</b>	Agri-food
<b>AI</b>	Artificial Intelligence
<b>AFBI</b>	Agri-food and Biosciences Institute
<b>BDG</b>	Business Development Group
<b>BEIS</b>	Department for Business, Energy and Industrial Strategy
<b>DAERA</b>	Department of Agriculture, Environment and Rural Affairs
<b>DARD</b>	Department of Agriculture and Rural Development
<b>DCAL</b>	Department of Culture, Arts and Leisure
<b>DE</b>	Department of Education
<b>Defra</b>	Department of Environment, Food and Rural Affairs
<b>DfE</b>	Department for the Economy
<b>DOE</b>	Department of Environment
<b>DoF</b>	Department of Finance
<b>EC</b>	European Commission
<b>EIP</b>	European Innovation Partnership
<b>EU</b>	European Union
<b>FIV</b>	Farm Innovation Visits
<b>GDPR</b>	General Data Protection Regulation
<b>GVA</b>	Gross Value Added
<b>IP</b>	Intellectual Property
<b>ISCF</b>	Industrial Strategy Challenge Fund
<b>IT</b>	Information Technology
<b>ISMS</b>	Information Security Management System
<b>KAS</b>	Knowledge Advisory Service
<b>NESTA</b>	National Endowment for Science, Technology and the Arts
<b>NI</b>	Northern Ireland
<b>NICS</b>	Northern Ireland Civil Service
<b>NISRA</b>	Northern Ireland Statistics and Research Agency
<b>OECD</b>	Organisation for Economic Co-operation and Development
<b>OFMDFM</b>	Office of the First and Deputy First Ministers
<b>PfG</b>	Programme for Government

<b>QUB</b>	Queens University Belfast
<b>R&amp;D</b>	Research and Development
<b>RISS</b>	Rural Innovation Support Service
<b>RPD</b>	Rural Development Programme
<b>SBRI</b>	Small Business Research Initiative
<b>SCAR</b>	Scientific Committee for Agricultural Research
<b>SIN</b>	Science and Innovation Network
<b>SME</b>	Small and Medium Sized Enterprises
<b>SWOT</b>	Strengths, Weaknesses, Opportunities and Threats
<b>TRPSI</b>	Tackling Rural Poverty and Social Isolation
<b>UK</b>	United Kingdom
<b>UKRI</b>	UK Research and Innovation
<b>UN</b>	United Nations
<b>UU</b>	University of Ulster



## SECTION 12

### 12. Capturing stakeholder views - next steps

DAERA welcomes responses and comments from stakeholders on the questions outlined in this document to help develop proposals for a DAERA Innovation Strategy.

#### How to respond

A full list of questions in this document can be found at Section 13.

When responding please provide the following information:

Your name;

Contact details (preferably e-mail); and

Organisation you represent (if applicable).

Responses should be sent to:

**By e-mail to:** [STPMO@daera-ni.gov.uk](mailto:STPMO@daera-ni.gov.uk)

**By post to:** Science, Evidence and Innovation Policy Division  
Department of Agriculture, Environment and Rural Affairs  
Room 643  
Dundonald House  
Upper Newtownards Road  
Ballymiscaw  
Belfast  
BT4 3SB  
Telephone: (028) 9037 8389

The closing date for responses is **5<sup>th</sup> March 2020**

Please ensure your response is submitted by that date.

## Publication of responses

At the end of the engagement, the Department intends to publish a summary of responses following the closing date for receipt of views. Your response, and all other responses to this publication, may be disclosed on request.

The Department can only refuse to disclose information in exceptional circumstances. Any confidentiality disclaimer generated by your IT system in e-mail responses will not be treated as such a request.

Section 8(e) of the Data Protection Act 2018 permits processing of personal data when necessary for an activity that supports or promotes democratic engagement. Information provided by respondents to this stakeholder engagement exercise will be held and used for the purposes of the administration of this current exercise and subsequently disposed of in accordance with the provisions of the Data Protection Act 2018 and General Data Protection Regulation.

The Freedom of Information Act gives the public a right of access to any information held by a public authority, namely, the Department in this case. This right of access to information includes information provided in response to a stakeholder engagement exercise. The Department cannot automatically consider as confidential information supplied to it in response to a stakeholder engagement exercise. However, it does have the responsibility to decide whether any information provided by you in response to this stakeholder engagement exercise, including information about your identity, should be made public or be treated as confidential. If you do not wish information about your identity to be made public, please include an explanation in your response.

This means that information provided by you in response to the stakeholder engagement is unlikely to be treated as confidential, except in very particular circumstances. The Lord Chancellor's Code of Practice on the Freedom of Information Act provides that:

- The Department should only accept information from third parties in confidence if it is necessary to obtain that information in connection with the exercise of any of the Department's functions and it would not

otherwise be provided; The Department should not agree to hold information received from third parties "in confidence" which is not confidential in nature; and

- Acceptance by the Department of confidentiality provisions must be for good reasons, capable of being justified to the Information Commissioner.

For further information about confidentiality of responses please contact the Information Commissioner's Office. (<https://ico.org.uk/>)

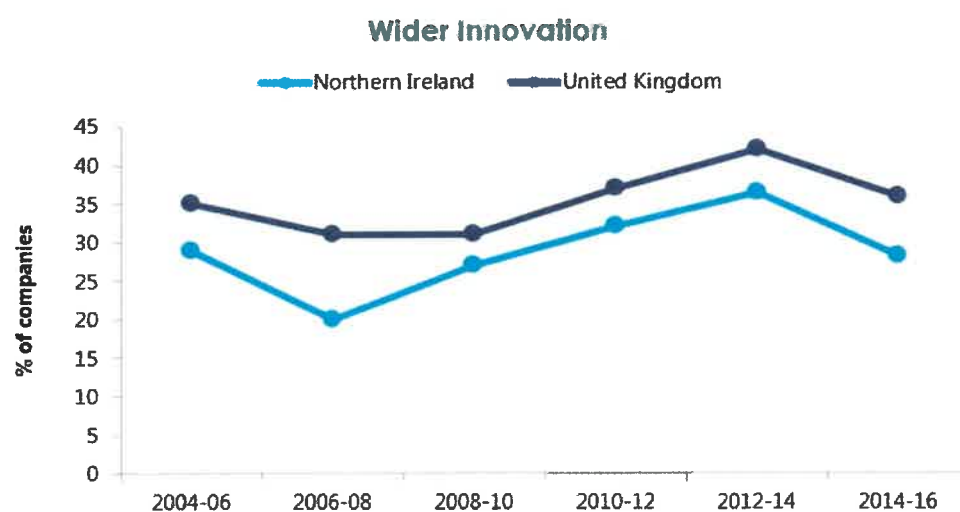
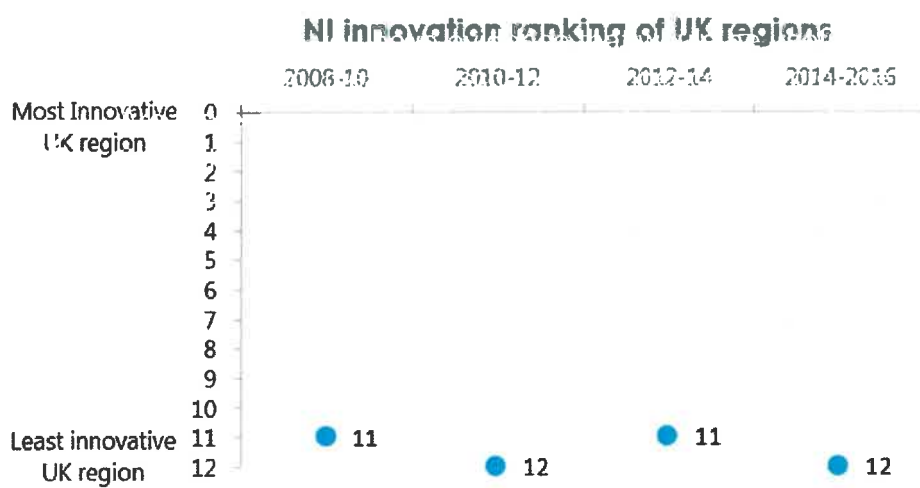


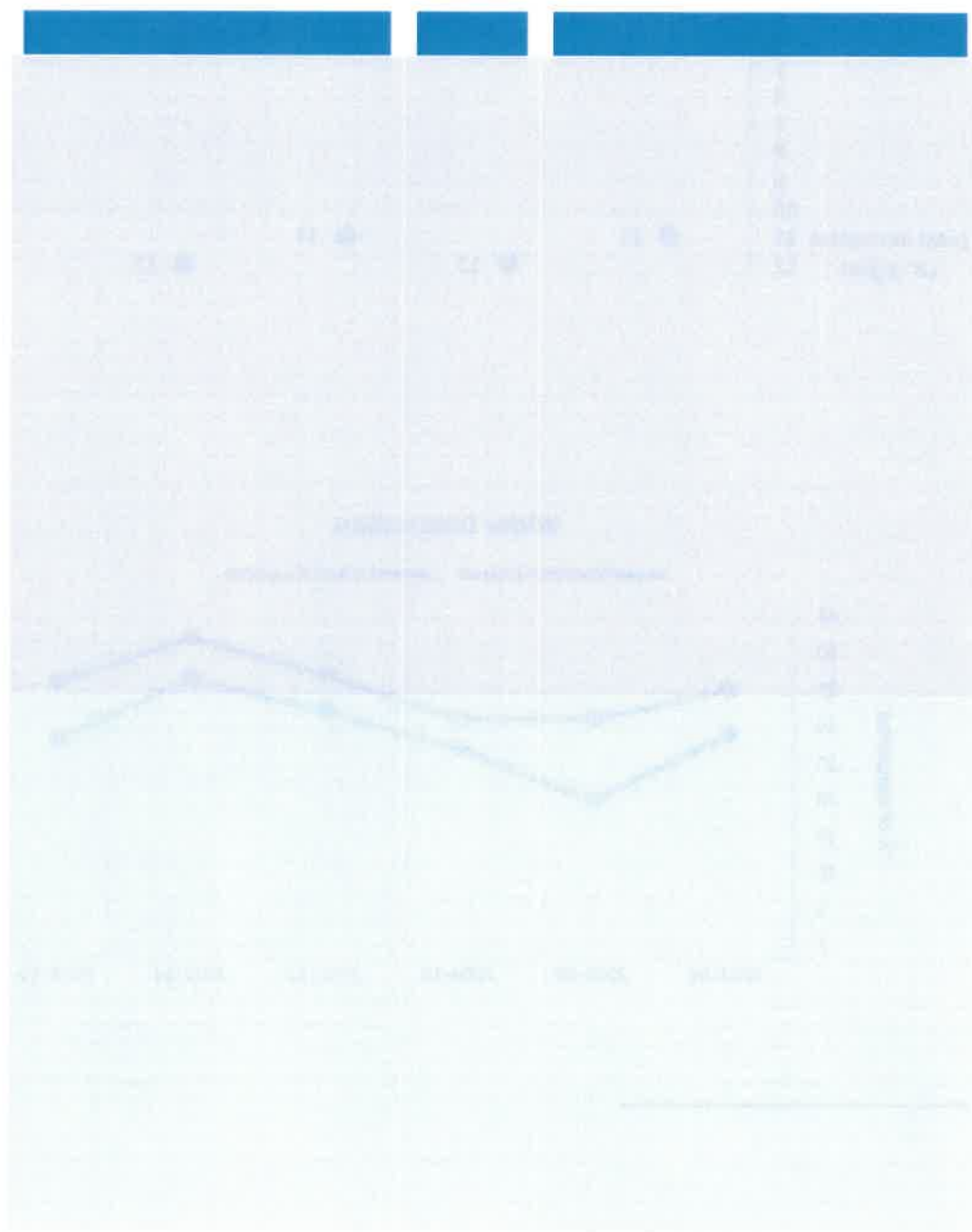
SECTION 13

13. Questions

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What are your views on the innovation identified?	
What are your views on the innovation themes prioritised i.e. Big Data, Artificial Intelligence and Transformative Bioeconomy?	
What are your views on the Innovation Mission and Scope DAERA has proposed?	
What are your views on the principles behind what, why and how DAERA will support innovation?	
From your perspective, are the goals appropriate?	
From your perspective, are there any goals missing?	
From your perspective are there any goals that are more important than others? If 'yes', which are they?	
What are your views on the proposal to establish a Senior Civil	





## SECTION 14 - Annexes

### Annex 1 Northern Ireland Innovation Rankings

Department for the Economy, UK Regional Innovation Ranking (2008 – 2016)<sup>27</sup>

Wider Innovation in the UK and Northern Ireland (2004 - 2016)<sup>28</sup>

<sup>27</sup> Department for the Economy UK Regional Innovation Ranking. Northern Ireland moved down one position in the 2014-2016 survey and remains the least innovative region in the UK.

<sup>28</sup> Department for the Economy Theme 1: Innovation. The Northern Ireland Innovation Survey is a subset of the UK wide Innovation Survey and provides a regular snapshot of innovation inputs and outputs. NI has consistently had a smaller proportion of firms engaged in wider innovation than the rest of the UK.

## Annex 2 Goals and objectives of the Innovation Strategy and associated activities

Affordability will be subject to the availability of resource and capital funding as well as EU replacement funding in future budget exercises

### Goal 1

DAERA identifies innovation as a Departmental priority. It has the leadership, culture, capability and capacity to sustainably encourage and support innovation in all sectors. It prioritises support for innovation involving the utilisation of Big Data, Artificial Intelligence and the Transformative Bioeconomy.

Objectives		Activities
1. To establish an appropriate senior and dedicated resource in DAERA to provide direction and leadership; to champion and govern the development of an innovation culture both in the Department and in the NI agri-food, fisheries and forestry sectors, rural affairs and in the conservation and enhancement of the environment that can yield successful, sustainable adoption of innovation in line with this strategy.	Summer 2020	<p>Establish a dedicated division, to lead, champion and support the implementation of the Innovation Strategy.</p> <p>Establish an Innovation Advisory Board, to provide expert (internal and external) advice on innovation trends and new technologies relevant to all aspects of the DAERA remit.</p> <p>Establish an Innovation Champion role in DAERA to support the development of an enabling culture and provide a visible emphasis of leaders' commitment to innovation within DAERA.</p>
2. To define and implement a programme of learning for DAERA staff to ensure DAERA has the capability and capacity to support innovation.	Summer 2021	<p>Training on creativity and innovation provided to all DAERA staff.</p> <p>In-depth competence development learning programmes specific to innovation roles/business areas.</p> <p>Innovation competences and behaviours identified as key competences for all DAERA staff roles (and proposed for inclusion in the NICS Competence Framework).</p>



		<p>The Knowledge Advisory Service (KAS) consolidates innovation messages and opportunities through its interactions with industry and raises awareness of available programmes of education, knowledge transfer and industry support.</p>
<p>3. To establish and grow an 'open innovation' culture within DAERA through the establishment of an internal Innovation Unit and a Digital Innovation Hub to allow the importing and exporting of knowledge and insights from academia, the private sector, the third sector and the public.</p>	Autumn 2021	<p>Establish an 'open innovation' culture within DAERA. This is where there is an appetite to look for and consider innovation related knowledge, insights and ideas from across DAERA, NICS, academia, private and third sectors and an enthusiasm to translate ideas with potential into innovations.</p> <p>Establish a DAERA Innovation Division (see objective 1 above) specific to DAERA's needs to assist DAERA business areas in looking at innovative alternatives or solutions to problems, issues, opportunities etc by connecting, collaborating, listening, failing fast, learning, disrupting, inventing and enabling.</p> <p>As a delivery mechanism of the DAERA Digital Transformation Strategy, establish a physical Digital Innovation Hub, which will act as an "intelligent customer" for innovation. It will identify potentially relevant data sources (including where necessary, commissioning work to create data); commission Big Data analyses to yield sector relevant intelligence; translate complex data into accessible, digestible information that can be utilised by DAERA sector end users.</p> <p>Identify and support a network of centres, for innovation competence development and</p>

		where innovative Big Data, AI and Transformative Bioeconomy solutions can be showcased and demonstrated to DAERA sector end users.
4.	To establish and grow networks and support mechanisms with other government bodies and funders and together explore key issues which present potential barriers to innovation and identify mitigations to better facilitate innovation.	<p>Summer 2021</p> <p>Build DAERA relationships with existing networks such as Innovate UK, UK Research Councils, Science and Innovation Network (SIN), European Innovation Partnerships (EIP-AGRI), Knowledge and Innovation Communities, other government bodies and local networks with the aim of:</p> <ul style="list-style-type: none"> <li>- Exploring key innovation issues;</li> <li>- Addressing barriers to innovation;</li> <li>- Developing collaborative networks and improving training opportunities;</li> <li>- Improving uptake of underutilised funding streams locally eg SBRI, ISCF and Strength in Places</li> </ul> <p>Continue DAERA's interaction with European networks post-Brexit through Northern Ireland Contact Point (NICP) to allow access to international and global knowledge and innovations on a timely basis</p> <p>Through the Innovation Advisory Board (see objective 1) and via horizon scanning, determine and communicate with potential global collaboration partners to explore opportunities for innovative projects</p>



<b>Goal 2</b>		
Innovation is encouraged, supported, and facilitated by DAERA across all sectors in its remit.		
<b>Objectives</b>		<b>Activities</b>
1. To raise awareness and generate interest in the role of innovation in the NI agri-food, fisheries and forestry sectors, rural affairs and in the conservation and enhancement of the environment, through implementing a Communications and Promotional Plan	Autumn 2020	An Innovation Communications and Promotional Plan will be developed and implemented. Innovation practices both internal and external will be showcased. This will include annual conferences, social media activity, organised site visits, collaborative exhibitions, regular publications, educational engagement etc.
2. To establish and grow a Rural Innovation Support Service (RISS) network to support collaboration and encourage an innovation culture in the NI agri-food, fisheries and forestry sectors, rural affairs and in the conservation and enhancement of the environment.	Autumn 2021	<p>Establishment and management of a RISS, which will be implemented externally, to support innovation to address the needs of land managers by forming groups of people together to look at the challenges they face, or opportunities they identify and to think and work through potential solutions.</p> <p>Support the formation of groups through identification of funding channels and the facilitation of a pool of innovation facilitators/ brokers.</p> <p>Support the more innovative/early adopters/technically efficient farmers identified through the Business Development Groups (BDG), Farm Innovation Visits (FIV) and the Innovation, Technology, Exhibition Demonstration Scheme (ITEDS).</p>
3. To encourage capacity and capability building	Autumn	Influence all relevant DAERA and DE FE/HE course

for innovation in the NI agri-food, fisheries and forestry sectors, rural affairs and in the conservation and enhancement of the environment, through making available, promoting and encouraging participation in appropriate programmes of learning (at FE and HE level, for both new entrants and Continuing Professional Development).

2021

providers, with the aim of ensuring relevant learning programmes have elements or modules relating to innovation incorporated in them with industry linkages/placements.

Investigate provision of Masters level innovation centric programmes, relating to sectors within DAERA's remit.

Investigate opportunities for collaboration between DAERA and UU, QUB, AFBI and Competence Centres to

provide courses necessary to allow skills shortages in

innovation and creativity within the relevant sectors to be addressed.

Explore opportunities for apprenticeship schemes, internships and scholarships in innovation and creativity.

Review the Evidence and Innovation Post Graduate Awards programmes to ensure that innovative projects are targeted and prioritised.

4. To identify barriers to innovation with a view to exploring how these can be mitigated through providing support and funding mechanisms.

Summer 2021

Collaborate with DfE and delivery partners to roll out the Innovation Accreditation Scheme in DAERA relevant sectors and participate in, or introduce, innovation audits within specific sectors of interest

Increase utilisation of the Employer Support Programme by the agri-food sector, with an emphasis on innovation and creativity skills

Develop, or enhance existing Intellectual Property (IP) protocols to provide a framework for the commercialisation of

industry/academia/government collaborative projects.

Commission a review to evaluate 'scaling up of innovations' in various jurisdictions.

Investigate capital funding opportunities for innovation adopter.

Build on the experience with current, relevant, DAERA industry support programmes (Technology Demonstration Farms, EIP) to assist the implementation of this strategy.





1. To establish discrete Task Forces involving relevant departments, experts and industry/sector stakeholder representatives to explore these issues, identify opportunities and develop projects for exploiting them



The Task Forces, chaired by the DAERA Innovation Director/Champion, would provide a platform for dialogue on the subject matter, provide advice on action plans for DAERA and identify the need for specialised expertise. Government staff would be full-time with other utilised as needed. Projects related to Big Data, AI and the Transformative Bioeconomy prioritised by

AI and the Transformative Bioeconomy.		DAERA in the commissioning of R&D and expenditure.
3. Monitor and report progress for the sectors within the DAERA remit, through regional benchmarking of employment in knowledge intensive sectors, R&D expenditure and private sector turnover from innovation.	Mid and End Term Reports	A number of indicators have been identified in Section 8 Benefits that will be used to track the impact that the Innovation Strategy is having and its success in meeting the Vision.



Department of  
**Agriculture, Environment  
and Rural Affairs**

[www.daera-ni.gov.uk](http://www.daera-ni.gov.uk)



**INVESTORS  
IN PEOPLE**

## **Annex 3 Innovation - Creating an enabling environment**



## **Appendix 4**

### **MID ULSTER DISTRICT COUNCIL DRAFT RESPONSE**

**TO**

### **DAERA INNOVATION STRATEGY 2020-2025**

Deadline for response 5<sup>th</sup> March 2020

#### **Introduction**

Mid Ulster District Council (the Council) welcomes the opportunity to respond to the DAERA Innovation Strategy 2020-2025. Council also welcomes the focus placed within this Strategy on fostering innovation within the rural economy.

Mid Ulster has over 9000 VAT registered businesses and the largest concentration of small businesses outside of the Belfast Metropolitan area. Over 80% of our micro and SME businesses are located in dispersed rural communities which demonstrates the importance of these businesses within the rural economy in terms of employment and maintaining vibrant local communities.

The MUDC area has an unprecedented entrepreneurial spirit. It is recognised globally as a centre of excellence in the design and manufacture of materials handling equipment and home to many cutting edge businesses who export locally produced innovative solutions to customers worldwide. A willingness to engage in innovation by all business sectors combined with a skilled and a well-educated workforce will help to grow these businesses and further strengthen the region. The challenge is creating an environment within which a willingness to innovate can flourish.

To consolidate <sup>1</sup>Mid Ulster's position as the Advanced Manufacturing Capital of Northern Ireland, it is essential that financial supports from DAERA and other relevant Departments, are made available to areas such as Mid Ulster that have the ability to make substantial legacy contributions towards the creation of large scale innovation projects, aligned to the key strengths of the region and where need is proven to exist.

Key strategic innovation investment in Mid Ulster is required to develop our ambitious plans for an Advanced Manufacturing & Engineering Innovation Centre in Dungannon, similar to a Catalyst Centre in GB, and an Agri-Food Robotics Centre in Cookstown, focused on the education of HE students and technology transfer of robotic automation and enabling technologies to the NI agri-food industry. Both pioneering projects will undoubtedly create a step-change in industry performance and act as 'leading lights' at the 'cutting edge' of innovation. In Mid Ulster, there is a higher productivity per head when compared to the NI average and indeed figures released last year from HMRC reveal that Mid Ulster is already an innovation hot-spot having the highest percentage of enterprises investing in R&D in the UK. We wish to develop upon this further through the two innovation centres highlighted above, both of which require multi-departmental funding and without which, Mid Ulster and Northern Ireland Plc will fail to maximise its full 'innovation potential' and be unable to close the productivity gap with GB.

## QUESTIONS FROM DAERA INNOVATION STRATEGY

### **Q1: What are your views on the strategic context and drivers identified to underpin a DAERA Innovation Strategy?**

Council is broadly satisfied with the strategic context identified. Consideration also needs to be given to the work ongoing by DAERA on developing a new Rural Framework for Northern Ireland which identifies innovation and entrepreneurship as one of five emerging goals for a future rural policy to address.

There should also be an agreed

### **Q2: What are your views on the need for an Innovation Strategy with DAERA?**

DAERA has a wide remit of responsibilities which impact on rural society and the rural economy therefore it is right that innovation is at the heart of the Departments work. Council would encourage DAERA to continue in its role as an advocate for rural areas by ensuring initiatives for innovation promoted by other government departments are fairly targeted at rural areas also. There also needs to be cross working and integration between individual government departments including local

---

<sup>1</sup> *Mid-Ulster manufacturing market accounts for 26% of total employment compared to the NI average of 11%, and the area manufactures at least 40% of the world's mobile crushing and screening equipment.*



authorities, the FE sector and other stakeholder on innovation policy to maximise benefits.

Council recognises the need to foster a culture of innovation within the rural economy of Mid Ulster but that there are wider challenges in doing so as outlined within the strategy consultation document. Access to financial resources and staff training are rightly included amongst the challenges identified therefore Council welcomes the approach set out within the Strategy of tackling barriers to innovation by providing support and funding mechanisms for this purpose. This Council believes there is a need to pump prime innovation through the availability of financial assistance at individual business level and for more strategic level initiatives such as innovation centres to capitalise on local sectoral strengths such as the engineering sector here within Mid Ulster.

Council would point to how LEADER funding within the current Rural Development Programme has enabled rural businesses to implement innovative projects which led to new product development or the introduction of new and improved processes and technologies within their businesses. In addition Council in partnership with South West College InnoTec Centre delivered an Engineering Innovation Programme in 2017 which supported 18 engineering businesses to develop innovation actions plans for their business. Both of these initiatives provide examples of how innovation can be encouraged through increasing knowledge and providing financial assistance to implement innovation solutions. Council would encourage this approach to continue through a new DAERA Innovation Strategy.

### **Q3: What are your views on the barriers to innovation identified?**

Council would concur with the overarching barriers to innovation identified within the Strategy but would argue that a deeper understanding of why SME's in Northern Ireland choose not to innovate is important for ensuring future support mechanisms target the root causes. This is particularly important for rural based micro / SME businesses.

This Council would highlight that the absence of adequate broadband and digital infrastructure is an overarching barrier to the introduction of innovation within our rural businesses and as such will adversely impact on the achievability of goals and objectives set out in this Strategy unless addressed.

### **Q4: What are your views on the innovation themes prioritised ie Big Data, Artificial Intelligence and Transformative Bio economy?**

These themes are relevant in the wider context and Council would welcome the use of new technologies and approaches across all sectors which aid competitiveness and improve profitability. In particular the use of technologies which allow businesses to increase productivity when the supply of skilled labour is limited is an area where new innovative practices could provide solutions. This Council would however reiterate that Mid Ulster is characterised by micro and small businesses

where capacity to innovate needs to be supported in the first instance before making to jump to transformative technologies such as AI.

**Q5: What are your views on the Innovation Strategy Mission and Scope DAERA has proposed?**

This Council would concur with the Innovation Strategy Mission Statement and considers the desire with the statement of creating an “enabling environment” as being a key focus. In particular this Council wants to see continued opportunities for innovation within our agri-food and wider rural business sectors, especially within micro and SME sized businesses given their concentration within the district. The scope of the Strategy is fitting but again this Council would urge DAERA to pay due consideration to the enablement of innovation within the rural business sector.

Council would suggest that an agreed and accepted definition of what innovation means is important especially when trying to raise awareness of innovation within the business sector. Innovation can be achieved by technical and non-technical means therefore misconceptions that innovation is only about new product development or the use highly advanced technologies need to be addressed.

**Q6: What are your views on the principles behind what, why and how DAERA will support innovation?**

This Council would agree with the principles outlined. As a rural Council, MUDC believes that the availability of funding to encourage rural businesses to engage in innovation is essential and will help lever private sector investment. In this Council area there is a willingness within our rural business sector to invest in innovation. Within the current LEADER programme, funding of £2.8m has helped to lever total investment of £7.2m within the rural business economy. Many of the businesses who received funding did so to introduce new technologies and processes within their business practices which conform with the definition of innovation as described within the Strategy consultation document. This would not have happened without the availability of funding support.

This Council is aware that encouraging innovation within the rural business sector is included as a goal within the emerging DAERA Rural Policy Framework. This should be used as an opportunity to mainstream funding for innovation into rural areas. Councils recent involvement with DAERA in the delivery of a pilot business development scheme under the TRPSI programme is an example of how local government could assist DAERA in achieving this goal.

There is also a need for further benchmarking of innovation activity at local level as well as regional level to identify the sectors and sizes of businesses who hold greatest potential to benefit from support or indeed to identify those most in need of support for innovation. For example the UK Innovation Survey focuses on innovation activity within businesses with 10 or more employees and doesn't therefore capture evidence from the micro business sector. A clear understanding of how to measure

innovation is also important and innovation indicators need to be clearly defined for this purpose which link to PfG targets.

**Q7: From your perspective are the goals appropriate?**

This Council acknowledges the overarching reach of the goals identified but is primarily concerned about how these goals will trickle down to benefit the businesses and communities of this district. Council acknowledges that the achievability of the goals will be subject to funding but would urge DAERA to give due consideration, within its remit for rural affairs, to the particular needs of the rural business economy when prioritising the delivery of its innovation goals.

**Q9: From your perspective are there any goals that are more important than others. If yes which are they?**

This Council considers Goal 2 *“Innovation is encouraged, supported and facilitated by DAERA across all sectors in its remit”* as essential for the rural economy of the district. Council would urge DAERA to give due consideration, within its remit for rural affairs, to the particular needs of the rural business economy when prioritising the delivery of this particular goal.

**Q14: What are your views on mechanisms to identify and mitigate barriers to innovation?**

This Council considers that the activities outlined within Annex 2 for identifying barriers to innovation must include sufficient engagement with rural micro and SME sectors. DAERA should avail of local knowledge within this Council and indeed other rural Councils across NI to facilitate this engagement. This work would help form the evidence base needed to build a support structure for encouraging innovation as well as a business case needed to secure funding for delivery.

**Q18: What are your views on the identification of barriers to innovation and exploring how these can be mitigated through support and funding mechanisms?**

Linked to Q14 above. In terms of support mechanism this Council would urge DAERA to engage with all existing providers of innovation support with a view to simplifying the “support ecosystem” for the business sector. This Council takes the view that there should be a wrap round support structure beginning with building innovation capacity and capability within businesses to identify innovation, through to making available funding to allow businesses to invest in innovation solutions. Clear communication on where and how to access support which reaches all businesses wishing to engage in innovation is needed.

## **Conclusion**

Mid Ulster District Council recognises that enabling innovation within a skilled and well educated workforce will further strengthen the region. This Council therefore welcomes the DAERA Innovation Strategy 2020-2025 but would however urge the Department, within its remit for rural affairs, to take full consideration of the potential for innovation from within the agri-food and wider business sectors and to support these businesses accordingly.

## Appendix 5

### COOKSTOWN TEDx EVENT – SPONSORSHIP REQUEST



03/02/2020

Dear Fiona/ Shirley,

My name is Claire O'Hanlon and I'll be organizing an independent TEDx event in Cookstown on 18th June 2020.

TED is an annual event that brings together the world's leading thinkers and doers to share ideas that matter in any discipline — technology, entertainment, design, science, humanities, business, development. The talks at the conference, called TED Talks, are then made available to watch for free on TED.com.

In the spirit of "ideas worth spreading," TED has created TEDx, a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TED videos and live speakers combine to spark deep discussion and connections that matter to our community. Our TEDx event is 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. TEDxCookstown brings that innovation, enterprise and optimism to the heart of Mid Ulster for the first time, inspiring people to change their lives, futures and, ultimately, the world.

The theme for TEDxCookstown is 'What If...?' With talks on art, science, entrepreneurship, emotional intelligence, mental health, education, inclusion and innovation, our amazing speakers will be asking the audience - a remarkable group of open-minded, curious, intelligent and hungry to learn individuals from varying backgrounds to consider new ideas, new ways of being and new solutions to problems.

TEDx events are organised on a voluntary basis but there are considerable production costs and TEDxCookstown can't happen without the support of valued sponsors and partners and that is why we are reaching out to a select group of companies and organisations that are committed to the power of ideas to support our TEDx event. We would be so grateful if Mid Ulster District Council would consider signing up to one of our sponsor packages which are outlined along with the benefits in the annex below.

For more information, please take a look at:

[www.ted.com](http://www.ted.com)

[www.ted.com/tedx](http://www.ted.com/tedx)

We look forward to discussing further.

Sincerely,  
Claire O'Hanlon, MBE

[info@tedxcookstown.com](mailto:info@tedxcookstown.com)

## 'What If...?'

TED and TEDx speakers tackle humanity's toughest questions, attempting to answer them with innovation, enterprise and enduring optimism. TEDxCookstown brings that innovation, enterprise and optimism to the heart of Mid Ulster for the first time, inspiring people to change their lives, futures and, ultimately, the world.

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	<b>Gold</b> <b>£2,000</b>	<b>Silver</b> <b>£1,000</b>	<b>Benefit</b>
Logo Placement on:			
<ul style="list-style-type: none"><li>• Programme</li><li>• On stage slides</li><li>• TEDxCookstown Video</li></ul>	<b>Y</b>	<b>Y</b>	On average TEDx video are viewed over 10k times (looking at TEDxStormont/Omagh & QUB) leading to huge exposure to an engaged audience. This provides a significant benefit in terms of the online reach of your brand.
Website	<b>Y</b>	<b>Y</b>	Inclusion on the dedicated partner page of the website will associate your identity with a global brand thus increasing your credibility
Special Acknowledgement by the host	<b>Y</b>	<b>Y</b>	Due to the nature of TEDx events the audience is highly engaged meaning that people actually hear your brand name
Press photos and press releases	<b>Y</b>	<b>N</b>	TEDxCookstown is new to Mid Ulster and will attract significant press interest

			so your brand will benefit from placement in local press
Stand at TEDxCookstown	<b>Y</b>	<b>N</b>	Direct access to 100 people with a genuine interest in learning something new so a perfect opportunity to launch a new product, market test a new idea and tell people about you. Stands will be located near food and beverage areas so you will benefit from networking opportunities.
No. of complimentary tickets	<b>4</b>	<b>2</b>	Complimentary tickets for your staff / family / friends to listen to the ideas worth spreading
TEDxCookstown Masterclass	<b>Y</b>	<b>N</b>	Public speaking masterclass delivered to your staff by one of our partners.

We also welcome in-kind contributions. Supporting us in this way provides your business or organisation with fantastic promotional opportunities and we can offer the same benefits as above based on the value of your contribution.

**For more information please contact:**

Claire O'Hanlon

[claire@lucocomms.co.uk](mailto:claire@lucocomms.co.uk) / [info@tedxcookstown](mailto:info@tedxcookstown)

**Find us online:**

Facebook.com/tedxcookstown

Twitter - @tedxcookstown





## 2020 PARTNERSHIP PROPOSAL





# The Event

## Celebrating excellence in business

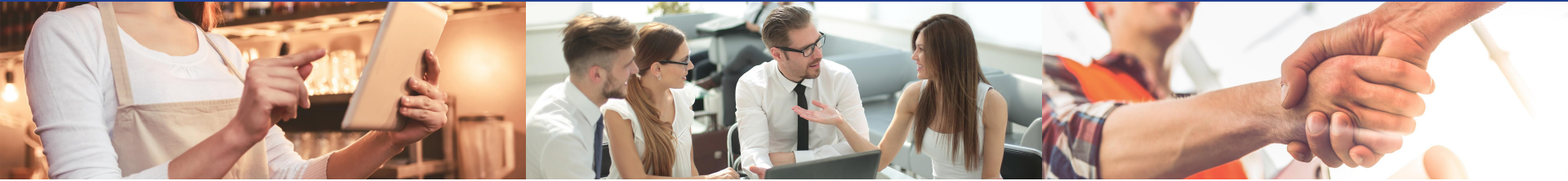
Now in their 10th year, the Mid Ulster Mail is proud to launch the 2020 Mid Ulster Business Excellence Awards

These prestigious awards recognise the talent and enterprise that exists across the full range of business and commerce that are vital to the economic success and profile of the area

The awards ceremony and gala dinner, which will be attended by over 200 guests from across the industries in the area, will take place late Nov 2020



# The Categories



14 award categories recognise a cross section of businesses who excel in their sector

- Best Retailer
- Excellence in Health & Wellbeing
- 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 Initiative & Use of Social Media
- Best Start-Up Business Award
- Excellence in Innovation
- Business Person of the Year
- Lifetime Achievement Award

# The Media Partner & Promotion

The Mid Ulster Mail in print &online is dedicated to delivering the best of local news, sport, features and photography from the region

The Mail reaches over 60.000 monthly unique users and over 26,000 social media followers

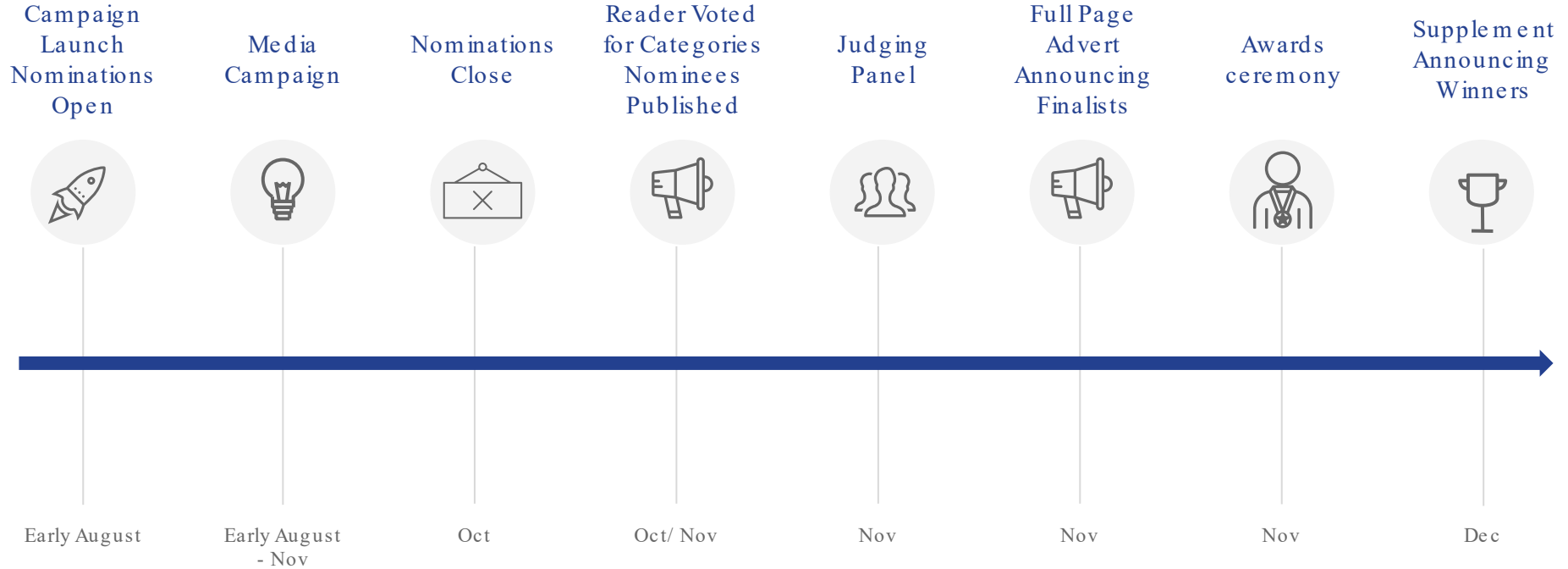
The Mid Ulster news team has been reporting on events in the area for decades and is a trusted source of news for the community

Extensive media support throughout the 5 month campaign will include a minimum of:

- 8 full page adverts
- 8 Page Post Awards Supplement
- Online &social media campaign
- Minimum of 4 editorial stories from launch to event



# The Timelines



# Headline Sponsorship



## Pre Event

- Opportunity to say a few words at the Launch
- Company logo in prime position across extensive in paper editorial and advertising campaign for 5 months
- Photograph & Quote of 200 words to appear in the launch article in the Mid-Ulster Mail
- Position on the judging panel
- 50 word company profile and logo on event website

## Awards Ceremony

- 10 complimentary tickets to the awards ceremony
- Extensive branding around the reception and main event room area including stage graphics
- Full page advert in the event programme
- Welcome within the event programme
- Opportunity to make a welcome speech at the awards
- Co-present each award
- Presentation of the prestigious Lifetime Achievement Award

## Post Event

- Extensive Media coverage, logo branding and photography in the Mid-Ulster Mail
- Logo branding to appear in the 8 page Awards supplement in the Mid-Ulster Mail
- Front page branding & photography of your organisation within supplement
- ½ page advert in the post event winners supplement

PACKAGE COST      £7,000 + VAT



# Associate Sponsorship



## Pre Event

- Company logo in prime position across extensive in-paper editorial and advertising campaign for 5 months
- Photograph appear in the launch article within the Mid-Ulster Mail
- 50 word company profile and logo on event website
- Opportunity to co-judge your given categories

## Awards Ceremony

- 5 complimentary tickets to the awards ceremony (inc 1 MP ticket for the top table)
- Branding around the reception and main event room area including stage graphics & event programme
- Opportunity to make a welcome speech at the awards
- Presentation of your selected categories awards on stage

## Post Event

- Extensive Media coverage, logo branding and photography
- Logo branding across an 8 page Awards supplement
- Photography of your organisation within supplement
- 1/4 page advert in the post event winners supplement

PACKAGE COST      £3,500 + VAT

# Category Sponsorship



## Pre Event

- Logo branding included in all pre-event in paper editorial and advertising campaign from point of launch for 5 months
- Photograph to appear in the launch article in Mid Ulster Mail
- 50 word company profile and logo on event website
- Opportunity to co-judge your category

## Awards Ceremony

- 2 complimentary tickets to the awards ceremony
- Branding around the reception and main event room area including stage graphics & event programme
- Presentation of your selected category award on stage

## Post Event

- Extensive Media coverage, logo branding and photography in the Mid-Ulster Mail
- Logo branding to appear in the 8 page Awards supplement in the Mid-Ulster Mail
- Photograph of your organisation with the winner in the supplement
- ¼ page advert in the post event winners supplement

PACKAGE COST     £1,750 + VAT

# Venue Partner



## Pre Event

- Company logo positioned in paper editorial and advertising campaign for 5 months
- Photograph to appear in the launch article within the Mid-Ulster Mail
- 50 word company profile and logo on event website
- Opportunity to co-judge your given category

## Awards Ceremony

- 2 complimentary tickets to the awards ceremony
- Logo included in graphics and branding around the reception and in main event room area including stage graphics and event programme
- Presentation of your selected category award on stage

## Post Event

- Extensive Media coverage, logo branding and photography in the Mid-Ulster Mail
- Logo to appear in the 8 page Awards supplement in the Mid-Ulster Mail
- Photography of your organisation with the winner in the supplement
- ¼ page advert in the post event winners supplement

PACKAGE COST

£1,500 + VAT



<b>Report on</b>	Outdoor Recreation Five Year Strategic Plan
<b>Date of Meeting</b>	Thursday 12 <sup>th</sup> March 2020
<b>Reporting Officer</b>	Head of Parks
<b>Contact Officer</b>	Nigel Hill

<b>Is this report restricted for confidential business?</b>	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	x

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To seek Member approval for the Outdoor Recreation Five Year Strategic Plan.
<b>2.0</b>	<b>Background</b>
2.1	<p>Outdoor Recreation NI (ORNI) was commissioned by Mid Ulster District Council (MUDC) to prepare an Outdoor Recreation Strategy for the Council area which will provide direction for the sustainable development, management and promotion of future outdoor recreation facilities, programs, infrastructure, resources and investment over the period 2020-2025 within the Mid Ulster District Council area.</p> <p>Given the special qualities of the area, it is vital that any Outdoor Recreation Strategy for the area takes a balanced approach to ensure that the very resource which provides the opportunities for recreation and enjoyment is protected and managed appropriately. It is well recognised that outdoor recreation realises significant benefits both in personal terms to individual participants and in wider terms to society, the economy and the environment. More specifically this includes getting more people active and therefore generating cost savings to the health service, improving the educational attainment of children and young people, supporting people into education, employment and training for example, through volunteering, increasing social capital and creating economic prosperity through tourism.</p> <p>MUDC area covers an area of some 1714 km<sup>2</sup>, straddles two counties, running from Swatragh in the north to Fivemiletown in the south and from the Sperrin Mountains in the west to the shores of Lough Neagh in the east. The MUDC area is divided into 7 District Electoral Area (DEA) namely; Carntogher, Clogher Valley, Cookstown, Dungannon, Magherafelt, Moyola and Torrent.</p> <p>The outdoors of the MUDC area has undoubtedly a high-quality natural resource base, both spatially extensive and diverse in nature. The area includes forests, woodlands, loughs, wetlands, canals, rivers, uplands and open land. This extensiveness and diversity of the resource base lends itself to the provision of opportunities for a wide range of outdoor recreation activities for both the local population and for an increasing number of visitors to the area.</p>

	<p>Within the area, the key providers of outdoor recreation are Forest Service NI (FSNI), MUDC, NIEA, Waterways Ireland, DAERA, RSPB, Woodland Trust, National Trust and the Ulster Wildlife Trust. In addition, a significant contribution to the provision of outdoor recreation within the Mid Ulster area is made from community associations, private sector activity providers and through initiatives such as the Sperrins Gateway Landscape Partnership, the Blackwater Regional Partnership and the Lough Neagh Partnership.</p> <p>An extensive process of consultation was carried out with individual Council Officers, Council elected members, national governing bodies of sport (NGBs), public and statutory agencies, public and private landowners, outdoor activity providers, community associations and groups, clubs, SORF members and the general public. In addition, seven public consultation events took place, one in each of the Council's seven DEAs.</p>
<b>3.0</b>	<b>Main Report</b>
3.1	<p>The overall aim is to prepare a strategy that will provide direction for managing and developing outdoor recreation facilities, programs, infrastructure, resources, and investment over a projected 5 year period. The Strategic Plan process has assessed the status of countryside and green spaces within the Council area and planned a future that reflects the Corporate Priorities of the Council and needs of the community.</p> <p><b>Main Recommendations relate to:</b></p> <ul style="list-style-type: none"> <li>• Management Arrangements</li> <li>• Master Planning</li> <li>• Product Development</li> <li>• Promotion/marketing</li> </ul> <p>A programme of actions and works based on key recommendations has been identified. The strategy has identified a projected spend of £4,763,047 over the five year period of the action plan. The strategy will be reviewed in year three to assess progress and profile the remaining two years.</p> <p>This Outdoor Recreation Strategic Plan for the Mid Ulster Council area sets out a strategic framework for the next five years in order to help reposition our outdoor recreation opportunities across Mid Ulster District Council. It will help improve co-ordination, collaboration, capacity and the Councils' capability to meet the current and future challenges in a way that maximises opportunities, benefits, investment and resources. In addition, it will help consolidate into one joined up Plan previous pieces of work undertaken by the legacy Councils.</p>
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	<p>Financial:</p> <p>Outdoor Recreation Five Year Strategic Plan will require Council resourcing for the period of the programme that equates to £4,763,047 over a five year period as scheduled in the action plan. Council have agreed the Capital Framework 2020-2024, which includes Council expenditure detailed for the Outdoor Recreation Strategy of £250k per year of the Strategy. The framework also agreed expenditure limits for specific projects included in the Outdoor Recreation Strategy. Additional funding will be sought from other sources for specific projects. The Outdoor Recreation Strategic Plan may be subject to variables and</p>

	change associated to opportunities of external funding that may enhance or re-prioritise the delivery objectives over the life of the strategy.
	Human: Current staff structure sufficient to deliver on the Outdoor Recreation Strategic Plan in conjunction with the appointment of appropriately qualified and experienced consultancy (ICT) and supply team (IST).
	Risk Management: The strategic plan will be managed and monitored by the Parks Services in line with Council's risk management governance procedures
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications: Considered in conjunction with Council policies and procedures associated to Equality and Good Relations.
	Rural Needs Implications: Considered in conjunction with Council policies and procedures associated to rural proofing.
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Members are asked to note the content of the report and approve the Outdoor Recreation Five Year Strategic Plan as presented.
5.2	Approval is sought to seek the appointment of suitably qualified Integrated consultancy and supply teams (ICT and IST) to assist council with a phased delivery of the programmed action plan.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Appendix 1 - Outdoor Recreation Five Year Strategic Plan





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Mid Ulster District Council Outdoor Recreation Strategic Plan

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Prepared by Outdoor Recreation NI on behalf of Mid Ulster  
District Council

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March 2020

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## ACRONYMS

AONB	Area of Outstanding Natural Beauty
ASSI	Area of Special Scientific Interest
CANI	Canoe Association Northern Ireland
DEA	District Electoral Area
DAERA	Department of Environment, Agriculture and Rural Affairs
DCAL	Department of Culture, Arts and Leisure
DfC	Department of Communities
DFI	Department of Infrastructure
FSNI	Forest Service NI
GIS	Geographic Information System
ILDRA	Irish Long-Distance Riders Association
LCA	Landscape Character Area
LPS	Landscape Partnership Scheme
MoU	Memorandum of Understanding
MUDC	Mid Ulster District Council
NCN	National Cycle Network
NGB	National Governing Body
NIEA	Northern Ireland Environment Agency
NIOA	Northern Ireland Orienteering Association
NNR	National Nature Reserve
ORAP	Outdoor Recreation Action Plan
ORNI	Outdoor Recreation NI
PROW	Public Right of Way
RDP	Rural Development Programme
SAC	Special Area of Conservation
SGLP	Sperrins Gateway Landscape Partnership
SPA	Special Protection Area
TNI	Tourism NI
UAF	Ulster Angling Federation
UHGPC	Ulster Hang Gliding and Paragliding School
URRA	Ulster Rural Riders Association

## FOREWORD

Please note that this report is not an exhaustive list of all current outdoor recreation within Mid Ulster. The results recorded are based on the information received through consultation with various organisations and local groups.

Although every endeavour has been taken to ensure accuracy in mapping, some trails, sites, public land and activities may appear under-represented due to a lack of feedback or limited response.

This report and Action Plan however do provide a comprehensive picture of the status of current outdoor recreation and opportunities for future development in the Mid Ulster District Council (MUDC) area.

## EXECUTIVE SUMMARY

Outdoor Recreation NI (ORNI) was commissioned by Mid Ulster District Council (MUDC) to prepare an Outdoor Recreation Strategy for the Council area which will provide direction for the sustainable development, management and promotion of future outdoor recreation facilities, programs, infrastructure, resources and investment over the period 2020-2025 within the Mid Ulster District Council area.

Given the special qualities of the area, it is vital that any Outdoor Recreation Strategy for the area takes a balanced approach to ensure that the very resource which provides the opportunities for recreation and enjoyment is protected and managed appropriately.

It is well recognised that outdoor recreation realises significant benefits both in personal terms to individual participants and in wider terms to society, the economy and the environment. More specifically this includes getting more people active and therefore generating cost savings to the health service, improving the educational attainment of children and young people, supporting people into education, employment and training for example, through volunteering, increasing social capital and creating economic prosperity through tourism.

MUDC area covers an area of some 1714 km<sup>2</sup>, straddles two counties, running from Swatragh in the north to Fivemiletown in the south and from the Sperrin Mountains in the west to the shores of Lough Neagh in the east. The MUDC area is divided into 7 District Electoral Area (DEA) namely; Carntogher, Clogher Valley, Cookstown, Dungannon, Magherafelt, Moyola and Torrent.

The outdoors of the MUDC area has undoubtedly a high-quality natural resource base, both spatially extensive and diverse in nature. The area includes forests, woodlands, loughs, wetlands, canals, rivers, uplands and open land. This extensiveness and diversity of the resource base lends itself to the provision of opportunities for a wide range of outdoor recreation activities for both the local population and for an increasing number of visitors to the area.

Within the area, the key providers of outdoor recreation are Forest Service NI (FSNI), MUDC, NIEA, Waterways Ireland, DAERA, RSPB, Woodland Trust, National Trust and the Ulster Wildlife Trust. In addition, a significant contribution to the provision of outdoor recreation within the Mid Ulster area is made from community associations, private sector activity providers and through initiatives such as the Sperrins Gateway Landscape Partnership, the Blackwater Regional Partnership and the Lough Neagh Partnership.

An extensive process of consultation was carried out with individual Council Officers, Council elected members, national governing bodies of sport (NGBs), public and statutory agencies, public and private landowners, outdoor activity providers, community associations and groups, clubs, SORF members and the general public. In addition, seven public consultation events took place, one in each of the Council's seven DEAs.

From the consultation process several key issues regarding the current and future management, development and promotion of outdoor recreation in MUDC were identified. These included:

#### Management:

- there is some provision within the MUDC's new staff structure for posts related to the development, management and promotion of outdoor recreation.
- few mechanisms exist within MUDC to encourage collaboration between the many different organisations and interest groups involved in outdoor recreation across the area. These include landowners/land managers, NGBs, private sector activity providers and service providers
- there is disparity between the number and quality of outdoor recreation sites that currently exists based on the boundaries of the former three legacy Councils.
- monitoring and consequently understanding the level of use being made of sites across MUDC is limited with only a few key sites having counters in place to record user numbers.

#### Development:

- current provision is concentrated in several geographic areas and these are particularly important in determining the area's future outdoor recreation proposition namely; the Lower Bann, western shores of Lough Neagh, the Clogher Valley corridor, the area that falls within the Sperrins AONB and the Blackwater /Ulster Canal Corridor.
- there are several key activity sites across the area that are important and will continue to remain so in determining the area's future outdoor recreation proposition.
- whilst all 22 Forests across the area provide local recreation opportunities, some forests have the potential if developed appropriately, to attract visitors from outside the MUDC area.
- in terms of specific activities, the area already offers good walking, mountain biking, canoeing, orienteering and angling opportunities but there is still significant opportunity to develop specific products further to increase the outdoor recreation product.
- several initiatives currently being developed have the potential to create 'stand out' recreation products namely; the Clogher Valley and Ulster Canal Greenways, the Lower Bann Blueway, the Heaney Trails, Davagh Forest and the western shores of Lough Neagh (Ballyronan/Traad).
- whilst the area already has several informal walking trails around villages and along river corridors, there is an overwhelmingly demand for a formal network of Community Trails to be developed across the area.
- specific bodies/initiatives have and will continue to play a significant role in the development of local outdoor recreation initiatives e.g. Lough Neagh Landscape Partnership, local community groups and private sector activity providers.

#### Promotion:

- there is an absence of a strategic approach to the communication and marketing of information on outdoor recreation.
- information available on the opportunities for outdoor recreation in Mid Ulster particularly through the existing MUDC channels such as the Council website is currently limited.
- the experience to date with MountainbikeNI.com and WalkNI.com has shown that there are also other highly effective mechanisms, external to the Council's core channels, to promote the opportunities available.

- some of the more niche customers such as camping and caravans are provided with good levels of information, but the more 'mass' offering to local people or visitors on outdoor recreation and parks is insufficient.
- there is some discrepancy between the sites of outdoor recreation in the MUDC area in the provision and quality of onsite visitor information and signage particularly within the area's forests. In addition, partly due to the legacy of each Council, there is an absence of identity in the visitor information and signage.
- there is an expressed desire by local people in the MUDC area to have better access to information on the outdoor recreation opportunities available across MUDC.
- the integration between key areas of the Council, including Leisure and Tourism, to collate, disseminate and promote information on outdoor recreation in a meaningful way to local people and visitors is limited.
- the Marketing and Communication Team at MUDC are currently reviewing their plans for key platforms. There is a clear direction to simplify and integrate the approach under the Council brand.

An Action Plan setting out 24 key recommendations costed at £4,763,047 over the next 5 years was developed. Of the total budget, 3.8% is towards staffing the implementation and delivery of the Plan.

The main recommendations were:

#### Management Structures:

- On-going review of staff structure
- Expand the membership of the Council's existing Tourism Outdoor Cluster Group.
- Put in place an adequately resourced rolling maintenance programme for all current and future outdoor recreation facilities.
- Monitor existing and develop where appropriate new SLAs with Community Groups for the on-going maintenance of outdoor recreation facilities.
- Monitor existing and install new counters at outdoor recreation sites.

#### Master Planning:

- Undertake Master Planning/Feasibility Studies for three Regional Sites and four Local Sites.
- Develop a Community Trail Plan for each DEA.

#### Product Development:

- Support the development of the Lower Bann Blueway.
- Support the development of the Clogher Valley Greenway and the Ulster Canal Greenway.
- Develop 3 regional multi-use activity hubs.
- Develop 7 local multi-use activity hubs.
- Assess the feasibility of a canoe trail on the Lower Ballinderry River.
- Extend the Davagh Mountain Bike Trail system.
- Deliver the Clogher Valley off-road mountain biking trail
- Develop an off-road longer distance horse riding trail in the Clogher Valley.
- Develop short and medium distance walking trails.
- Develop a network of Community Trails across the area.

### Promotion/marketing

- Prepare a 5-year Marketing Strategy and tactical Marketing Action Plan.
- Develop visitor information and signage guidelines for all forest recreation sites.
- Undertake a review of signage, visitor information and waymarking at all outdoor recreation sites.
- Implement new visitor information and signage guidelines at all outdoor recreation sites across the area.
- Develop an Outdoor Recreation Participation Plan.
- Develop partnerships with the private sector to deliver outdoor recreation participation programmes.



# 1. BACKGROUND

## 1.1 Introduction

A survey undertaken for Sport England (2015) revealed that 89% of people value *outdoor spaces* like forests, lakes and waterways as much as they value leisure centres, pitches and courts for sport<sup>1</sup>. In addition, the survey highlighted that almost one third of those currently active outdoors want to do more with a further survey undertaken for Natural England in the same year, reporting that 94% of the adult population in England believe having access to green open spaces close to where they live is important and that spending time outdoors is an important part of their life<sup>2</sup>.

In Northern Ireland, walking is, by far, the most participated in physical activity. 65% of the population of Northern Ireland participate in walking and cycling whereas only 58% of the population take part in activities which typically take place in leisure centres including swimming, keep fit, weight training and football.

Despite the evidence, few policy makers and politicians truly value the contribution that outdoor recreation makes to society and consequently there has been a concerted effort recently across the UK to get outdoor recreation the recognition it deserves alongside sport.

This Outdoor Recreation Strategy for the Mid Ulster District Council (MUDC) area sets out a strategic framework for the period 2020-2025 in order to help reposition outdoor recreation within the Council. It will help improve co-ordination, collaboration, capacity and the Councils' capability to meet the current and future challenges in a way that maximises opportunities, benefits, investment and resources.

In addition, it will help consolidate into one joined up Plan previous pieces of work undertaken individually by the legacy Dungannon and South Tyrone, Magherafelt and Cookstown Councils.

Given the special qualities of the area, it is vital that any Outdoor Recreation Strategy for the area takes a balanced approach to ensure that the very resource which provides the opportunities for recreation and enjoyment is protected and managed appropriately.

## 1.2 Aim

The overall aim of the Strategy is:

'To prepare a Strategy that will provide direction for the sustainable development, management and promotion of future outdoor recreation facilities, programs, infrastructure, resources and investment over the period 2020-2025 within the Mid Ulster District Council area'.

---

<sup>1</sup> Getting Active Outdoors - Sport England (2015)

<sup>2</sup> MENE Report - Natural England (2015)

### 1.3 Objectives

In order to achieve the aim of the Strategy, the following objectives were carried out:

- detail and GIS map the nature and extent of current outdoor recreation provision in the MUDC area including;
  - all land, air and water-based activities
  - whether these take place on public and private land
  - both area and site-specific facilities
  - PROW and access agreements
- detail and GIS map the current land management bodies involved in outdoor recreation provision in the area - private, public, community, Forest Service NI (FSNI), NI Water, charitable trusts, etc.
- detail and GIS map all environmental designations across the region.
- outline the relevant context of outdoor recreation within the area, against what is happening at a regional and national level.
- conduct consultation with relevant stakeholders including Council elected representatives, Council Officers, local community, tourism and business sector, public bodies, national governing bodies (NGB) of sport and user groups to identify current outdoor recreation provision and aspirations for future development of outdoor recreation in the MUDC area.
- benchmark current provision and future development against other areas in the UK identifying current trends and best practice.
- complete a SWOT analysis identifying the issues which could potentially affect the success of outdoor recreation in the MUDC area moving forward.
- identify the future opportunities and priorities for both strategic development and site-specific development that will increase the outdoor recreation opportunities across the area for both the local population and visitors alike.
- undertake a financial review of current service resources impacting on existing outdoor recreation provision.
- produce a 5-year Action Plan (2020-2025) outlining clear recommendations and priorities for development and identify partner organisations who can help deliver the Plan's actions.
- cost the Action Plan providing estimates for both capital works and revenue costs and identify potential sources of funding to help deliver the Plan.

#### 1.4 Outdoor Recreation defined

The term outdoor recreation invokes many different images. For some it automatically triggers a stereotype of activities such as rock climbing, canoeing and orienteering. For others it has a much wider connotation including general leisure activities such as walking, cycling and horse riding. Outdoor recreation therefore includes all land, water and air activities normally found in a rural or urban fringe location that depend upon sustainable access to the natural environment including those which use built facilities but which have their roots in the outdoors and are predominantly reliant on the natural environment e.g. mountain biking, canoeing (Table 1). Outdoor Recreation spans all levels of participation, ranging from the informal to formalised and organised events.

<b>LAND</b>	<b>WATER</b>	<b>AIR</b>
Adventure Racing	Angling	Model Flying
Archery	Boat cruising	Gliding
Boot Camps	Canoeing	Hang Gliding and Paragliding
Bouldering	Coasteering	Micro-light Flying
Bush Craft	Diving	Sky Diving
Caving	Hover crafting	
Clay Pigeon Shooting	Rowing	
Climbing	Sailing	
Cycling (On-and Off-Road)	Stand Up Paddle boarding (SUP)	
Fell Running	Surfing	
High Ropes/Zip lines	Water ski-ng	
Horse riding	Wakeboarding	
Kite Buggy and Land Buggy	Jet ski-ing	
Mountain Biking		
Mountain Boarding		
Orienteering		
Paintballing and Combat		
Segway		
Walking		
Zorbing		

Table 1 Outdoor Recreation Defined

## 1.5 Benefits of Outdoor Recreation

It is well documented that participation in outdoor recreation realises significant benefits both in personal terms to individual participants and in wider terms to society, the economy and the environment.

More specifically this includes getting more people active and therefore generating cost savings to the health service, improving the educational attainment of children and young people, supporting people into education, employment and training for example through volunteering, increasing social capital and creating economic prosperity through tourism.

### 1.5.1 Health and Well-Being

The link between active outdoor recreation participation and improved physical and mental health is well documented through research<sup>3</sup>. It is known that it contributes to the reduction of illnesses such as type 2 diabetes, some types of cancer, osteoporosis and cardiovascular disease, can help tackle obesity and reduce the risk of depression, dementia and Alzheimer's.

In addition, contact with green spaces and natural environments is also known to improve psychological well-being, by improving self-perception and self-esteem, mood and sleep quality and by reducing levels of anxiety and fatigue<sup>4</sup>

A recent report (September 2016) has indicated that outdoor exercise delivers an estimated £2.2bn of health benefits to adults in England each year and therefore natural environments should be protected and managed for health promotion<sup>5</sup>

### 1.5.2 Environmental Awareness

Participation in outdoor recreation is also one of the main ways of developing environmental awareness and care for the outdoors. Although the majority of the Northern Ireland population now lives in towns and cities, enjoying and using the outdoors enables many people to become aware and develop an understanding of the natural environment and its landscapes, wildlife, history and culture. For those who take up environmental volunteering, social return on investment research shows that £1 invested in environmental volunteering can lead to a return of up to £4<sup>6</sup>. It has also been shown that people who volunteer in sport have a 10% greater self-esteem, emotional well-being and resilience and are 15% less likely to worry<sup>7</sup>

### 1.5.3 Community Cohesion and Social inclusion

The added value that outdoor recreation can bring to communities, particularly through increased social capital has become increasingly recognised over the past few years. Outdoor recreation promotes social inclusion, making communities become more cohesive and stronger. Research has shown that higher levels of social capital are associated with better health, higher educational achievement, better employment outcomes and lower crime rates.

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<sup>3</sup> A Countryside for health and well-being- the physical and mental health benefits of green exercise (CRN, 2005)

<sup>4</sup> Learning in the Natural Environment, Understanding the diverse benefits of learning in natural environments (Natural England, 2012)

<sup>5</sup> BBC online news. 20 September 2016. Kinver (2016)

<sup>6</sup> Inspiring People, Improving Places. (BCTV, 2010)

<sup>7</sup> Hidden Demands – uncovering the true value of sport volunteers (Join In, 2015)

#### 1.5.4 Growing the Economy

In 2013, SportNI, NIEA and Tourism NI published a report on the economic contribution of outdoor recreation in Northern Ireland which found that outdoor recreation in Northern Ireland generated £102million gross added value and that the sector employs more than 3,537 Full Time Equivalent<sup>8</sup>.

In addition, the importance of outdoor recreation development on the local economy through tourism is significant. The outdoor adventure tourism sector was estimated by Mintel to be worth €128m in Northern Ireland in 2013, increasing to €146m<sup>9</sup> by 2018, whilst in Wales, outdoor activity tourism contributes £481 million per annum to the economy<sup>10</sup>, in the Republic of Ireland overseas visitors engaging in activity tourism are worth €1.2 billion per annum<sup>11</sup> and in England 42.4 million adults visiting the natural environment generate a total visitor spend of £21 billion per annum<sup>12</sup>.

## 2. SCOPE

### 2.1 Project Area

MUDC covers an area of some 1714 km<sup>2</sup>, straddles two counties, running from Swatragh in the north to Fivemiletown in the south and from the Sperrin Mountains in the west to the shores of Lough Neagh in the east.

The MUDC area is divided into 7 District Electoral Area (DEA) namely; Carntogher, Clogher Valley, Cookstown, Dungannon, Magherafelt, Moyola and Torrent (Fig.1).

The Council serves a population of over 141,000, one third of which live in urban areas. The area's principal towns are Cookstown, Coalisland, Dungannon, Magherafelt and Maghera. Two thirds of its population live in rural areas.

The outdoors of the MUDC area has undoubtedly a high-quality natural resource base, both spatially extensive and diverse in nature. The area includes forests, woodlands, loughs, wetlands, canals, rivers, uplands and open land. This extensiveness and diversity of the resource base lends itself to the provision of opportunities for a wide range of outdoor recreation activities for both the local population and for an increasing number of visitors to the area.

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<sup>8</sup> Assessing the Economic Impact of Outdoor Recreation in NI (SportNI, NEA, NUITB, 2013)

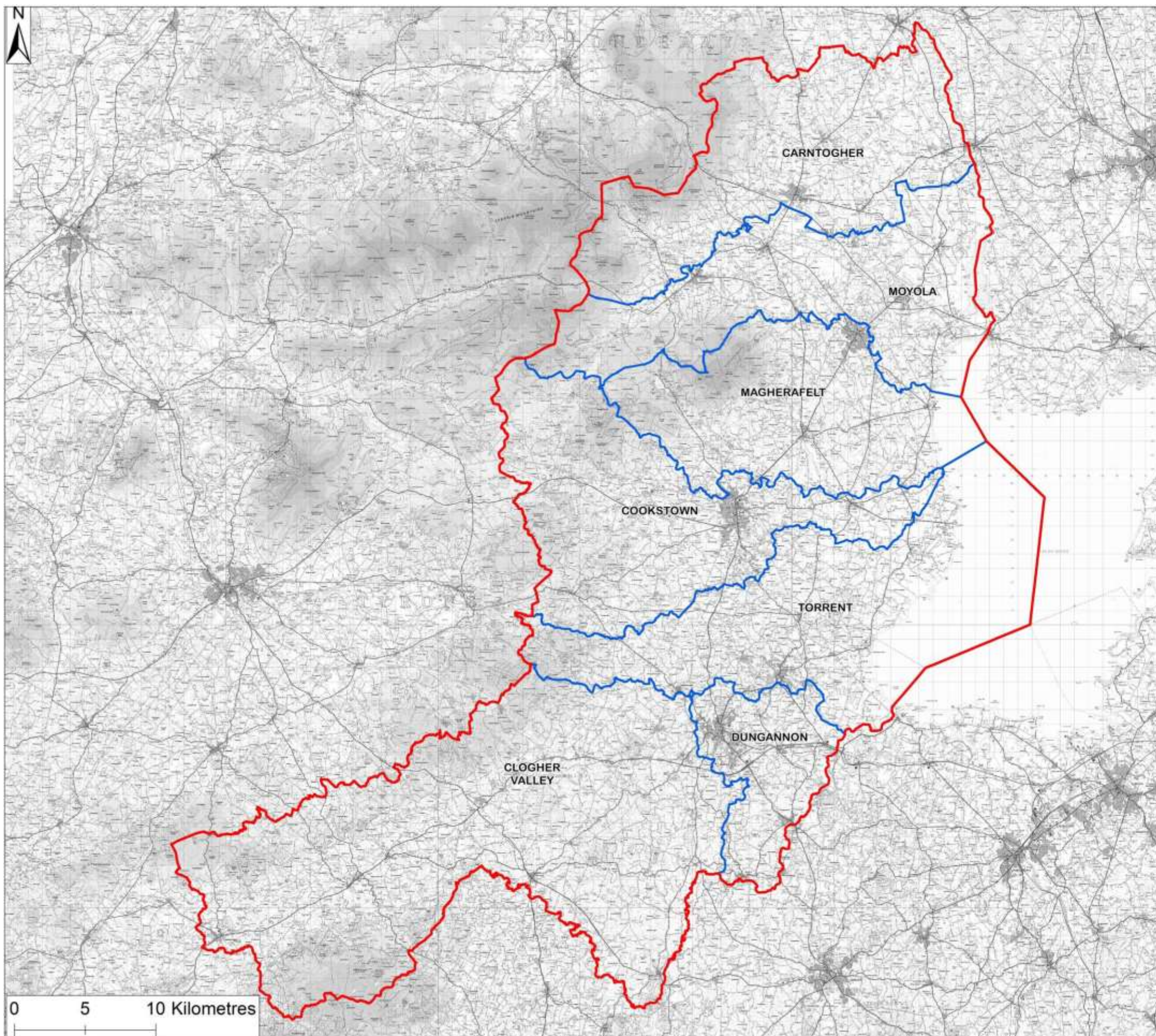
<sup>9</sup> Information from Mid Ulster Tourism Strategy and Action Plan 2016-2021 (BTS, 2016)

<sup>10</sup> The Economic Impact of Outdoor Activity Tourism in Wales (Visit Wales, 2014)

<sup>11</sup> Survey of Overseas Travellers (Failte Ireland, 2011)

<sup>12</sup> MENE Survey 2012-2013. (Natural England, 2014)





## Mid-Ulster Outdoor Recreation Strategy

DEA - Overview

1:125,000

Key	
<span style="border: 1px solid blue; display: inline-block; width: 10px; height: 10px;"></span>	DEA Boundaries
<span style="border: 1px solid red; display: inline-block; width: 10px; height: 10px;"></span>	MUDC Boundary

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Figure 1. District Electoral Areas within MUDC



The exceptional quality of many of Mid Ulster's landscapes and waterscapes, together with the recognition of the need to protect and conserve its rich natural resources for future generations is reflected in the scale and range of environmental designations across the area.

The area is abundantly rich in both natural and built heritage which is protected under a number of statutory designations. These designations in turn govern the management and development of this area to ensure the natural landscape and built features remain protected.

The Mid Ulster area includes seven different types of statutory natural heritage designations ranging from National to European level (Fig.2). The study area incorporates:

- 23 Landscape Character Areas (LCA)
- 1 Area of Outstanding Natural Beauty (AONB)
- 48 Areas of Special Scientific Interest (ASSI)
- 10 Special Areas of Conservation (SAC)
- 3 National Nature Reserves (NNR)
- 4 Ramsar sites; and
- 2 Special Protection Areas (SPA)

(see Appendix A for details)

Mid Ulster also has a substantial amount of Ancient Woodland. Ancient woodland is considered NI's richest land-based wildlife habitat, as well as one of the most important cultural links to the past, and once lost, cannot be replaced. Of the 1,457 hectares of Ancient Woodland present in Mid Ulster, 41% is owned by Forest Service NI (FSNI) (590 hectares). Ancient Woodland is largely undesignated but has the potential to become a Site of Special Scientific Interest (SSSI).

Mid Ulster is also awash with built heritage and features of archaeological interest (Fig.3) including the Beaghmore Stone Circles, Creggandevsky Court Tomb and Anya's Tomb.

Within the area there are:

- 212 features listed on NIEA's Scheduled Monuments Record as being under 'state care', 'scheduled', 'state care and scheduled' or 'listed'
- 198 Scheduled Areas;
- 1301 Listed Buildings<sup>13</sup>

(see Appendix B for list of Scheduled Areas)

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<sup>13</sup> NIEA's SMR can be found at: [http://www.doeni.gov.uk/niea/built-home/protection/scheduled\\_monuments-2.htm](http://www.doeni.gov.uk/niea/built-home/protection/scheduled_monuments-2.htm)



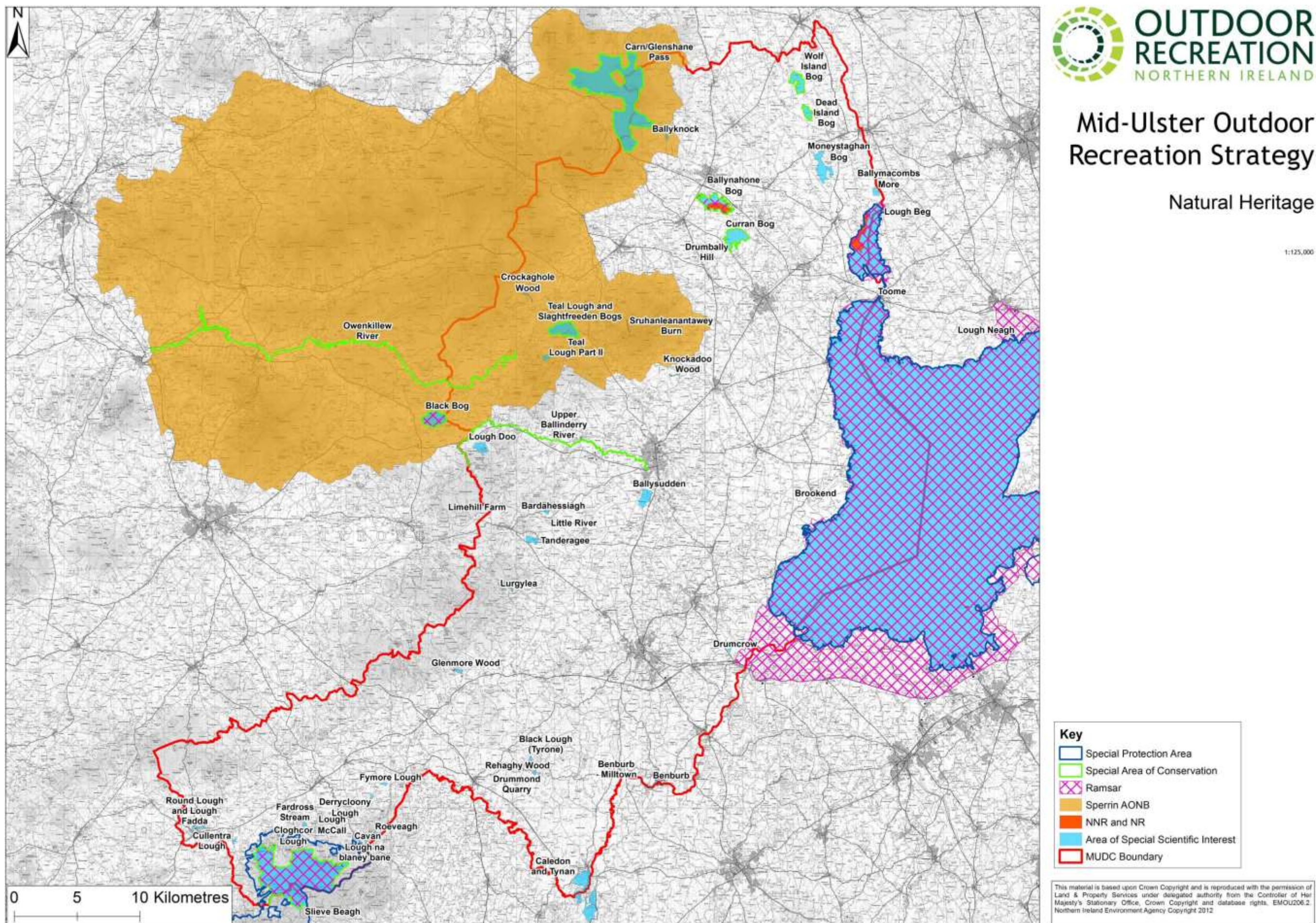


Figure 2. Natural Heritage Designations within MUDC



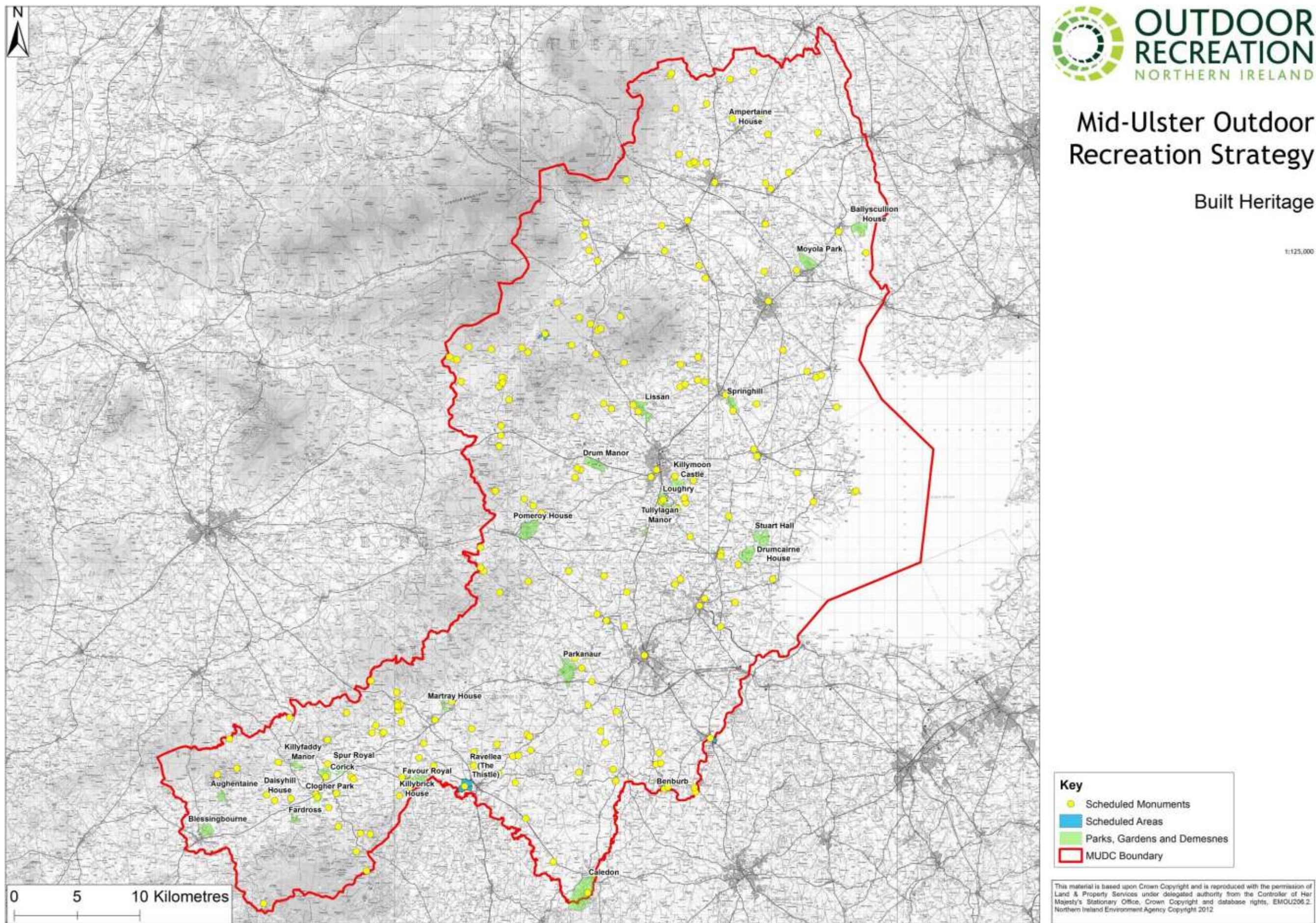


Figure 3. Built Heritage within MUDC



Most of the land in Mid Ulster is owned and managed by FSNI. The remaining land is owned and managed by other public sector organisations including DAERA, NIEA, NI Water, Waterways Ireland, the Council and environmental organisations such as the National Trust and the Woodland Trust whose key remit includes heritage preservation and public access.

9 landowners have been identified:

- Forest Service NI (FSNI)
- Northern Ireland Environment Agency (NIEA)
- Department of Agriculture, Environment and Rural Affairs (DEARA)
- NI Water
- Waterways Ireland
- National Trust
- Ulster Wildlife Trust
- Woodland Trust
- Local council

See Appendix C for full list of sites.

Fig.4 shows the extent and distribution of land owned/managed by government and environmental organisations within the study area. Where the extent of the landownership was known, this was shown in polygon format e.g. FSNI owned land. Where the extent of land ownership was not known, this is shown in point or triangle format.

In addition, that part of the MUDC area which forms part of the Sperrins has a significant proportion of both private land and 'common' land, that is, land owned by more than one person. This is typically confined to the uplands.

There are also two private estates in the area which facilitate controlled public access namely, Blessingbourne and Lissan House. Both estates are also designated 'Historic Parks, Gardens and Demesnes'.



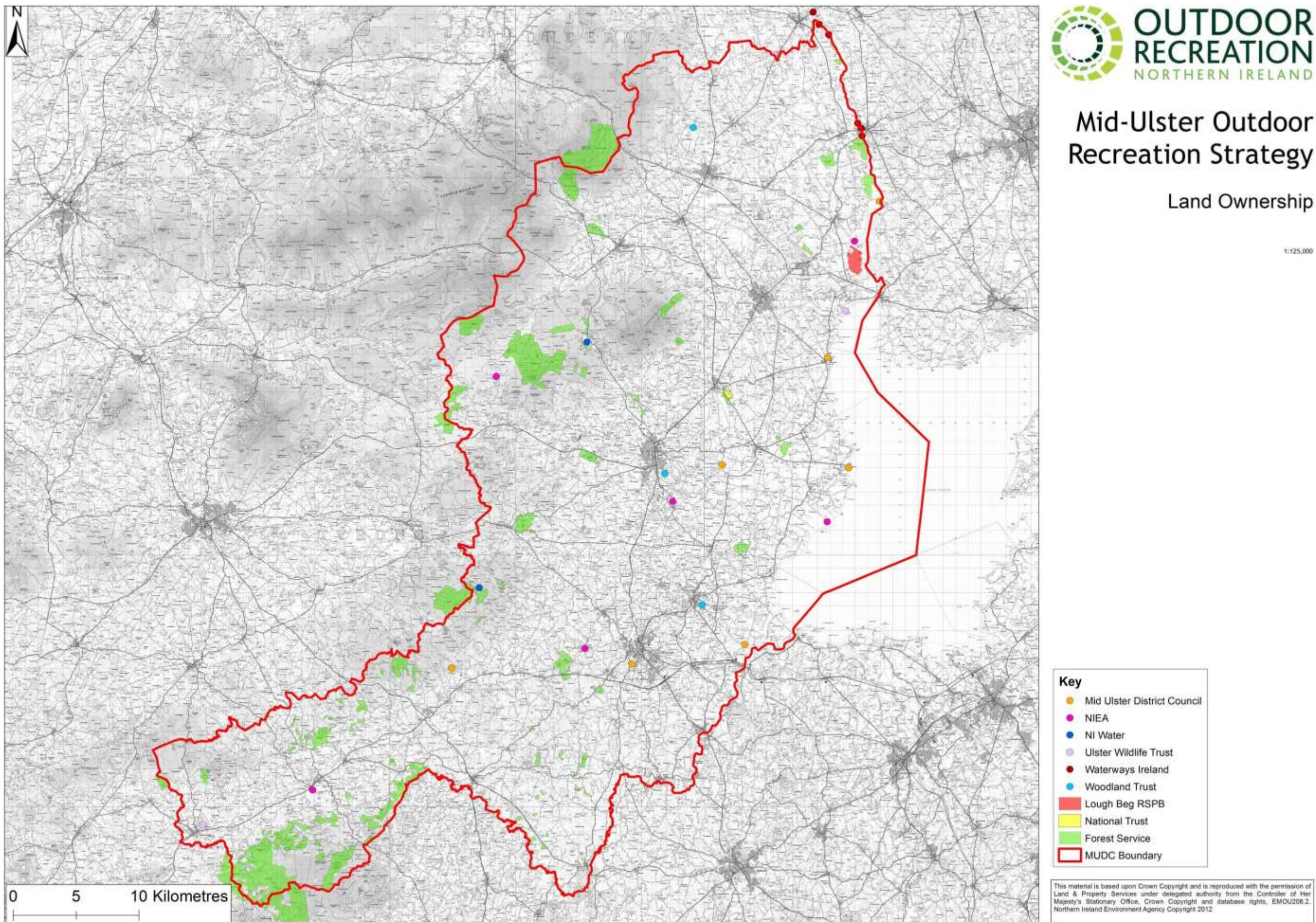


Figure 4. Land ownership in MUDC



## 3. CONTEXT

### 3.1 Introduction

This Outdoor Recreation Strategy for Mid Ulster is set in the context of numerous strategic, regional and local plans, strategies and policy statements including:

1. Draft Northern Ireland Programme for Government 2016 – 2021
2. Sport Matters - The Northern Ireland Strategy for Sport and Physical Recreation 2009 – 2019
3. Our Great Outdoors - The Outdoor Recreation Action Plan for Northern Ireland (SportNI, DCAL, Tourism NI and NIEA, 2014)
4. Our Passion, Our Place - NIEA Strategic Priorities 2012 – 2022
5. Regional Development Strategy for NI 2035
6. Northern Ireland Changing Gear – A Bicycle Strategy for Northern Ireland
7. Exercise, Explore and Enjoy – A Strategic Plan for Greenways (DFI, 2016)
8. Mountain Bike Strategy for Northern Ireland 2014 –2024 (ORNI, 2014)
9. A Fitter Future For All - Framework for Preventing and Addressing Overweight and Obesity in Northern Ireland 2012-2022 (Department of Health, Social Services and Public Safety, 2012)
10. Assessment of the Existing and Potential Tourism Development Opportunities Available from NI Forests (NITB and Forest Service NI, 2012)
11. Tourism Strategy for NI to 2020
12. Policy Statement 8 (PPS8) - Open Space, Sport and Outdoor Recreation (2004)
13. Planning Policy Statement 16 – Tourism (2013)
14. Mid Ulster District Council Corporate Plan 2015 – 2019
15. Mid Ulster District Council Community Plan
16. Mid Ulster District Council Village Plans
17. Tourism Strategy and Action Plan for 2016 – 2021 for Mid Ulster District Council
18. Outdoor Recreation Action Plan for the Sperrins
19. Dungannon and South Tyrone Forests – Tourism and Recreation Scoping Study
20. Lough Neagh – Assessing the Current and Potential Outdoor Recreation Facilities and Opportunities
21. Lough Neagh Gap Analysis and Action Plan 2014 - Lough Neagh Partnership
22. Draft 2014 –2019 Lough Neagh Destination Management Plan -Lough Neagh Partnership

Although all the above are important, the following 9 documents are considered of most relevance and detailed below:

1. Draft Northern Ireland Programme for Government 2016 – 2021
2. Sport Matters - The Northern Ireland Strategy for Sport and Physical Recreation 2009 – 2019
3. Our Great Outdoors - The Outdoor Recreation Action Plan for Northern Ireland
4. Exercise, Explore and Enjoy – A Strategic Plan for Greenways
5. Mountain Bike Strategy for Northern Ireland 2014 –2024
6. Mid Ulster District Council Corporate Plan 2015 – 2019
7. Mid Ulster District Council Community Plan
8. Mid Ulster District Council Village Plans
9. Tourism Strategy and Action Plan for 2016 – 2021 for Mid Ulster District Council

A summary of the remaining 13 documents are included in Appendix D.

### **3.1.1 Draft Northern Ireland Programme for Government 2016 – 2021**

The Draft Programme for Government 2016–2021 is currently out for public consultation. In due course, the Programme for Government Framework will provide the strategic context for other key Executive strategy documents, including the Investment Strategy, the Economic Strategy and an Anti-Poverty/Social Strategy. The Programme will also inform the development of the Executive's budget over the course of this mandate and provide a mechanism for ensuring limited funds are best directed to where they can contribute most.

The Draft Framework contains 14 strategic outcomes which, taken together, set a clear direction of travel and enable continuous improvement on the essential components of societal wellbeing. They touch on every aspect of government, including the attainment of good health and education, economic success and building confident and peaceful communities. In addition to merely fulfilling statutory obligations, the new Executive hopes to be able to target those things that make real improvements to the quality of life for the citizen.

The strategic outcomes are supported by 42 indicators, which are clear statements for change. The following indicators are particularly relevant to the proposed project:

- Reduce health inequality
- Increase life expectancy
- Improve mental health
- Improve our attractiveness as a destination and improve our international reputation.

Key to the success of the new Programme for Government is the ability of Departments to work collaboratively with not only themselves but also with other public bodies and the voluntary and private sector.

### **3.1.2 Sport Matters - The Northern Ireland Strategy for Sport and Physical Recreation 2009 – 2019**

Whilst Northern Ireland's environment provides conditions of international quality for a range of activities, Sport Matters recognises that not everyone will wish to achieve in performance sport and the Strategy encourages the development and use of open spaces for a variety of informal recreational and outdoor pursuits. Being out in the fresh air enjoying the scenery, whilst taking exercise, is recognised as important elements of Sport Matters. The Strategy acknowledges that the natural environment provides many opportunities for a range of sporting and physical recreation activities but that access issues exist.

In aspiring to the target that "by 2019 Northern Ireland will have developed a range of new, improved and shared sports facilities to a standard comparable with other similar regions of the UK", the Strategy indicates that this will require:

- public access to and sustainable use of, publicly owned lands across Northern Ireland for sport, physical recreation and activity tourism (2015 target included in the Strategy);
- a planning system which facilitates and protects the provision of spaces for sport and physical recreation by following Planning Policy Statement 8: Open Space Sport and Outdoor Recreation (2019 target included in the Strategy).

Sport Northern Ireland has also approved a position statement regarding access to the natural environment in support of targets set out in the Sport Matters Strategy. The objective is to communicate Sport Northern Ireland's position on the importance it attaches to outdoor recreation through:

- promoting the best possible access to the natural environment for sport and physical recreation within the confines of existing legislation and organisation of the land ownership prevalent in Northern Ireland.
- encouraging and supporting full access for responsible and sustainable recreation on public land through the development of policy frameworks by other public bodies – especially those that are custodians of public land.

### **3.1.3 Our Great Outdoors - The Outdoor Recreation Action Plan for Northern Ireland**

This Action Plan published in 2014 was commissioned by Sport NI and Northern Ireland Environment Agency (NIEA) with support from Tourism NI and the Department of Culture, Arts and Leisure (DCAL) Inland Waterways Branch.

The Action Plan highlights the importance of making the outdoors accessible to everyone and the opportunities that there are to participate, not only in rural areas but also in the urban fringes.

The Plan's vision is: "a culture of dynamic, sustainable outdoor recreation in Northern Ireland"

To achieve this vision, the aim is for Northern Ireland to be a place where:

- there are increasing opportunities and improved access and infrastructure for sustained and increased participation for everyone in a broad range of outdoor recreation activities
- there are accompanying benefits to local communities, especially those who are socially excluded in terms of health, social inclusion, cohesion, equality, and economic development; and
- people enjoy the outdoors and show a high degree of responsibility for themselves, towards others and towards the environment they are using, and play their part in maintaining, supporting and enhancing our environment and heritage.

### **3.1.4 Exercise, Explore and Enjoy – A Strategic Plan for Greenways**

Published by DFI in 2016, the Strategic Plan for Greenways fulfils a commitment in the 2015 Bicycle Strategy to explore the potential for the development of greenways.

The Plan's aim is to 'encourage a substantial increase in the number of people walking and cycling as a regular part of everyday life through the building of a connected and accessible regional Greenway network which will significantly increase the length of traffic free routes.

It is anticipated that realising the vision will create a region where active lifestyle and active travel can become part of everyday life for everyone – improving health and well-being, economic activity, social interaction and providing a resource for recreation and leisure.

The Plan identifies potential routes that should be explored to develop a Primary Greenway Network from which Secondary Greenway Network could progressively extend across the region. The Plan also suggests that plans in the future may provide for a third level network of community paths that would provide doorstep opportunities to connect local communities to their local green space and neighbouring communities.

The Primary Greenway Network proposed includes a 97 km greenway from Dungannon to Coleraine and a 51km greenway in the Secondary Network from Caledon to Maguiresbridge via the Clogher Valley and the Ulster Canal from Moy to Caledon. Also, part of the proposed greenway from Doagh to Draperstown via Antrim and Magherafelt and Craigavon to Derry-Londonderry via Omagh (Fig. 5)



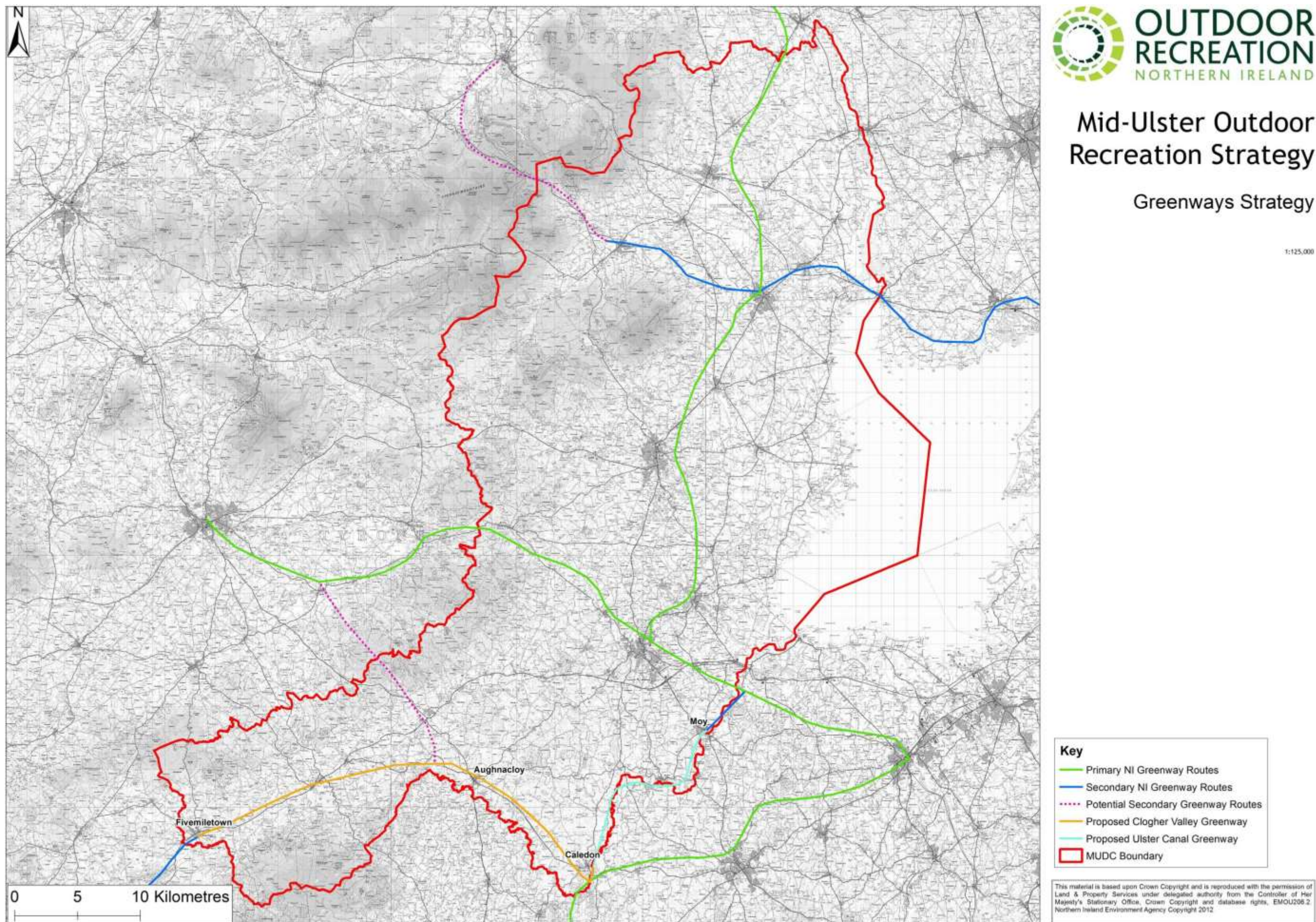


Figure 5. Proposed Greenways within MUDC



### **3.1.5 Mountain Bike Strategy for Northern Ireland 2014 –2024**

The vision of this Strategy, published by Outdoor Recreation NI (ORNI) in 2014, is to ‘make Northern Ireland a world class mountain bike destination’.

By delivering this vision, a wide range of significant economic and social benefits will be achieved, such as greater economic prosperity, sustained employment in the trail construction sector through the building and maintenance of trails and increased employment in the visitor services sector. Social benefits include increased health and wellbeing of the population as participation levels rise and more people take up mountain biking, improved social inclusion as the trails attract a wide demographic population base, improved community cohesion, local enthusiasm harnessed and channelled into trail development, trail management and trail maintenance, physical connection of communities to trails and greater sporting success by local mountain bikers in all mountain biking disciplines as a consequence of improved formal trail facilities.

The Strategy identified Tyrone and the Sperrins destination as having the potential to become a short break destination for mountain biking, with Davagh Forest Park and Gortin Glen Forest Parks operating as two National Trail Centres complemented by the Regional Trail Centre of Blessingbourne Estate. It also identified the potential to create long-distance rides including one in the Clogher Valley in the short to medium term and another in Tyrone and Sperrins, which may include Slieve Gallion in the longer term (2024).

### **3.1.6 Mid Ulster District Council Corporate Plan 2015 – 2019**

The overarching vision of the Council’s Corporate Plan is ‘Mid Ulster Council aspires to be at the heart of our community’.

The Council has identified several key issues of importance to the people across Mid Ulster including; education, the economy, the environment, safety, a sense of belonging, partnership working, improved infrastructure, accessible amenities and attractive vibrant, tourism villages and open spaces. These issues are reflected in four themes namely:

1. Delivering for our People
2. Creating Growth
3. Sustaining our Environment
4. Building Unity

Theme 1: ‘Delivering for our People’ includes as its priorities for action: ‘High quality, responsive, indoor and outdoor recreational services with increased customer numbers and satisfaction’.

Theme 2: ‘Creating Growth’ recognises the importance of a capital investment and improvement programme for the area including improving the physical infrastructure and connectivity of Mid Ulster and the importance of optimising the tourism potential of Mid Ulster’.

Theme 3: ‘Sustaining our Environment’ recognises the important of the environment which the Plan notes as deserving to be protected, preserved and enhanced for the enjoyment of everyone. Specific priorities include:

- maximising potential of the area’s natural and built attractions and facilities, building collaborative partnerships and strategic alliances
- realising the tourism potential of Mid Ulster, being clear upon the opportunities and targeting resources

- developing and enhancing parks, play areas and open spaces to encourage physical activity and open the countryside in a sustainable manner to our community.

The importance of community planning is recognised in Theme 4: 'Building Unity', whereby a key priority of the Council is to use Community Planning and consequently Community Trails to connect communities and form collaborative partnerships.

### 3.1.7 Mid Ulster District Council Community Plan

Community Planning is a significant new statutory power which has been presented to Councils within Northern Ireland as a result of local government reform. Mid Ulster's first Community Plan published in 2016 sets out the vision of:

'Mid Ulster – a welcoming place where our people are content, healthy and safe; educated and skilled; where our economy is thriving; our environment and heritage are sustained; and where our public services excel'.

The Plan sets out 15 outcomes to be achieved through a number of actions that have been structured into 5 themes namely:

- Economic growth
- Infrastructure
- Education and Skills
- Health and Well Being and
- Vibrant and Safe Communities

Running across the five themes are three cross cutting themes which impact on all aspects of life in Mid Ulster. One of these is 'sustainable environment' which recognises that Mid Ulster is home to many precious environments which its people have fostered and cherished for generations.

Four of the five themes include actions relating directly to the wider agenda of outdoor recreation as follows:

#### Economic growth

- maximise tourism investment and employment concentrating on the three strategic tourism themes of Seamus Heaney, Activity and Heritage.

#### Infrastructure

- secure the transfer of Lough Neagh into public ownership.
- progress the reinstatement of the Ulster Canal and its greenway links.
- increase the protection of, and access to and development of heritage assets – both natural and man-made including; Seamus Heaney countryside, O'Neill heritage, Lough Neagh, Sperrins, Beaghmore and the area's forests.

#### Health and Well Being

- deliver a Recreation and Active Lifestyle Plan which will provide formal and informal recreation and play opportunities.

#### Vibrant and Safe Communities

- promote and develop shared space across the area.

### 3.1.8 Mid Ulster District Council Village Plans

Forty-six village plans cover MUDC. Many of these have been updated within the past 12 months. Within many of the individual Village Plans there are specific recommendations relating to the provision of outdoor recreation opportunities. These have been extracted and are highlighted in Appendix E.

### 3.1.9 Tourism Strategy and Action Plan for 2016–2021 for Mid Ulster District Council

Prepared by BTS, the Action Plan sets out the vision for tourism in Mid Ulster as;

‘to enhance Mid Ulster’s image and reputation for visitors and grow the visitor economy to £50m by 2021 as measured by overnight visitor expenditure’.

In order to achieve this vision, the Plan highlights five strategic themes and interrelated actions for delivery one of which is the:

- development of three strategic tourism strands (Seamus Heaney, Archaeological Sites history and heritage and Outdoor Activities).

The development of outdoor activities in the area is therefore recognised as serving as one of the three strategic core propositions for Mid Ulster to attract visitors, encourage them to stay longer in the area and ensure that tourism contributes to the local economy.

The Action Plan states that ‘the objective of focussing on the outdoor activity market lies in its scale and size and the opportunity of strengthening the competitiveness of the Mid Ulster destination, by building on this underdeveloped sector’.

Key actions identified in the Plan to improve the economic contribution of outdoor and activity tourism include:

- creating a coherent and compelling range of outdoor activity sites and facilities by pulling all existing and potential new sites under one umbrella.
- positioning Mid Ulster as a centre of excellence for the visitor, thus encouraging them to visit the area, stay longer and spend more.
- the development of the outdoor and activity tourism product comprising both physical development and management and organisational dimensions – marketing, interagency collaboration and cluster development.
- the development of key Forest Parks – Parkanaur, Knockmany and Drum Manor.
- the delivery of a year-round programme of events.

## 4. METHODOLOGY

Both primary and secondary research techniques were employed during the preparation of the Strategy. Data from previous projects within the area supplemented with further on-line research was used to complement an extensive consultation exercise.

Background and contextual information, existing outdoor recreation provision and land ownership within the project area was collated from the following sources:

Websites:	WalkNI.com, CycleNI.com, CanoeNI.com, MountainbikeNI.com, EcotrailsNI.com, OutdoorNI.com
Previous projects:	Public Land Mapping Phase 1 and 2 (ORNI, 2013) Lough Neagh Gap Analysis and Action Plan (Lough Neagh Partnership, 2013) Sperrins Walking Audit (ORNI, 2010) An Outdoor Recreation Action Plan for the Sperrins AONB (ORNI, 2013) Lough Neagh - Assessing the Current and Potential Outdoor Recreation Facilities and Opportunities (ORNI, 2014) Dungannon and South Tyrone Forests – Tourism and Recreation Scoping Study (ORNI, 2015) Lower Bann Corridor recreation, tourism and commercial product identification study (BTS, 2016) Seamus Heaney Trails Concept Plan

Consultation involved a variety of techniques including email, telephone, face-to-face, on-line questionnaires and a series of public consultation events. In total, seven public consultation events took place, one in each of the Council's seven DEAs. See Appendix F for details of the different consultation methods used throughout the preparation of the Strategy and details of the public consultation events and methods used to promote them.

At each of the consultation events a short presentation, given by ORNI, was followed by facilitated discussion where attendees had the opportunity to report the sites and areas they currently use for outdoor recreation, which activities they do at each and what they would like to see developed in the future. In total 55 people attended the public consultation events, the results of which are detailed in Appendix H.

Site visits also took place to those sites across the area which has been identified as being important in providing future outdoor recreation in the area.

All data collected was analysed and presented using the spatial mapping tool ArcGIS. The following information was mapped:

- current provision of all land, air and water-based activities (sites and trails)
- land ownership (public and private)
- both area and site-specific facilities
- Public Rights of Way (PROW) and permissive path agreements

- environmental designations
- future development opportunities

## 5. CURRENT PROVISION

### 5.1 Introduction

Given the extensiveness and diversity of the Mid Ulster resource base, the current provision of outdoor opportunities within the area is wide ranging. The following table lists the outdoor recreation activities known to take place in the area.

OUTDOOR RECREATION ACTIVITIES CURRENTLY PROVIDED FOR		
LAND	WATER	AIR
Archery	Angling	Hang Gliding and Paragliding
Boot Camps	Boat cruising	
Bouldering	Canoeing	
Bush Craft	Sailing	
Clay Pigeon Shooting	Water ski-ing	
Climbing	Wakeboarding	
Cycling (On-and Off-Road)	Jet ski-ing	
Fell Running		
High Ropes/Ziplines		
Horse riding		
Mountain Biking		
Orienteering		
Paintballing		
Segway		
Walking		
Zorbing		

Table 2. Outdoor recreation activities currently provided for in the MUDC area.

Many of these activities are offered largely and, in some cases, exclusively, by private activity providers in the MUDC area, mostly on their own land. In contrast, several activities namely; walking, cycling (road and mountain biking), canoeing, orienteering and fishing, are provided for at numerous sites across the MUDC area.

For some activities a differentiation is made between those that are provided for on a formal versus those that take place on an informal basis.

	<b>Formal</b>	<b>Informal</b>
Walking	Route signage in place and /or Interpretation panels present	No route signage in place and /or No interpretation panels present
Cycling	Route signage in place and /or Interpretation panels present and/or Land Manager encourages this activity	No route signage in place and /or No interpretation panels present and /or Land Manager does not encourage this activity
Canoeing	Part of a canoe trail and / or Formal access and egress and / or Land Manager encourages this activity	Not part of a canoe trail and / or No formal access and egress and / or Land Manager does not encourage this activity
All other land- based activities	Formal facilities in place and / or Land Manager encourages this activity	No formal facilities in place and / or Land Manager does not encourage this activity
All other water- based activities	Formal facilities in place and / or Land Manager encourages this activity	No formal facilities in place and / or Land Manager does not encourage this activity
All other air- based activities	Formal facilities in place and / or Land Manager encourages this activity	No formal facilities in place and / or Land Manager does not encourage this activity

Table 3. Definition of formal versus informal provision.

## **5.2 Key providers of outdoor recreation**

Within the area, the key providers of outdoor recreation are those landowners/land managers as previously detailed in section 2.1. In addition, a significant contribution to the provision of outdoor recreation within the Mid Ulster area is made from community associations, private sector activity providers and through initiatives such as the Sperrins Gateway Landscape Partnership, the Blackwater Regional Partnership and the Lough Neagh Partnership.

### **5.2.1 Sperrins Gateway Landscape Partnership**

Although the area covered by The Sperrins Gateway Landscape Partnership (SGLP) that falls within the Mid Ulster area is relatively small namely, the Moyola Valley and Slieve Gallion area, the contribution the Partnership made in providing for outdoor recreation per se in the area was significant. 'Enhancing access' to the Sperrins was one of four main aims of the SGLP and a key strength of the Partnership was the ability to negotiate access on the ground with private landowners to allow the delivery of walking trails, heritage trails and improving access along the Moyola River corridor.

### **5.2.2 Blackwater Regional Partnership**

Established in 2000, the Blackwater Regional Partnership sought to improve the environmental, economic and community development of the Blackwater region by working in partnership with the legacy Armagh City, Banbridge District and Craigavon Borough Councils and Monaghan County Council. Concentrating on the villages and settlements along the route of the Blackwater River and the Ulster Canal namely, Maghery, Charlemont, Moy, Benburb, Blackwatertown, Caledon and Tynan, Middletown, Augher and Clogher, the Partnership has been instrumental in providing opportunities for outdoor recreation in the area particularly with respect to developing and promoting the walking and cycling product of the area and progressing the reinstatement of the Ulster Canal and its greenway links. It continues to deliver the following events; Paddle the Blackwater, Bike the Blackwater, Blackwater 10k and the Ulster Canal Festival.

### **5.2.3 The Lough Neagh Partnership**

The Lough Neagh Partnership, a not-for-profit company, is made up of representatives from the main government departments, local Councils and the private and community sector. Established in 2003, it has played a significant role in the development, management and promotion of the Lough. It previously managed a £3.8 million Rural Development Programme (RDP) with a focus on developing the Lough as a tourism destination and since 2009 it has continued to be funded by the local Councils around the Lough for its promotional and marketing of the Lough as a tourism destination. Outdoor recreation development projects funded in the past by the Lough Neagh Partnership include upgrading Ballyronan Marina and the Lough Neagh Canoe Trail.

### **5.2.4 Community Associations**

Several proactive community associations are involved in providing outdoor recreation which directly benefit the local community and visitors alike. These include:

- Carntogher Community Association and its work in providing walking trails on Carntogher Mountain, private land and trails in Drumnaph Community Nature Reserve
- Broughderg Community Association and its work in Davagh Forest and the Beaghmore Stone Circles
- Pomeroy Community Association and its work in Pomeroy Forest



- Bann Valley Community Association and its work on creating Community Trails at Clady and Inishrush
- Reahaghy and Brantry Community Groups linked to Bantry Forest project
- Eskra Community Association in conjunction with Knockmany Forest
- Portglenone Community Association and its work on creating a recreation hub at Portglenone
- Muintir na Mointeach and its work in creating recreation facilities at Washing Bay
- BADGER and its work in creating recreation facilities at Castlebay

### 5.2.5 Outdoor Activity Providers

Within Mid Ulster there are three significant commercial activity providers operating namely, The Jungle, Todds Leap and AWOL all of whom mostly operate on their own land. Their outdoor recreation and tourism offering appeals to a specific, niche market, i.e. Tourism NI's 'young and lively', the adrenaline seekers, youth and corporate groups and hen/stag parties. However, despite providing a 'unique experience' which fulfils Tourism NI's 'experiential tourism', typically they do not hold visitors in the area for longer than a few hours to a day.

#### 5.2.5.1 The Jungle NI

Located 2 miles outside Moneymore, Jungle NI offers the visitor a multitude of 'adventure' activities including paintballing, zorbing, forest segway tours and llama trekking. It is also home to Northern Ireland's first and only 'Go Ape' style high ropes course which has two variations, a tree top course for adults or 'Tarzans' and one aimed at 'Mowglis' or children aged 5-11 years.

Glamping pods are available on site with electric lighting and power sockets and heating. In addition, it operates the Old Manor House in Moneymore, a former Bed & Breakfast, offering en-suite accommodation solution for groups.

#### 5.2.5.2 Todds Leap

Todds Leap Activity Centre located near Ballygawley offers a range of adventure and team building activities including archery, clay pigeon shooting, climbing wall, paint balling and zip line as well as a purpose built off-road driving course. It also offers on-site accommodation for up to 100 people with the option of staying in traditional log cabins to the more modern glamping snooze box. Additional facilities include showers, bed linen and Wi-Fi and a fully licensed bar and restaurant.

#### 5.2.5.3 AWOL

A.W.O.L Outdoor Adventure, located in the Blackwater Valley offers a wide range of group activities. Activities are land-based and water-based and they also offer a range of mobile adventure activities including archery, canoeing, mountain biking, orienteering, mud slide and assault course. It also provides a range of skills courses in outdoor activities, bushcraft, BCU/ICU Canoe & Kayak, REC I & II First Aid, GNSA archery awards and orienteering. They also run workshops in traditional crafts, Coracle boat building, canoe paddle making and nature projects.

Within the area there are also several mobile operators working. Most of their work makes use of the recreational facilities on publicly owned land given the infrastructure of basic services such as parking, toilets and changing facilities.

### 5.3 Land-based Activities

Fig. 6 shows the current provision in the Mid Ulster area for the following land-based activities: adventure racing, archery, boot camps, bushcraft, clay pigeon shooting, climbing, fell running, high ropes/Ziplines, mountain boarding, paintballing, segway, zorbing and horse riding.

These activities are offered largely, and in some cases exclusively, by private activity providers, mostly on their own land. In contrast, several land-based activities namely; walking, cycling (road and mountain biking), canoeing and orienteering are provided for at numerous sites across the area.

#### 5.3.1 Adventure Racing

In the past the area has been used by Causeway Coast Adventure Racing to host one of its winter races. Although not strictly adventure racing, The Jungle NI offers charity events such as the 'Zombie Run' and it held its first 'Rampage Weekender' during April 2017 which combined a 10km run with 40 obstacles. The event has over 1000 competitors and is now held annually.

#### 5.3.2 Archery

Archery is primarily delivered either by organised clubs affiliated with the Northern Ireland Archery Society or private activity providers, both site-based and mobile. Archery takes place at the following sites:

- The Jungle NI (on-site)
- Todds Leap NI
- A.W.O.L Outdoor Adventure
- Loughry College (via Take a Bow Archery club)

Bubble Ball NI also offers Archery and while it is a mobile operator, it is based in Mid Ulster.

Target archery is the most popular form of archery whereby participants shoot stationary circular targets at varying distances. However, 'Take a Bow Archery Club' at Loughry College also facilitates field archery whereby participants move around a site or over rough terrain shooting targets.

#### 5.3.3 Boot Camps

Boot camps in this study refers to the use of the outdoors for the improvement of physical fitness. Both The Jungle NI and Todds Leap provide boot camps using their own land and facilities.

#### 5.3.4 Bushcraft

A relatively new outdoor recreation activity, bushcraft involves learning skills to facilitate survival in the wild such as lighting fire by friction, eating wild food and making a water tight shelter from natural materials. Drumlamph Farm (provided by Carntogher Community Association) is the only provider in the area.

#### 5.3.5 Clay Pigeon Shooting

Traditional and laser clay pigeon shooting are both provided in Mid Ulster. Both are a form of target shooting whereby participants use either a shotgun, air rifle or laser to essentially shoot a moving clay target known as 'clay pigeons' which mimic real birds. Both The Jungle NI and Todds Leap offer clay pigeon shooting.

### **5.3.6 Climbing**

Mid Ulster does not lend itself to the activity of climbing with few topographical features such as crags and exposed rock faces. However, Todds Leap and The Jungle NI both provide climbing via artificial climbing walls whilst A.W.O.L Outdoor Adventure offer abseiling both on and off-site.

### **5.3.7 Fell running**

Fell running, governed by the Northern Ireland Mountain Runners' Association, is typically a competitive sport but also a popular leisure activity. Although no formal provision for fell running in the area was identified, fell running is popular on an informal basis in many of the area's forests particularly Knockmany. In addition, Blood Sweat and Tears Extreme 10k use Parkanaur Forest and Davagh Forest as venues for their extreme running.

### **5.3.8 High Ropes /Ziplines**

Both The Jungle NI and Todds Leap have zip lines on-site. In addition, the Jungle NI is home to Northern Ireland's first and only 'Go Ape' style high ropes course which has two variations, a tree top course for adults and another for children aged 5-11 years.

### **5.3.9 Horse Riding**

Horse riding takes place predominantly on local riding schools' land, private estates, e.g. Lissan House Riders and FSNi land e.g. Crocknagrally Forest. Within the area, equestrian centres include Beechill Stables, Clogher Valley Horses, The Forest Stables, Marsh Kyfe Riding School and Meadowvale Equestrian Centre.

### **5.3.10 Mountain Boarding**

Mountain boarding also known as Dirtboarding, Off-road Boarding or an All-Terrain Boarding (ATB) is provided for at A.W.O.L Outdoor Adventure.

### **5.3.11 Paintballing**

Paintballing is provided by The Jungle NI, Todds Leap and A.W.O.L Outdoor Adventure on their own land.

### **5.3.12 Segway**

The only provider offering segway tours is The Jungle NI who use their own land and equipment.

### **5.3.13 Zorbing**

The Jungle NI is the only provider offering zorbing within the area.



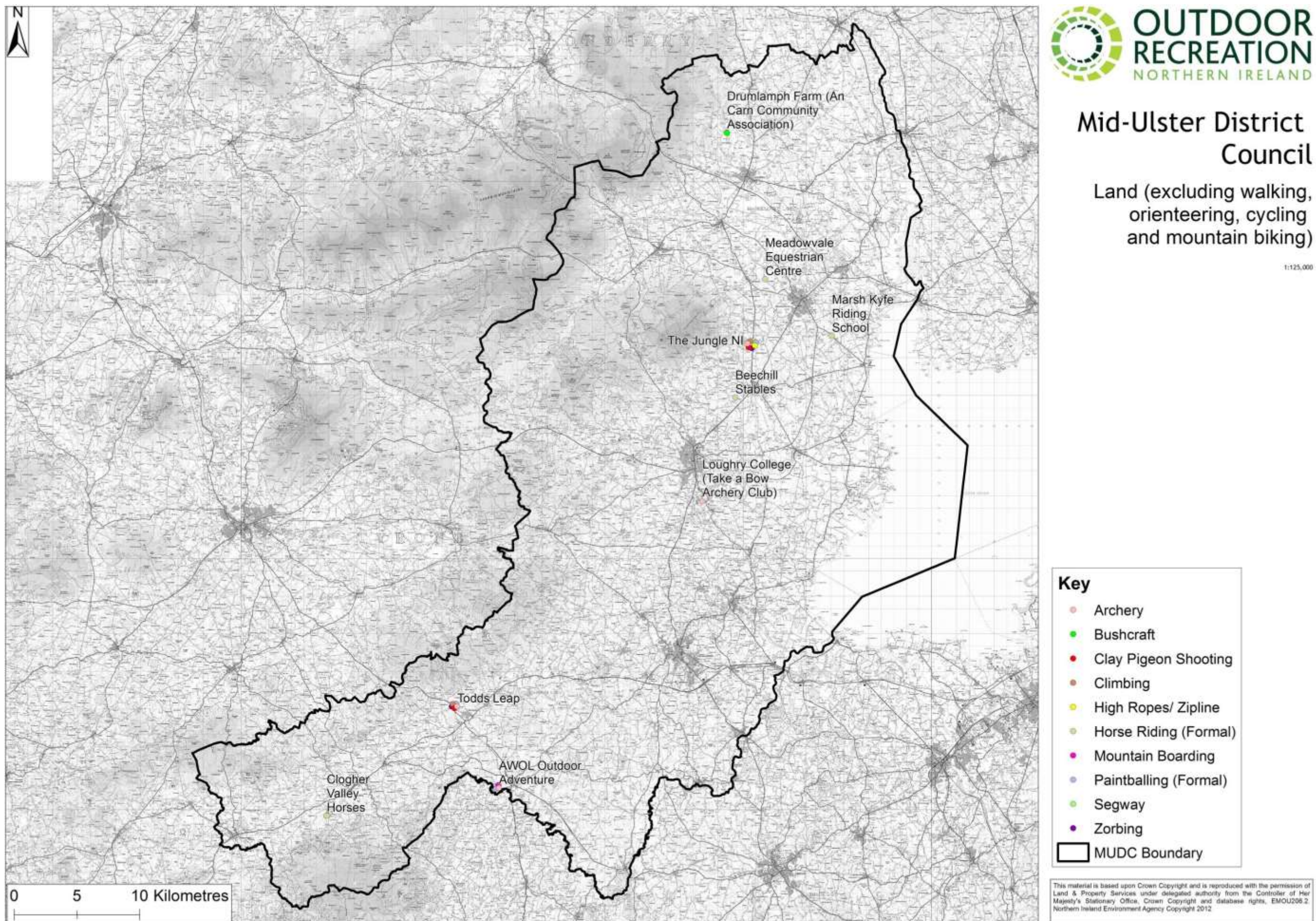


Figure 6. Land-Based Activities within MUDC



### 5.3.14 Walking

Walking is one the most popular and well-developed forms of outdoor recreation geographically spread across MUDC. The area contains a range of walking opportunities from 'quality walks' to formal and informal walks to PROW and permissive paths.

#### 5.3.14.1 Quality Walks

Developed in 2007 by Outdoor Recreation Northern Ireland (ORNI), the 'Quality Walk' Scheme recognises and promotes Northern Ireland's best short, medium and long-distance walking routes and includes the Waymarked Ways and sections of the Ulster Way. All Quality Walks have been accredited in partnership with NIEA and Tourism NI and promoted on WalkNI.com

Within the Mid Ulster area over 100km of quality walks exist comprising of:

- 2 sections of the Ulster Way totalling 14km in length
- 1 long-distance quality walk 8.4km in length
- 3 medium-distance quality walks totalling 30.7km in length
- 20 short-distance quality walks totalling 50.5km in length

Type	Section/ Name	Length (km)
<b>Ulster Way</b>	Moneyneany to Dungiven (partial)	6.1
	Gortin to Moneyneany (partial)	7.9
<b>Waymarked Way/ Long Distance Quality Walk (+32km/+20miles)</b>	Sliabh Beagh Way (partial)	8.4
<b>Medium Quality Walk (8-32km/5-20miles)</b>	Carntogher Way	9.8
	Crockbrack Way	11.7
	Hudy's Way	9.2
<b>Short Quality Walk (0-8km/0-5miles)</b>	Argory Lime Tree Walk	3.2
	Benburb Valley Park	6.3
	Blessingbourne Woodland Walk	3.8
	Davagh Forest	2.4
	Derrynoyd River Trail	1.4
	Derrynoyd Wood Trail	3.2
	Drum Manor Forest Park	3.2
	Drum Manor Forest Park - Forest Plots Trail	2.2
	Drum Manor Terrace and Pleasuregrounds Trail	1.2
	Dungannon Park	2
	Eagles Rock Trail	6.7
	Glenmore Scenic Walk	1.9
	Lough Fea	4
	Moydamlaght Forest - medium trail	2.1
	Moydamlaght Forest - short trail	1.6
	Plantin Park	1
	Reuben's Glen	1
	Springhill House Beech Walk	0.6
	Springhill House Swapit Hill Walk	1.7
	Springhill House Woodland Walk	1
	<b>Total</b>	<b>103.6km</b>

Table 4. Quality Walk provision in the Mid Ulster area

#### 5.3.14.2 Formal Walking

In addition to the Quality Walks, there are several sites where formal walking takes place. A formal walking route is defined as a route which is signed and/or has on-site information but is not classified as a Quality Walk. Routes not classified as a Quality Walk either do not meet the Quality Walk assessment criteria, or they may not yet have been assessed. A full list of known formal walking sites in MUDC can be found in Appendix G.

There are several other formal trails which have been developed and are managed by local Councils, community associations and public bodies with a community interest, e.g. Sperrins Gateway Landscape Partnership Scheme. Many of these are 'heritage trails' and have been designed to link the many features of unique historic and archaeological interest.

#### 5.3.14.3 Informal Walking

In addition to Quality and formal walking routes, informal walking occurs at sites mostly used by the local community. An informal walking route has no route signage or information present on-site and the route has not been classified as a Quality Walk. A full list of known informal walking sites within MUDC can be found in Appendix G.

In many cases, informal walking takes place on land which although there is not necessarily a designated trail, the public have a right to access to, for example, the general public has a right to access to all Forest Service land on foot.

#### 5.3.14.4 Public Rights of Way (PROW)

PROWs are routes that the public are legally allowed to access, regardless of whether the land is in public or private ownership. PROWs are created through the Access to the Countryside (Northern Ireland) Order 1983 and responsibility for implementing this Order lies with District Councils. District Councils are also responsible for the management and maintenance of PROWs.

The Mid Ulster area has 7 PROWs totalling 15.9km (Table 5). In addition, work is currently on-going to investigate a further two alleged PROWs namely, Dunman Lane, Cookstown and Spring Road/Brookmount Road, Coagh.

Route Type	Name ( legacy Council name)	Length (km)
<b>Public Right of Way</b>	Drum Road Loop, Dunnamore (Cookstown)	3.6
	Innevall (Cookstown)	1.6
	Gort Moss (Cookstown)	6.3
	Old Chapel Road, Warwicks Way (Cookstown)	0.4
	Loup Road to Ballyeglish Old Graveyard (Cookstown)	0.3
	Loughry Estate (Cookstown)	2.2
	Mullan Road (Cookstown)	1.5
	<b>Total</b>	<b>15.9km</b>

Table 5. PROWs in the Mid Ulster Council area.



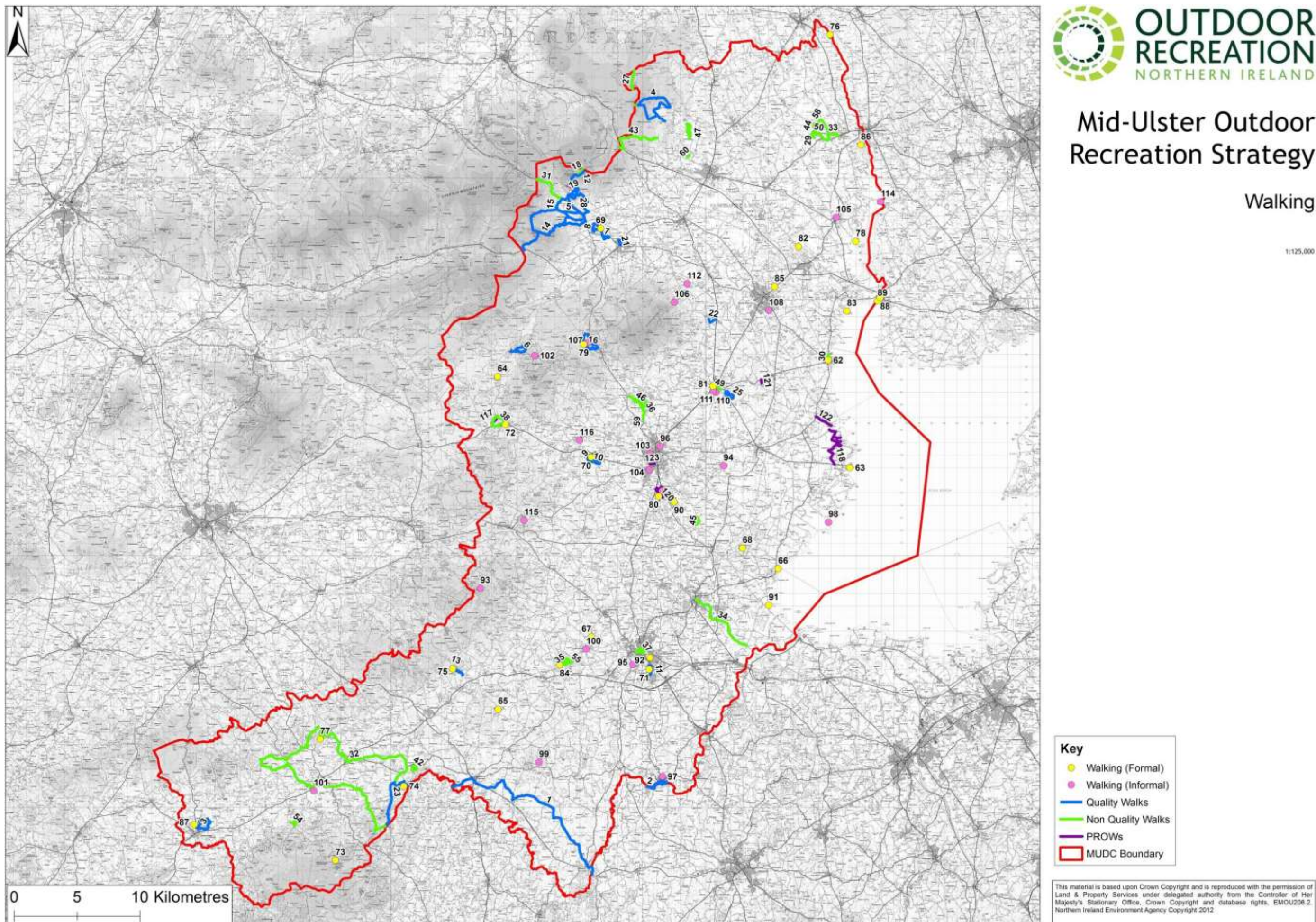


Figure 7. Walking Provision within MUDC



### 5.3.15 Cycling

Cycling is divided into cycling (on and off-road) and mountain biking. In MUDC area cycling infrastructure is well developed and this together with the area's scenic landscape and quiet country road network provides the ideal environment. Consequently, cycling is one of the most popular outdoor recreation activities in Mid Ulster. Cycling provision was mapped as either on or off-road and a distinction made between those sites where cycling takes place formally versus informally.

In 2005, Sperrins Tourism Limited developed 12 on-road cycling routes known as 'The Sperrins Cycle Routes'. These circular, waymarked routes (Fig.8) range from 18 to 65km with six falling within the Mid Ulster area namely;

- Gold Cycle Route (3.2km)
- The White Hare Cycle Route (58km)
- The Lough Fea Cycle Route (66km)
- The Slieve Gallion Cycle Route (40km)
- The Moyola Cycle Route (18km)
- The Swatragh Cycle Route (24km)

Fig.8 also shows how the six routes link into the National Cycle Network (NCN) routes 94 and 95. NCN route 95 (Belfast – Ballyshannon) traverses the Mid Ulster area providing 72km cycling in Mid Ulster. Route 94 also incorporates the 'Loughshore Trail' and as its name suggests, follows the shores of Lough Neagh (46km). Route 94 also incorporates the Ballyronan to Ardboe Cross Trail (14km).

The other significant formal cycle trail provided and promoted on CycleNI.com within Mid Ulster is the Carleton Trail Cycle Route.

Formal off-road cycling sites, sometimes known as 'family cycling' facilities, were identified at the following locations

- Blessingbourne Estate
- Dungannon Park
- Windmill Wood

Despite the considerable provision of formal trails, no information exists in the numbers using these routes. Except for CycleNI.com limited information exists for the visitor about facilities along these routes, i.e. accommodation, toilets, cafes, etc.



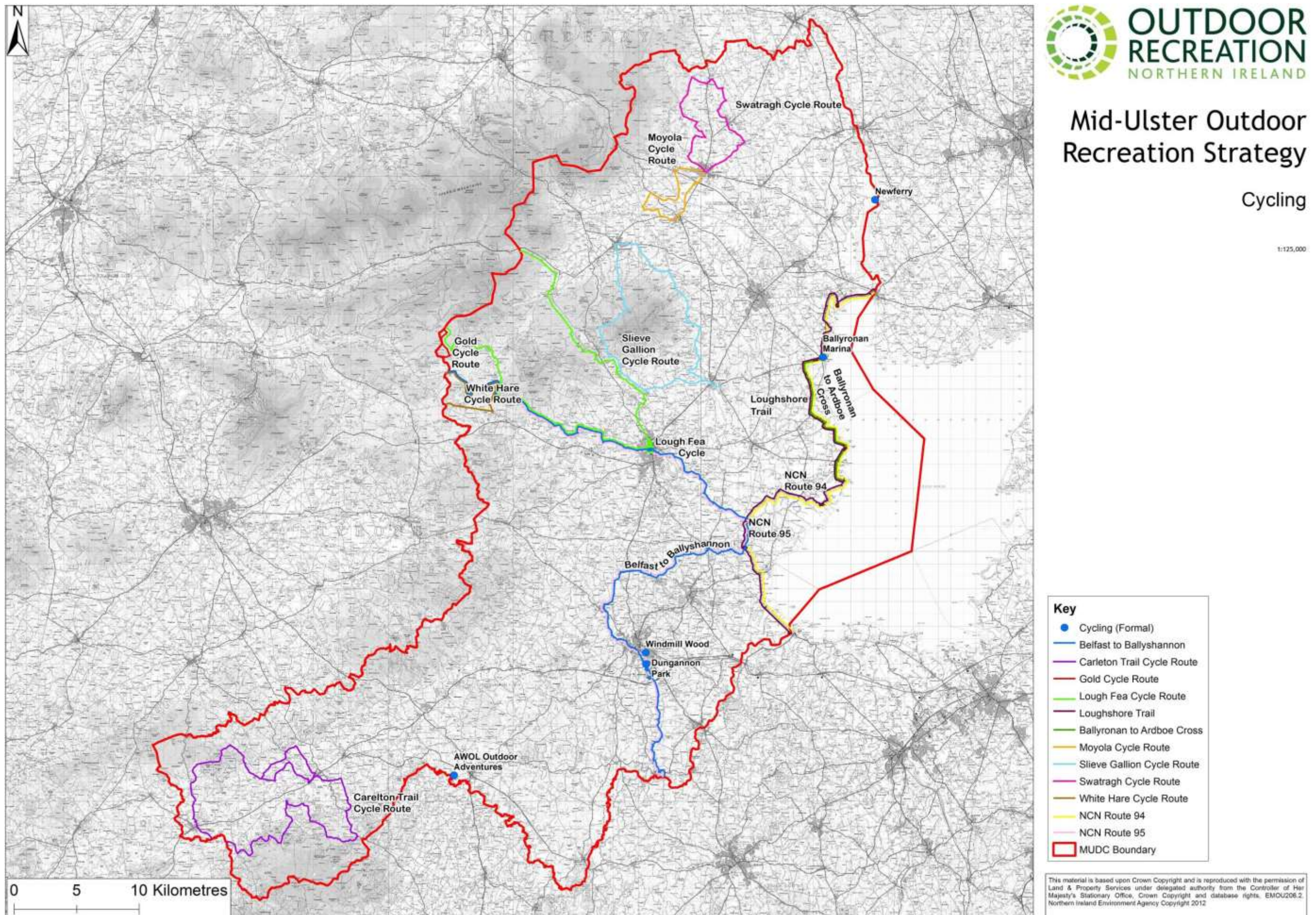


Figure 8. Cycling Provision within MUDC



### **5.3.16 Mountain Biking**

Off-road cycling in the form of mountain biking is one of the fastest growing outdoor recreation activities in Northern Ireland. The MUDC area boasts one of Northern Ireland's three National Trails Centres (Davagh Forest) and one of Northern Ireland's three Regional Trail Centres (Blessingbourne Estate) (Fig.9).

#### **5.3.16.1 Davagh Forest (National Trail Centre)**

Developed in 2013 by the former Cookstown Borough Council in partnership with FSNI, Davagh Forest provides 26.5kms of mountain bike trails, including 7.5kms of blue trail, 16kms of red trail and 3kms of green trail. It also has a pump track and skills park.

Since the trails were launched in early 2013 visitor numbers have far exceeded expectations. In 2017, over 10,000 visits were made to the mountain bike trails in Davagh.

The trails have also hosted several events including a round of the Ulster XC series and National Points Series and the Davagh Enduro and Youth Enduro.

#### **5.3.16.2 Blessingbourne Estate (Regional Trail Centre)**

The trails at Blessingbourne, a partnership between the former Dungannon and South Tyrone Borough Council and the Estate's owners were developed in two phases. Phase 2 was launched in 2013 culminating in a total of 12kms of mountain bike trails, including 4km of blue trail, 8km of red trail and a small pump track. The site provides toilets and a café which is open on a seasonal basis.

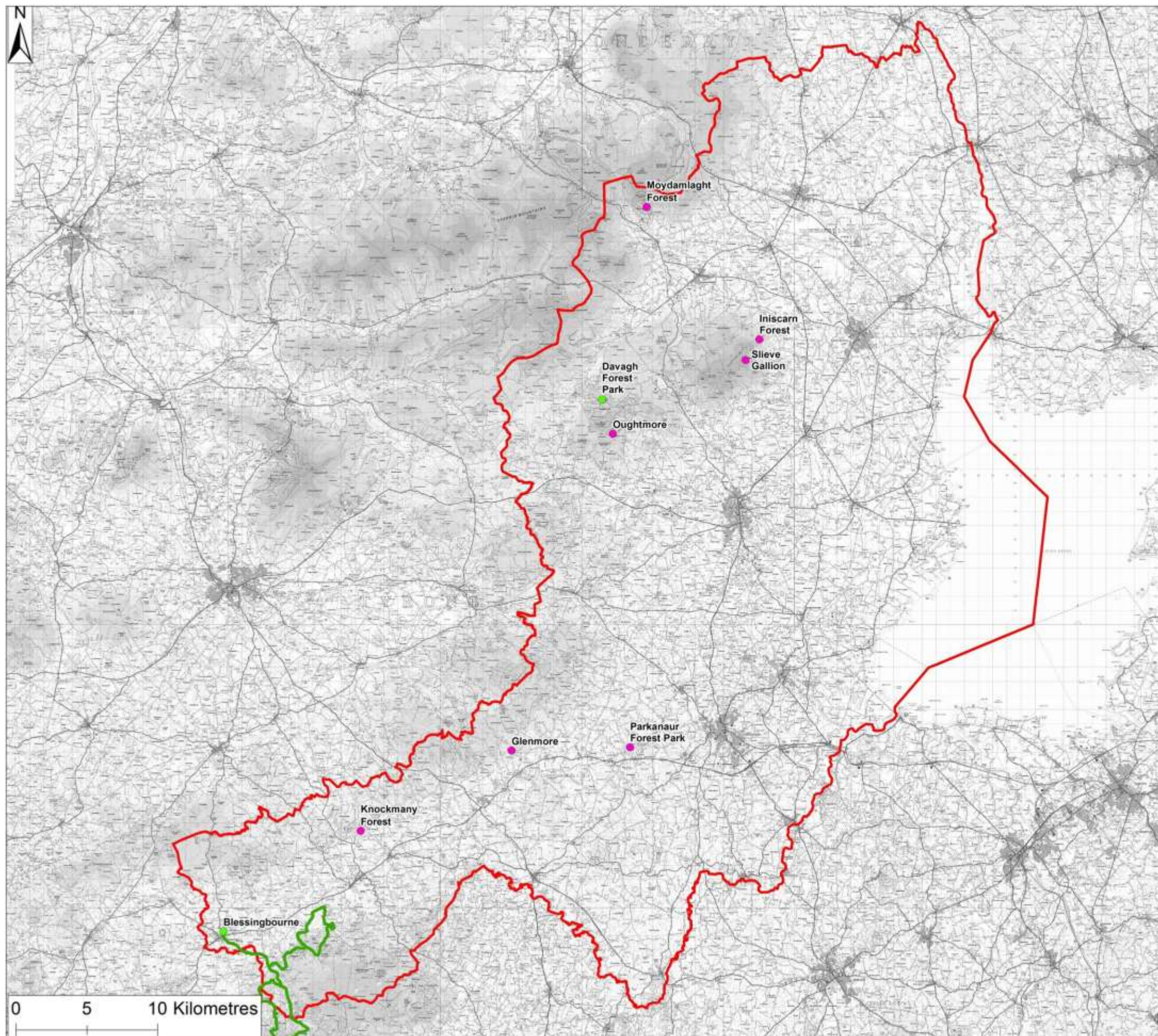
Within Mid Ulster, informal mountain biking also occurs at the following sites:

- Glenmore
- Iniscarn Forest
- Knockmany Forest
- Moydamlaght Forest
- Oughtmore Mountain
- Parkanaur Forest Park
- Slieve Gallion

The Mountain Bike Strategy for Northern Ireland 2014 – 2024 (ORNI, 2014) defines a long-distance ride as a cross-country trail providing at least 1 days biking along a route in excess of 35km with at least 75% off-road or minimum 'C – Class' or 'minor road'. A 40km Clogher Valley long-distance ride through Counties Tyrone and Fermanagh with a trailhead in Fivemiletown has been identified.

However, the Mountain Bike Northern Ireland Research Report (October 2016) carried out by Cogent Management Consulting on behalf of the MountainBikeNI Consortium identified that mountain bike enthusiasts spend only 4% of their time riding long-distance trails i.e. more than 35km with the use of a map. Moreover, only 10% of mountain bike enthusiast respondents indicated that they ride more than 4 hours a day on a typical mountain bike trip. Any decision to develop future long-distance trails in MUDC should take account of the findings of this research.





## Mid-Ulster Outdoor Recreation Strategy

### Mountain Biking

1:125,000

Key	
<span style="color: green;">●</span>	Mountain Biking (Formal)
<span style="color: magenta;">●</span>	Mountain Biking (Informal)
<span style="color: green;">—</span>	Clogher Valley Long Distance MTB Trail
<span style="color: red;">—</span>	MUDC Boundary

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Figure 9. Mountain Biking Provision within MUDC



### 5.3.17 Orienteering

Within the area orienteering is relatively well developed due to the area's popularity as a training environment for Duke of Edinburgh, Scout and Guide groups (Fig.10). It predominantly occurs within the area's forests and is available to the community, clubs and visitors either through the governing body, Northern Ireland Orienteering Association (NIOA) or through Todds Leap and A.W.O.L Outdoor Adventure who provide orienteering both on and off-site.

Permanent orienteering courses (POC) are located in:

- Drum Manor Forest Park
- Benburb Valley Park
- Parkanaur Forest
- Dungannon Park
- Windmill Hill, Dungannon

whilst the following sites although not having a permanent course have been mapped:

- Moydamlaght Forest (Mullaghmore)
- Derrynoyd Forest
- Drumlamph Wood

The area also has two 'ecotrails' located at

- Benburb Valley Park
- Parkanaur Forest



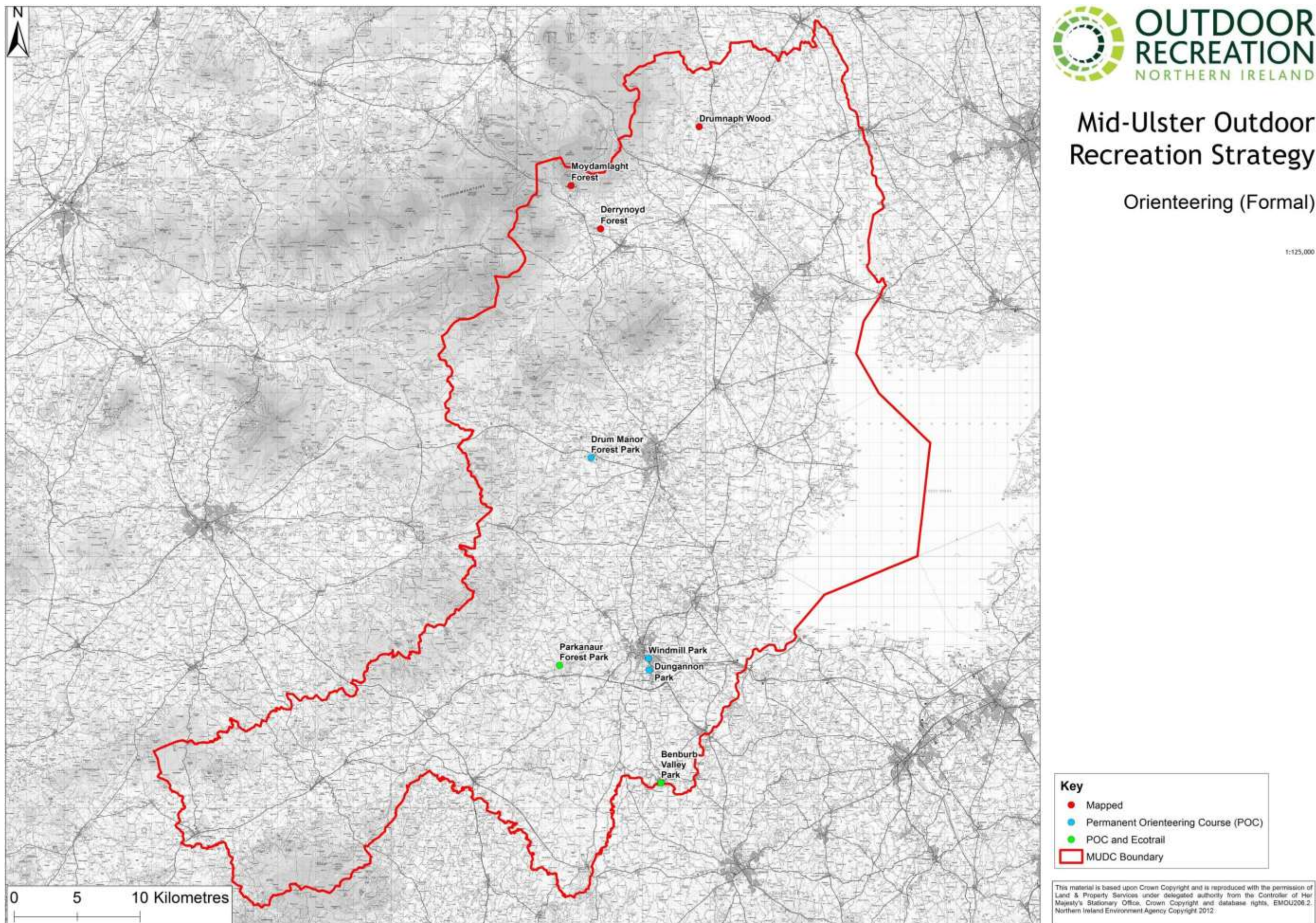


Figure 10. Orienteering Provision within MUDC



## 5.4 Water-based Activities

Fig. 11 shows the current provision in the MUDC area for the following water-based activities: angling, boat cruising, water skiing/wake boarding and jet skiing, whilst Fig. 12 shows the current provision in the area for canoeing/kayaking.

### 5.4.1 Angling

Angling currently takes place on most rivers and loughs/lakes in Mid Ulster however the pattern of use differs between water courses with some being over-subscribed and others under-subscribed.

Main fishing rivers: Ballinderry, Blackwater, Torrent, Moyola and the River Bann.

Most of the rivers in Mid Ulster are 'spate' rivers and so provide ideal 'game' environments for migratory fish such as salmon and sea trout.

Loughs/Lakes: Ballysaggart Lough, Ballyronan, Battery Harbour, Dungannon Park, Lough Fea, Roundlake, Fivemiletown, Blessingbourne Lakes, Brantry Lough, Carrick Lough, Creevelough, Enagh Lough, Tullygiven.

Like the rest of Northern Ireland, angling in the Mid Ulster is a complicated process of permits and licences. The fishing rights will also differ depending on the river or lough/lake and as such territorial issues can arise. In some cases, the fishing rights may be courtesy of one party, but another party is responsible for issuing the permit and rod licence.

For both the local community and visitors interested in recreational angling this can be a complicated system exacerbated by the lack of co-ordinated information about where to fish, catch and release' policies, start and end dates for the angling season, where and how to access the different rivers and loughs, etc.

These issues are largely removed however when angling is provided either through a private activity provider or on a private estate, whereby the provider owns the rights, provides the permits, offers advice, acts as a 'guilly' or guide and arranges transport and/or accommodation.

Altmore Fishery offers fly/game fishing on a 5 acre stillwater fishery near Pomeroy, whilst, The Jungle NI offers fishing off site, taking groups to Annaginney Fishery.

### 5.4.2 Boat Cruising

Boat cruising takes place from three sites in Mid Ulster namely, Portna Lock, Hutchinson's Quay and Aughnahoy Jetty.

### 5.4.3 Water skiing /Wakeboarding

Water skiing/ wakeboarding takes place from Aughnahoy Jetty and Newferry on the Lower Bann River, Ballyronan Marina and Roughan Lough. Waterway Ireland's waterski zone on the Lower Bann is highlighted in Fig. 11

### 5.4.4 Jet Skiing

Jet skiing takes place from Aughnahoy Jetty on the Lower Bann and Ballyronan Marina. Fig. 11 highlights Waterways Ireland's jet-ski zone on the Lower Bann River.

### 5.4.5 Sailing

Sailing takes place from Ballyronan Marina, Battery Harbour and Curran Quay.



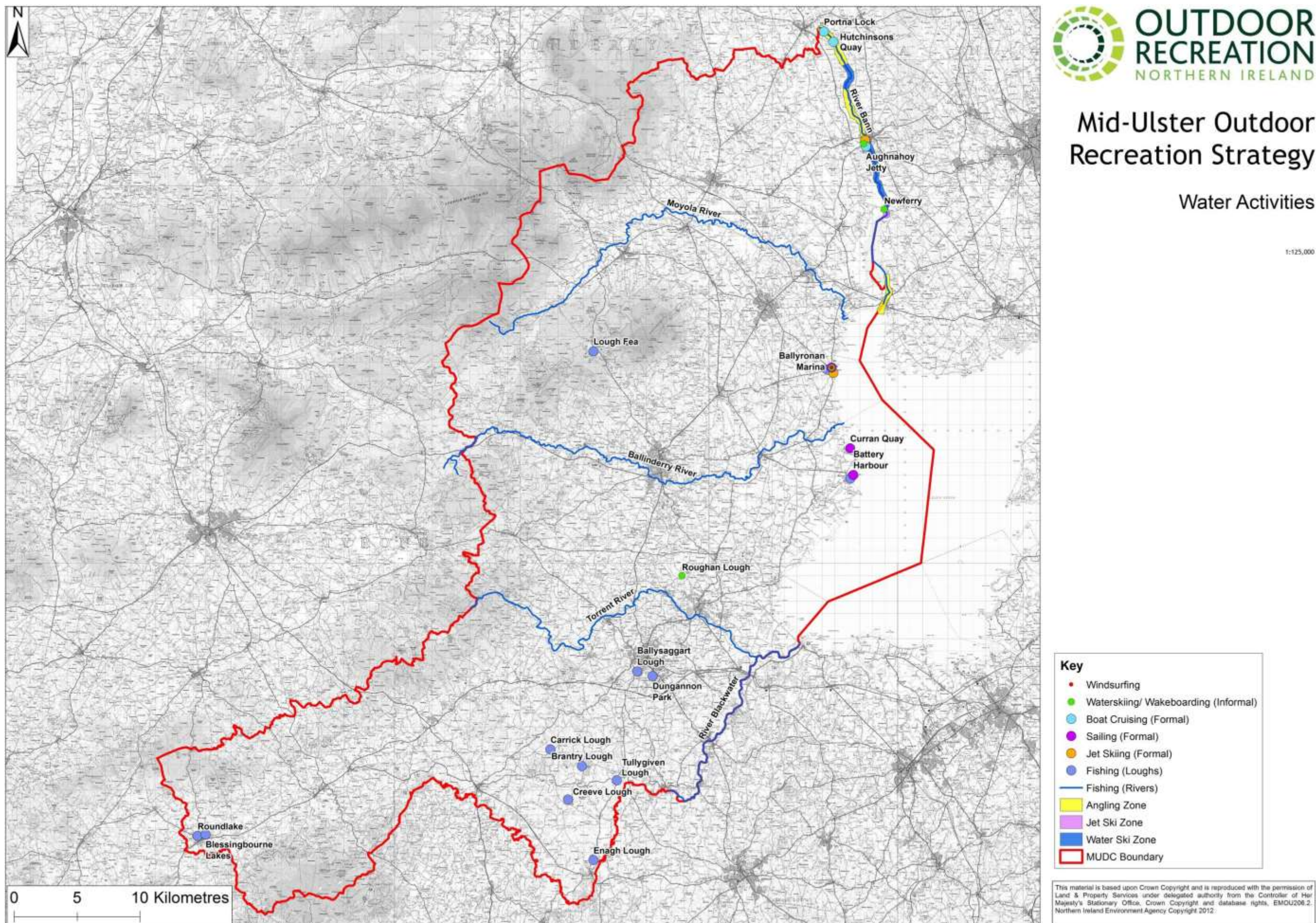


Figure 11. Water Activities Opportunities within MUDC



### 5.4.5 Canoeing / Kayaking

Like walking and cycling, canoeing and kayaking are also very popular outdoor activities taking place in Mid Ulster. This is directly related to the quality of paddling available. The MUDC area encompasses three of Northern Ireland's five inland Canoe Trails namely, the River Blackwater, Lough Neagh and the Lower Bann (Fig.12).

#### 5.4.5.1 Blackwater Canoe Trail

The River Blackwater flows from the slopes of Murley Mountain above Fivemiletown along the Clogher Valley. Between Augher, Aughnacloy and Caledon the river forms the border between Northern Ireland and the Republic of Ireland. The River provides a 20km canoeing trail for canoeing enthusiasts of all abilities. 1.6km upstream from Bond's Bridge the Callan River joins the River Blackwater of which both the upper and lower stretches are paddled by canoeists. Beginning from the river jetty at Moy, 'Paddle the Blackwater' is one of several events hosted by the Blackwater Regional Partnership that encourages people to get out and enjoy the outdoors of the Blackwater Region.

#### 5.4.5.2 Lower Bann

Developed in 2008, the 58km Lower Bann Canoe Trail starts at Lough Neagh and finishes at the Atlantic Ocean. With access points at Portna Lock, Hutchinson's Quay, Aughnahoy Jetty and Newferry, the Trail offers canoeists both tranquil waters and some faster flowing sections.

#### 5.4.5.3 Lough Neagh Canoe Trail

Lough Neagh is the United Kingdom's largest inland lake with a shoreline of over 150km. Paddlers can explore the numerous bays and inlets around the Lough or the vast expanse of open water whilst observing a diversity of wildlife and historical sites. Mid Ulster access points to the Canoe Trail include Traad Point, Ballyronan Marina, Kinturk Quay, Battery Harbour, Brockagh Point and Washing Bay.

In addition to the River Blackwater and the Lower Bann River being used for canoeing, the Ballinderry River is also a popular canoeing venue for white water enthusiasts. Accessing from Ardtrea, the Ballinderry River provides an 8km informal stretch of grade II water from Corkhill Bridge to Cookstown with weirs at regular intervals.



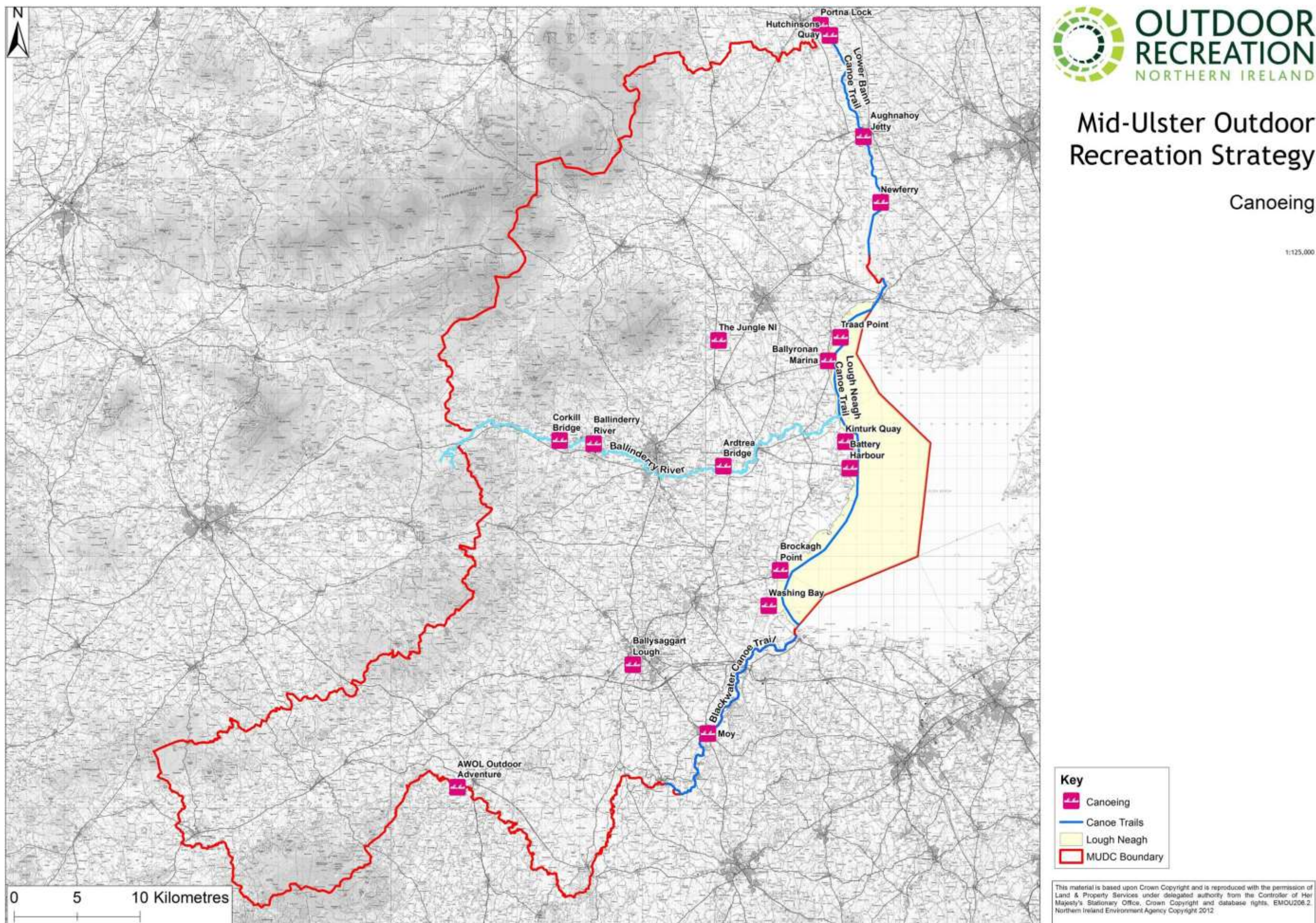


Figure 12. Canoeing Provision within MUDC



## 5.5 Air-based Activities

### 5.5.1 Hang Gliding/Paragliding

The only air-based sport that takes place in the MUDC area is hang gliding/paragliding (Fig.13).

Hang gliding is the non-motorised activity of flying or soaring through the air suspended in a harness from a single, fixed wing aircraft overhead whilst paragliding is where a glider sits in a harness suspended from a fabric 'parachute-type' kite above his/her head.

Except for experienced individuals gliding solo, the Ulster Hang Gliding and Paragliding Club is the primary provider of hang gliding and paragliding in Northern Ireland. In Mid Ulster the club launch from the following sites, with prior agreement with the landowner:

- Slieve Gallion
- White Mountain
- Craigagh Hill
- Crockmore/Crockbrack (to the south of Craigagh Hill)



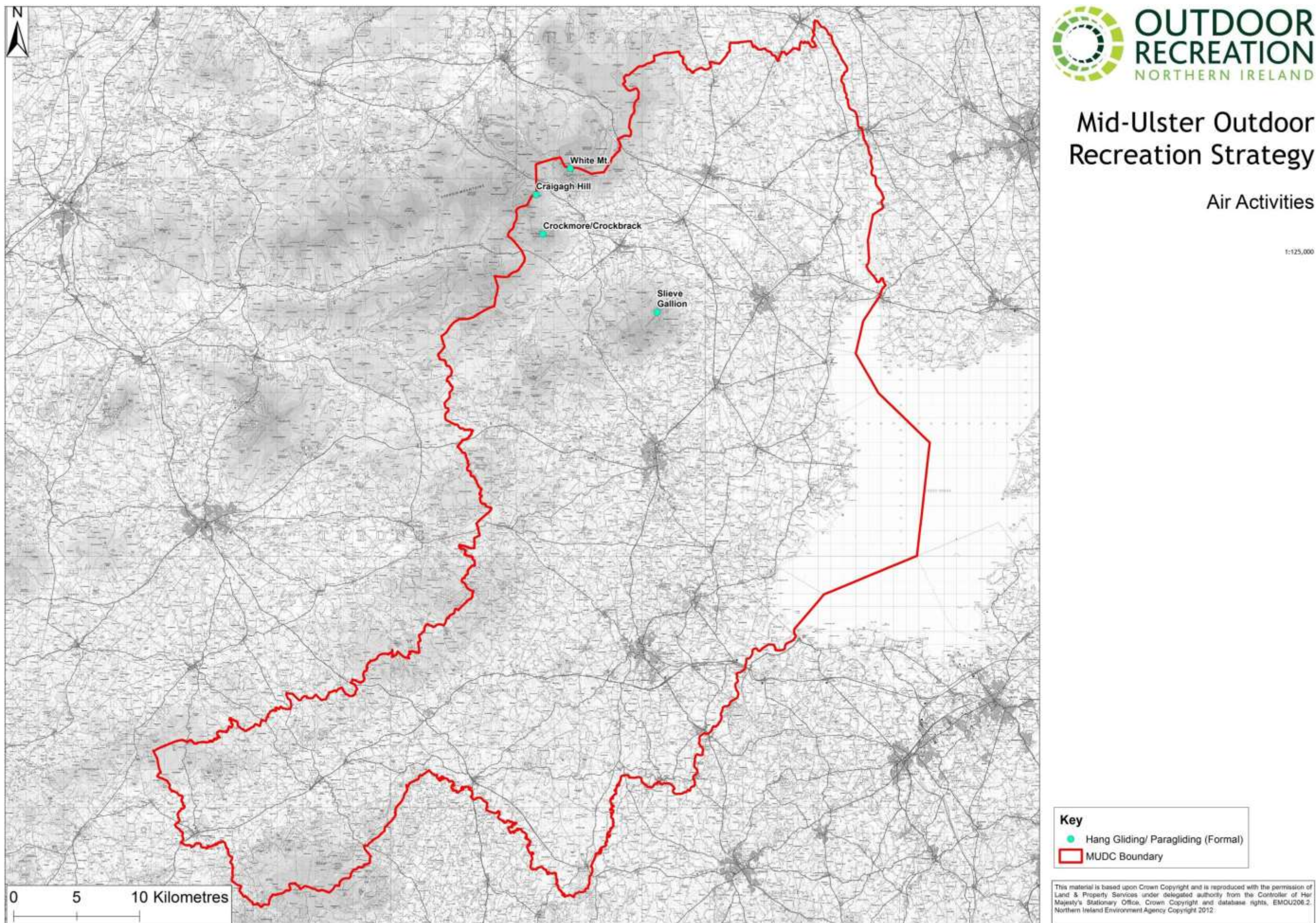


Figure 13. Air Based Activities in MUDC



## 6. CONSULTATION RESULTS – KEY FINDINGS (DEAs)

An extensive process of consultation was carried out with individual Council Officers, Council elected members, national governing bodies of sport (NGBs), public and statutory agencies, public and private landowners, outdoor activity providers, community associations and groups, clubs, SORF members and the general public.

Appendix H includes for individual sites within each DEA the detailed responses from the consultation process merged with the findings from recent Council documents that include outdoor recreation provision and opportunities e.g. Village Plans. For each site the 'status quo' and 'future opportunities' are detailed.

This section includes a general synopsis of some of the key findings from the consultation followed by a SWOT analysis which details the strengths, weaknesses, opportunities and threats associated with the current provision and future development of outdoor recreation at a local level in the Mid Ulster area. The key findings are divided into;

- Management - refers to both the resources and structures that are required to ensure a high quality and a consistent experience for all outdoor recreation users to the area.
- Development - refers to both the outdoor recreation infrastructure required to do an activity e.g. trails, canoe steps etc and the supporting visitor services and facilities which enhance the product and tourism offering.
- Promotion - refers to the wide range of media required to heighten the awareness of the local population and visitors to the area of the opportunities that exist for taking part in a wide range of outdoor recreation activities.

### 6.1 Key findings -Management

From the consultation process several issues regarding the current and future management of outdoor recreation in Mid Ulster were identified including:

- there is some provision within the MUDC's new staff structure for posts related to the development, management and promotion of outdoor recreation.
- few mechanisms exist within MUDC to encourage collaboration between the different organisations and interest groups involved in outdoor recreation across the area. These include landowners/land managers, NGBs, private sector activity providers and service providers.
- there is disparity between the number and quality of outdoor recreation sites that currently exists based on the boundaries of the former three legacy Councils.
- monitoring and consequently understanding the level of use being made of sites across MUDC is limited with only a few key sites having counters in place to record user numbers.

#### 6.1.1 Staff resourcing

The area has suffered in the past from none of the three legacy Councils having a dedicated Outdoor Recreation Officer in post.

In 2018, the Council recruited a Parks and Countryside Development Officer who is responsible for overseeing the management and delivery of the new Strategy, securing funding for development projects, working in partnership with other organisations in the delivery of projects and for all legal documentation associated with any new access initiatives and SLAs with community groups etc.

Resourcing the Strategy with appropriate staff is fundamental to its future delivery and ultimate success. The current staffing structure should therefore be monitored and reviewed throughout the lifetime of the Strategy.

### **6.1.2 Co-ordination of user groups, private activity providers etc**

There are currently few opportunities to allow those involved directly or indirectly in outdoor recreation participation and business across the Council area to come together to share experiences, knowledge and look at opportunities for improved collaboration on a wide range of outdoor recreation issues.

In other areas across Northern Ireland the mechanism to do this is through a Local Outdoor Recreation Forum which includes governing bodies of sport, local clubs, activity tourism providers, community groups and those involved in the outdoor recreation service industry e.g. accommodation providers. Given that within the Council, a Tourism Outdoor Cluster Group already exists, it is recommended that this Group is expanded to include a larger representation from the outdoor recreation sector per se rather than a new Outdoor Recreation Forum being set up.

In addition, it is essential that the Council works in partnership with its neighbouring Councils on projects such as the Lower Bann Blueway, Ulster Canal Greenway, developing walking trails in the Sperrins and developing long-distance mountain biking and horse-riding trails in the Clogher Valley.

### **6.1.3 Maintaining the product**

MUDC is still emerging from a time whereby the three legacy Councils had very different agendas, priorities and budgets with regards to outdoor recreation development, management and promotion.

Consequently, the Council area shows disparity between the number and quality of outdoor recreation sites that currently exists based on the boundaries of the former three legacy Councils. Issues regarding the level of maintenance at sites was raised at all 7 public consultation events. An adequately resourced rolling maintenance programme is therefore required to redress the current situation and maintain any future sites developed. This will require a co-ordinated approach between Property Services and Parks and Countryside.

Consideration should be given to:

- having a dedicated maintenance resource for the combined Parks and Countryside/Outdoor Service to allow for greater effectiveness and efficiency and encourage a proactive maintenance approach as opposed to the current reactive approach.
- making greater use of Service Level Agreements (SLAs) with Community Groups. Currently the Council has seven SLAs with local community groups, at a cost of £35,450 for the upkeep of outdoor recreation facilities namely;
  - Pomeroy Community Association - check the play park in Pomeroy Forest daily and the walking trails weekly
  - TABBDA - provide the visitor amenity facilities at Ballyronan
  - TWCC – Traad Point conservation works
  - Kildress Community Association - maintain the Dunnamore Riverside Trail
  - Muintir na Mointeach - maintain the visitor amenity site at Washing Bay
  - Battery Harbour Management Company - carry out amenity maintenance and inspection at The Battery

- Broughderg Community Association – maintain the visitor servicing facilities at Davagh Forest.

Entering SLAs with Community Groups will not only empower communities through volunteering but is more likely to result in greater appreciation and respect for the outdoor recreation resource in their area.

All existing SLAs were reviewed and updated in 2017-2018. These should continue to be monitored going forward.

#### 6.1.4 Counters

Having the evidence base that highlights the use made of the area's outdoor recreation sites is vital moving forward.

Currently counters are located at the Round Lake - Fivemiletown, Ballyronan, Dungannon Park, Lough Fea, Blessingbourne Estate, Davagh Forest, Knockmany Forest, Brantry Forest, Portglenone Blueway, Coalisland Canal, Augher Riverside Path, Iniscarn Forest, Pomeroy Forest.

Moving forward any new outdoor recreation developments should automatically include the positioning of counters to help justify and prioritise any current and future expenditure on the site.

#### 6.2 Key findings- Development

From the consultation process it became evident that:

- current provision is concentrated in several geographic areas and these are particularly important in determining the area's future outdoor recreation proposition namely; the Lower Bann, western shores of Lough Neagh, the Clogher Valley corridor, the area that falls within the Sperrins AONB and the Blackwater /Ulster Canal Corridor.
- there are several key activity sites across the area that are important and will continue to remain so in determining the area's future outdoor recreation proposition.
- whilst all Forests across the area provide local recreation opportunities, some forests have the potential if developed appropriately, to attract visitors from outside the MUDC area.
- in terms of specific activities, the area already offers good walking, mountain biking, canoeing, orienteering and angling opportunities but there is still significant opportunity to develop specific products further to increase the outdoor recreation product.
- several initiatives currently being developed have the potential to create 'stand out' recreation products namely; the Clogher Valley and Ulster Canal Greenway, the Lower Bann Blueway, the Heaney Trails, Davagh Forest and the western shores of Lough Neagh (Ballyronan/Traad).
- whilst the area already has several informal walking trails around villages and along river corridors, an overwhelming demand exists for a formal network of Community Trails to be developed across the area.
- specific bodies/initiatives have and will continue to play a significant role in the development of local outdoor recreation initiatives e.g. Lough Neagh Landscape Partnership, local community groups and private sector activity providers.

### 6.2.1 Specific Product Development

Opportunities exist in the area to improve both the existing outdoor recreation infrastructure and supporting visitor services and facilities. The activities which have the greatest potential for future development are walking, off-road family cycling, mountain biking, and horse riding.

The area is still merging from a time whereby the three legacy Councils took a very different approach to developing access, particularly on private land. Consequently, much of the area's outdoor recreation potential has not been fully capitalised upon. The upland area in the north west of the Council area could be significantly developed, including that area which falls within the Sperrins AONB. Steeped in history, culture and rich in natural and built heritage the area could be developed as a key component to the overall walking product in the wider Sperrins area. Creating medium-distance multi-day walking trails in this area would be a welcome addition to the outdoor recreation proposition. Examples include linking Lough Fea to Davagh Forest.

Developing a Community Trail network across the area featured significantly throughout the consultation exercise as well as being highlighted in many of the Council's Village Plans. Community Trails, either link communities to surrounding green space via a safe off-road route, or one community to another, for example, along a river corridor. These trails providing 'doorstep' safe off-road walking/cycling trails at community level will require significant investment particularly in terms of staff time to negotiate access. This correlates with the wider Northern Ireland picture. As a first step MUDC should prepare a Community Trail Plan for each of the DEAs to allow for any future network to be developed in a more strategic way.

Although the National and Regional Mountain Bike Trail Centres at Davagh Forest and Blessingbourne Estate respectively are already two of the area's strongest products, there is still an opportunity to develop mountain biking further for both the local community and activity tourists to the area. There is a desire to see the mountain bike product enhanced at Davagh through extending the trail network as well as the delivery of a long-distance off-road mountain biking trail in the Clogher Valley, parts of which could also be developed as a long-distance off-road horse-riding trail.

Currently the provision for family off-road cycling within the area is weak and consequently opportunities to create safe off-road family cycling trails should be considered at all sites which are highlighted for potential development.

Although the orienteering product is relatively strong in the area, recent developments by the NIOA Active Clubs Officer has shown the ability of orienteering as a powerful tool for community cohesion and social inclusion and therefore this work should be supported moving forward.

The potential to develop a canoe trail on the Ballinderry River requires more consideration, but undoubtedly the development of the Lower Bann Blueway (see section 6.2.5) will help increase the profile of this activity in the area.

Across the Mid Ulster area outdoor recreation provision is also characterised by activity-based 'hubs' defined as multi-use sites which offer a variety of both outdoor activities and support visitor services (accommodation, community services, cafe/restaurant, toilets, changing facilities, parking, etc.) in the one place. Many of these hubs are associated with community associations and there is a willingness by many of the community groups e.g. Broughderg Community Association, Carntogher Community Association, Pomeroy Community Association, Friends of Lissan House, Portglenone Community Association and Muintir na Mointeach etc to work with the Council and others to develop these further to enhance the outdoor recreation product.

### 6.2.2 Forest Development

Without doubt one of the area's strongest propositions for the future development of outdoor recreation in the Mid Ulster area lies in the resource afforded by the area's 22 forests. Whilst some of these forests will never be more than a valuable local recreation resource, others have the potential to attract visitors from outside the area if appropriately developed as activity hubs.

MUDC already has in place with FSNI an MOU and licences for certain activities in specific forests e.g. play and trails in Pomeroy Forest, mountain biking and play in Davagh Forest, trails and toilet block in Knockmany Forest and trails in Brantry, Derrynoid, Iniscarn and Moydamlaght Forests. A commitment from MUDC to enter into similar agreements in the future is a key component of the future success of developing the recreation offer in the forests.

Work is already at an advanced stage in Davagh Forest to develop the recreational offering and create a strong tourism proposition through the Dark Skies project which is due to open in 2020. Several other Forests namely, Drum Manor and Parkanaur have been identified as key outdoor recreation development sites moving forward. Both these forests will require detailed Masterplans in order to make best use of the site and best use of Council's scarce resources.

Priorities for the other forests include; working in partnership with pro-active local community groups at Altmore and Pomeroy, delivering the long-distance Mountain Bike ride through Crocknagrally, Mullaghfad, Fardross and Favour Royal Forests, developing a long-distance horse riding trail through the Clogher Valley forests, linking Iniscarn Forest to the surrounding villages and Slieve Gallion, expanding the outdoor recreation offer at Drumcairne and Moydamlaght forests and linking up Davagh Forest to Broughderg Forest and the surrounding uplands using the former network of green lanes previously used by children walking to school across the mountains.

The fundamental issue identified within all the area's 22 forests relates to the lack of basic infrastructure and lack of customer-focus. All were found to require significant improvements in the visitor welcome, interpretation and waymarking. The development of an overall 'identity' for the forests in MUDC in order to provide a cohesive experience for users of the forests, as well as instilling a sense of place will be important moving forward and could be rolled out over the lifetime of the Strategy.

See Appendix I for a Case Study on Dalby Forest, North Yorkshire.

### 6.2.3 Greenway Development

Within Northern Ireland's new Greenways Strategy, the aim of which is to 'encourage a substantial increase in the number of people walking and cycling as a regular part of everyday life through the building of a connected and accessible regional Greenway network', the Primary Greenway Network proposed includes a 97 km greenway from Dungannon to Coleraine and a 51 km greenway in the Secondary Network from Caledon to Maguiresbridge via the Clogher Valley. Also, part of the proposed greenway from Doagh to Draperstown via Antrim and Magherafelt and Craigavon to Derry-Londonderry via Omagh falls within the Mid Ulster Area as does the Ulster Canal Greenway section from Moy to Caledon (Fig.5).

Funding of £16,000 was secured in 2017/2018 by the Council from DFI to carry out feasibility studies for two of the area's potential greenways namely, the Ulster Canal Greenway and the Clogher Valley Greenway. Considerable work has already taken place on the Ulster Canal Greenway by Waterways Ireland and its partners, of which the Blackwater Regional Partnership is one. The Ulster Canal Greenway would link Castle Saunderson in Co.Cavan to Charlemont in Co.Armagh mainly along the route of the disused Ulster Canal and using sections of disused railway infrastructure. The Ulster Canal Greenway section within the Mid Ulster Council runs from Moy to Caledon and is approximately 20 miles in length.



It is recognised however that the success of the area's proposed Greenways is largely out of the Council's hands as development is totally dependent on whether individual landowners along the route are willing to co-operate and enter into access negotiations and ultimately agreements with the Council. As with any access project when working with a corridor of landowners, ultimately the project will either fail or succeed based purely on securing access. This is a time-consuming process and one that requires building up trust with the landowners.

Developing any of the above Greenways in the Mid Ulster area would realise significant benefits to the area both within the immediate vicinity of the Greenway and the wider MUDC area in terms of health and well-being, social inclusion, community cohesion and economic prosperity. Neither of these Greenways are expected to bring a significant increase in the number of visitors to the area, but rather act as a significant community resource like the Waterford to Dungarvan Greenway (see Appendix I for Case Study). However council should consider further developmental studies to progress.

The Greenways Strategy also suggests that plans in the future may provide for a third level network of 'Community Paths' that would provide doorstep opportunities to connect local communities to their local green space and neighbouring communities. This suggestion directly reinforces the consultation responses referred to in section 6.2.1.

#### 6.2.4 Lough Neagh

The recreational offer around the western shores of Lough Neagh currently shows great disparity between the quality and provision of outdoor recreation facilities at individual sites. Whilst some sites have seen significant developments and modernisation of facilities e.g. jetties, visitor centre, marinas, play parks, picnic tables, viewing points etc others have been neglected resulting in their decline. These sites are now in need of significant development to bring their recreation provision up to a standard that makes it inviting to the user.

Ballyronan /Traad Point has been identified as having the potential to become a significant 'multi-activity hub' i.e. it has the potential to attract day visitors from outside the Mid Ulster area and consequently future development around western shores of Lough Neagh will concentrate on this site. The development of a Masterplan for this site is an essential first step.

Most sites around the western shores of Lough Neagh are however defined as a 'local hubs', i.e. providing a valuable resource for the local community. These include Castlebay, Washing Bay and The Battery. Irrespective of whether the site is a regional or local hub, as a minimum, all sites should be modern and inviting to the user.

With the drop in the Lough's water level and subsequent increase in private land ownership along the Lough's shoreline resulting in a significant reduction of access to the shore, the development of Community Trails is an important consideration in improving access to the shoreline and recreation hubs around the Lough for local residents moving forward.

Given the range of environmental designations on and around the Lough, any future development must be carried out sensitively in order to minimise any impact it may have on this designated environment.

Although it is likely that the complexities relating to the administration and management of Lough Neagh have significantly impacted development of outdoor recreation opportunities in the past due to a lack of co-operation amongst those bodies responsible, recent initiatives such as the Lough Neagh Landscape Partnership Scheme is seeking to redress this situation. A £2.49 million grant from the Heritage Lottery Fund will see the delivery of 27 integrated projects around the lough shore over the next five years.

Several of these are directly related to the provision of outdoor recreation. Much of the work is being delivered in partnership with organisations such as the RSPB and the Council.

#### 6.2.5 Lower Bann Blueway

The Lower Bann River which stretches for 60km from Toome to the Atlantic is rich in wildlife, history and built and natural heritage as evidenced by the wide range of environmental designations attributed to it. Although considerable development has taken place along the River in recent years, for the River to maximise its full outdoor recreation potential moving forward, several key issues have been identified that require urgent addressing namely;

- the River is currently a hidden asset, not readily identifiable as a destination and therefore it cannot capitalise on its role in social and economic development
- currently access on the water allows full length navigation but the riverbanks only allow fragmented riverbank routes for walkers and cyclists
- given that the Lower Bann drains Lough Neagh, Rivers Agency is obligated to manage the water levels in Lough Neagh releasing excess into the Lower Bann with consequent impacts on water levels and flows which then impacts water and riverbank-based recreation e.g. sailing and angling.
- water skiing and jet skiing zones are not always being adhered to by the user groups thereby causing damage to the biodiversity and habitats of the area.

In order to address these issues, Waterways Ireland is working to create a 'Blueway' along the Lower Bann which will significantly enhance the recreational opportunities in this part of Mid Ulster.

A Lower Bann Blueway would result in the development of a multi-use trail running alongside the already fully navigational water course linking walking, cycling, canoeing and paddle boarding with local towns and villages, leading to the creation of recreational hubs (clusters of activity), which then can be marketed as a 'Blueway', making the Lower Bann become more visible and recognised as a valuable recreational asset in the MUDC area.

Within the confines of the MUDC boundary along the Lower Bann, Toome and Portglenone have been identified as 'recreational hubs' i.e. sites that provides quality leisure facilities and amenities. Extensive work has taken place recently at Portglenone to develop the angling and walking product.

Four other sites that fall within the MUDC boundary along the River have been identified as 'significant sites' namely; Lough Beg and Church Island, Newferry West, Hutchinson's Quay and Portna. These are locations along the River that are integral to the overall Lower Bann visitor experience but avoid overprovision of amenities, necessitates lower levels of investment as well as acknowledging potential environmental sensitivities.

It is important that Mid Ulster Council 'buys' into the concept of the Blueway along the Lower Bann both investing in the development of the 'hub' and 'significant' sites as well as the 'Blueway' marketing brand.

See Appendix I for a Case Study of the Shannon Blueway

In addition to the work being led by Waterways Ireland, other major contributors to the development of the outdoor recreation proposition on the Lower Bann include the RSPB and proactive community groups.

The RSBP is currently working with Forest Service NI to acquire a licence for approximately 100 hectares of peatland north of Newferry which it hopes to restore into a publicly accessible nature reserve whilst the Bann Valley Development Association is involved in developing a network of Community Trails near

Clady and Inishrush, Portglenone Community Association is involved in developing angling and the Fisherman's Walk at Portglenone whilst TIDAL is involved in development around Toome.

#### **6.2.6 Seamus Heaney**

One of Mid Ulster's Tourism Strategy's three strategic tourism strands, the Seamus Heaney project, is already well developed with the opening of the Seamus Heaney HomePlace in Bellaghy in 2016.

Work is currently on-going to develop a trail linking Seamus Heaney's poetry and literature to places and landscapes close to the Lower Bann. The project includes developing recreational opportunities through developing new trails along the Moyola River at Castledawson and Long Point on the Strand at Lough Beg. It is anticipated that this walking product will form a significant element of any marketing/promotion of outdoor recreation in the area moving forward. These sites will also form part of a Heritage Trail which is currently being developed along the full length of the River Bann and down the western shores of Lough Neagh.

The Heaney walking trails' project currently falls under the Culture and Arts function of MUDC. It is recommended that once the individual trails are delivered on the ground, they should be transferred to the Parks and Countryside Service function of the Council given they will require on-going management, maintenance and monitoring.

#### **6.2.7 The Heart of Ancient Ulster - Landscape Partnership Scheme**

Although the area covered by the proposed Heart of Ancient Ulster Landscape Partnership within the Mid Ulster area is relatively small, the contribution the Partnership is expected to make to outdoor recreation within the wider area is significant. In particular, the project will involve working with local landowners and communities on the ground to secure access to allow the delivery of heritage trails to the area's Neolithic features including chambers and Bronze Age circles. This will be complemented by visitor services e.g. car parking, interpretation etc where appropriate.

### **6.3 Key findings –Promotion**

From the consultation process on the current and future promotion of outdoor recreation in Mid Ulster several key findings were identified:

- there is an absence of a strategic approach to the communication and marketing of information on outdoor recreation.
- there is currently limited information available on the opportunities for outdoor recreation in Mid Ulster particularly through the existing MUDC channels such as the Council website.
- the experience to date with MountainbikeNI.com and WalkNI.com has shown there are other highly effective mechanisms, external to the Council's core channels, to promote the opportunities available.
- some of the more niche customers such as camping and caravans are provided with good levels of information, but the more 'mass' offering to local people or visitors on outdoor recreation and parks is insufficient.
- there is a discrepancy between the sites of outdoor recreation in the MUDC area in the provision and quality of onsite visitor information and signage particularly within the area's forests. In addition, partly due to the legacy of each Council, there is a lack of identity in the visitor information and signage.
- there is an expressed desire by the local people in the MUDC area to have better access to information on the outdoor recreation opportunities available across MUDC.

- the integration between key areas of the Council, including Leisure and Tourism, to collate, disseminate and promote information on outdoor recreation in a meaningful way to local people and visitors is limited.
- the Marketing and Communication Team at MUDC are currently reviewing their plans for key platforms. There is a clear direction to simplify and integrate the approach under the Council brand:
  - o a cull of sub-brands is underway, and it is advised that the development of further branding should be avoided

### 6.3.1 Marketing Strategy

It was expressed during the consultation that outdoor recreation does not appear to enjoy the same marketing effort and promotion to residents as other areas within MUDC such as leisure centres and the arts. Whilst the value of leisure centres and the arts is not in question, there is an opportunity to increase the profile and marketing of outdoor recreation given the strong demand and evidence regarding participation and visitor levels for these. The most appropriate and effective way to do this is to develop a Marketing Strategy in partnership with the Marketing and Communications Team.

In terms of marketing, the objectives that outdoor recreation is required to deliver is referenced in the MUDC Corporate Plan, Community Plan and Tourism Strategy:

- increase customer numbers (Corporate Plan)
- encourage physical activity within the community (Corporate Plan)
- promote shared space across the area (Community Plan)
- optimise the tourism potential (Corporate Plan)
- increase Mid Ulster's image and reputation for visitors (Tourism Strategy)

It is recommended that a simple segmentation is undertaken for participants of outdoor recreation and visitors to places of outdoor recreation in MUDC for two reasons. Firstly, the tactics and platforms to market to the segments is somewhat limited and there will be little opportunity to target highly defined segments. Also, the marketing of outdoor recreation in the area is still in its infancy.

The segmentation should recognise that:

- Segments who regularly participate in 'Afternoons Out' will be key
- Given the objectives outlined above, some segments will reside outside MUDC area
- Outdoor Recreation enthusiasts are an important but small segment

### 6.3.2 Marketing Action Plan

The development of the Marketing Strategy in partnership with the Marketing and Communication team will drive the development of a tactical 5-year Marketing Action Plan. The Marketing Action Plan should cover all areas of marketing outdoor recreation and parks including promotional tactics and platforms, working with partners, events and participation programmes.

This report does not seek to pre-empt the outputs of the Marketing Strategy and Action Plan but outlines the recommended approach:

#### 6.3.2.1 Integrated Marketing Approach

Given the rich and extensive nature of the product and potential range of programmes, activities and events, developing platforms dedicated to outdoor recreation and parks in MUDC such as a website and Facebook page is a route that could be taken. However, this is not recommended, but rather a coordinated and integrated approach within Council because;

- MUDC already has several powerful communication platforms in place. This includes several Facebook pages (VisitMagherafelt has 3945 likes; VisitCookstown has 5485 likes), its website and a magazine that is delivered to 55,000 homes twice per year
- if a website and/or Facebook page was developed for outdoor recreation for MUDC area, it would be difficult to drive sufficient visitors to merit the initial development and ongoing maintenance costs
- the development of independent platforms would weaken MUDC branding and reputation and potentially disassociate the product from MUDC

This integrated approach has implications for the tactics and platforms employed to promote outdoor recreation.

#### 6.3.2.2 Websites

It is recommended that outdoor recreation information is hosted within the newly created MUDC website. Currently there is an opportunity to add to the information on the website and the navigation within 'Things To Do' to make it easier for browsers to find information. It is recommended that the navigation is reviewed to link in with Council's new website.

In terms of website content, Outdoor Recreation NI already has a significant proportion of MUDC's key outdoor recreation information hosted on its web platforms. There is potential to feed through the content from ORNI's platforms to the MUDC website. This would ease the burden on MUDC's staff to create and maintain high quality and up to date content on the website.

In addition, ORNI launched in 2018, an online mapping facility called OutmoreNI which helps local people find out what outdoor recreation opportunities are available on their doorstep and in their local area. There is potential that this technology could be hosted for the MUDC area within the MUDC website and would directly support the development of the proposed Community Trail Network.



The website events calendar is dominated by major events such as arts events. When major events are held in outdoor recreation sites, such as 'Picnic in the Park' at Dungannon Park, then these should continue to feature prominently in the calendar also. There is a gap for smaller events and activities that take place on a more frequent basis, for example a walking group that meets regularly to walk around Lough Fea or the Park Run that takes place weekly in Cookstown. Within the Marketing Action Plan, an online solution should be sought to communicate the events that are taking place so that local people are encouraged to take part. This is particularly critical to meet the MUDC objectives of encouraging physical activity within the community (Corporate Plan objective) and increasing customer numbers (Corporate Plan).

#### 6.3.2.3 Social Media

It is recommended that outdoor recreation is promoted on the existing Facebook pages hosted by MUDC and no new pages are created. There is a strong engaged base on the current council Facebook pages. A process and content plan should be created for outdoor recreation and parks on these Facebook pages. It will be the responsibility of the Parks Division to develop and feed content to the marketing team.

Whilst there are no current plans to integrate the numerous leisure centre pages, it is strongly recommended that as part of the Marketing Action Plan the Marketing and Communication team consider how best to promote outdoor recreation and parks on social media. Given the huge participation levels in outdoor recreation and the importance of parks to tourism, as well as the crossover into leisure, it is critical that this is resolved.

#### 6.3.2.4 Other Platforms, Campaigns & Partnerships

The use of other promotional platforms and the development of marketing campaigns will be determined by the objectives in the Marketing Strategy and detailed as part of the Marketing Action Plan. However, there are several key channels that should be specifically recognised.

The MUDC residents' magazine is delivered to 55,000 residents twice per year. As part of the Marketing Action Plan, it is recommended that outdoor recreation and parks are included in each edition and the content focused on raising awareness of the offering as well as specific campaigns or events.

MUDC already has bought into the consortium with Outdoor Recreation NI for MountainbikeNI and WalkNI Marketing. It is recommended that given the enormous web visitors (almost 750,000 visitors to WalkNI.com) and the benefits that MUDC enjoy from ORNI's marketing expertise in this area, that this agreement is maintained.

It is recommended that the marketing for the proposed development of the Blueway would be developed in partnership with Waterways Ireland who already have a successful brand and blueprint in place for promoting Blueways in Ireland.

There are several products in MUDC that attract niche outdoor enthusiasts such as paddlers and campers and caravanners. It is recommended that, as well as including these products as part of the wider outdoor recreation offering, MUDC targets these niche segments through the channels they consume such as camping websites, canoeing websites (CanoeNI.com) and associations.

### 6.3.3 Branding

MUDC's outdoor recreation sites lack a consistent identity. Given the high participation levels in outdoor recreation activities such as walking and the attraction of parks and forests for visitors, it is important that outdoor recreation and parks have a strong identity to provide a cohesive experience for visitors and local people.

Although MUDC are in a period of consolidating a plethora of existing sub brands, given the significance of the area's 22 forests in providing outdoor recreation opportunities for both locals and visitors, it is recommended that a simple graphic device is developed for all forest recreation sites. The graphic device should be simple in design and colour so that it can be employed across a whole variety of platforms such as websites, signage and waymarking.

(see Appendix I for Case Study of Armagh, Banbridge and Craigavon Council's new brand identity for forest recreation sites).

### 6.3.4 Signage & Waymarking

Within an outdoor recreation site such as a park or forest, it is essential to erect visitor information signage and where appropriate, trail waymarking. This is very important from a marketing perspective and of critical importance in terms of visitor enjoyment and risk management.

Visitor information signage will include welcome signage, information and interpretation, visitor safety, visitor orientation etc. Trail waymarking refers to signage relating to or located directly on trails and it includes trailhead signage, waymarker posts and disks, interpretation panels and safety signage.

As previously identified, there is a discrepancy in the provision and quality of onsite visitor information and signage between the sites of outdoor recreation in the MUDC area. It is therefore recommended that 'Visitor Information and Signage Guidelines' are developed for MUDC. These would consider the significant differences in type and size of the outdoor recreation sites which range from local to regional multi-activity sites as well as the customer journey. Following the development of the guidelines, it is recommended that a review of the current portfolio of outdoor recreation sites is undertaken and the visitor information and signage rolled out as appropriate.

The graphic device developed for the area's forests should be fully incorporated into all aspects of the visitor information signage and waymarking within forests. This will help build customer recognition and ultimately improve the customer experience.

### 6.3.5 Events and Participation programme

A key mechanism to attract people to take part in outdoor recreation and visit sites of outdoor recreation and parks is to host events and participation programmes. Whilst there are some events and participation programmes that take place already, a more extensive and coordinated event and participation programme is recommended. This should form a key part of the Marketing Action Plan and the detail will be determined by the key segments targeted.

A small number of large events to attract local people and visitors from outside the MUDC area should be held in the two regional sites, namely Dungannon Park and Davagh Forest. These events could be an integral part of the tourism and outdoor recreation marketing plans. In addition, an events programme for the Regional Multi-Activity Hubs should be developed as these sites are developed.

In addition, it was recognised from the consultation process that one of MUDC's greatest assets moving forward is the enthusiasm and competencies of local community groups, local clubs and the private

sector, all of them having the potential to promote and market the outdoor recreation offer. It is recommended that MUDC supports community outdoor recreation events and club participation programmes as much as possible.

In addition, there may be an opportunity to capitalise on the success of the two major private sector activity providers, The Jungle NI and Todd's Leap. Exploratory meetings with these businesses should be conducted to determine the possibility of developing a strategic partnership at regional parks or multi-activity hubs, whereby they would develop a seasonal base at these sites and provide outdoor activities on a commercial basis. Full analysis of the commercial opportunity would be required to determine if any support, financial or otherwise, would be required by MUDC to entice these businesses to consider this opportunity.

There are other significant opportunities to further encourage participation in outdoor recreation in the sites, trails and parks in MUDC. These opportunities could include:

- development of led-walking groups who meet in outdoor recreation sites and parks
- increase in the number of Park Runs that take place in the MUDC area
- development of 'sports' programmes taking place in places of outdoor recreation and parks

A key partner to develop these participation programmes is the MUDC Sports Development team whose programmes and staff are part funded by Sport NI's Everybody Active Programme. Specifically, in Everybody Active, SportNI have asked Councils to focus on walking and cycling as two key activities as SportNI recognise their mass appeal and ease of access to all residents. It is recommended therefore that an Outdoor Recreation Participation Plan is created in partnership with the Leisure team to encourage participation in outdoor recreation at sites and parks throughout MUDC.

### **6.3.6 Marketing Resource and Expertise**

Currently within the Parks and Countryside team, no dedicated marketing resource exists to lead the marketing effort and liaise with the Marketing and Communications team. The following duties will have to be subsumed by the Parks and Countryside Development Officer namely;

- assist the Marketing and Communication Team in MUDC to develop a Marketing Strategy and Marketing Action Plan
- lead on the implementation of the Action Plan, including:
- develop content for parks and outdoor recreation for MUDC website and other MUDC platforms
- develop campaign plans for events and other activities
- liaise with other partners such as Waterways Ireland, ORNI to promote MUDC offering
- assist in the design the visitor information and waymarking signage guidelines for outdoor recreation sites.

## 6.4 SWOT Analysis

The following SWOT analysis details the strengths, weaknesses, opportunities and threats associated with the current provision and future development of outdoor recreation at a local level in the Mid Ulster Council area. The information contained in the SWOT analysis summarises the feedback gained through consultation and secondary research.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>- Central location in NI i.e. 1 hour's drive from large population</li> <li>- Scenic landscape and diverse variety of habitats used for outdoor recreation e.g. mountain, valleys, canals, loughs, rivers, forests, parks etc.</li> <li>- Rich in heritage and archaeological sites</li> <li>- MUDC Tourism Strategy has recognised outdoor recreation as one of its three strategic tourism strands</li> <li>- Area includes Davagh Forest - NI's first proposed Dark Skies Reserve</li> <li>- Area includes Seamus Heaney Home place and proposed heritage walking trails</li> <li>- Area includes part of the Lower Bann - one of only two proposed 'Blueways' in NI</li> <li>- Area includes part of the largest freshwater lake in the UK and Ireland in Lough Neagh</li> <li>- Abundant wealth of forests (22) for recreation development</li> <li>- Area includes two of NI's proposed primary Greenways</li> <li>- Area includes one of NI's three national mountain bike trail centres and one of NI's two regional mountain bike trail centres</li> <li>- Three of NI's five inland canoe trails flow through the area</li> <li>- Abundance of rivers for angling e.g. Ballinderry, Torrent, Moyola</li> <li>- Current 'niche' activity provision through outdoor activity providers, e.g. Jungle NI, Todd's Leap and AWOL</li> <li>- Unique 'adventurous' activity products currently on offer, e.g. high ropes (Go Ape), paintballing, zorbing</li> </ul>	<ul style="list-style-type: none"> <li>- Sperrins AONB - part of which falls within MUDC has no Management Plan or Management Body in place.</li> <li>- Silo approach taken to developing, managing and promoting outdoor recreation across the area</li> <li>- Family off-road cycling product weak in general across the area</li> <li>- Poor access to heritage and archaeological sites</li> <li>- Reactive approach to PROW</li> <li>- Fragmented bank access to the Lower Bann river corridor for walking and cycling as much of the land is privately owned</li> <li>- Land along the proposed Greenways predominantly privately owned</li> <li>- Conflict between users and conservation in areas e.g. water skiers and jet skiers not adhering to zones on Lower Bann</li> <li>- Difficulty retaining visitors in the area for longer than a single trip</li> <li>- Poor connectivity between some communities and green space</li> <li>- Lack of formal campsites, glamping and air de service etc. for recreational users</li> <li>- Lack of visitor welcome in Forests</li> <li>- No on-going rolling maintenance programme in place</li> </ul>

<ul style="list-style-type: none"> <li>- Development already delivered by proactive Community Associations</li> <li>- SLAs already in place with 6 Community Associations for maintenance of sites</li> <li>- Community Trail buy-in already happening across the area</li> <li>- LNLPS in place – remit includes funding and delivering outdoor recreation development in Lough Neagh, Lough Beg and beyond</li> <li>- MoU in place with FSNI and proactive MUDC stance on taking on licence agreement for outdoor recreation on FSNI land</li> <li>- Number of successful events and participation programmes in place</li> <li>- Recognition of the importance of marketing to the success of participating in the outdoors</li> <li>- MUDC already a member of the NI marketing consortiums WalkNI.com and MountainbikeNI.com</li> </ul>	<ul style="list-style-type: none"> <li>- Poor information available on MUDC promotional channels (e.g. website) on outdoor recreation and parks</li> <li>- There is a proliferation of Facebook pages, none of which lend themselves to the promotion of outdoor recreation</li> <li>- Not a recognised tourist destination for outdoor recreation</li> <li>- Tourist market is dominated by day visitors (including educational market) with limited spend to the area</li> <li>- CanoeNI.com the main marketing website to market the three Canoe trails has lost its funding</li> <li>- Lack of partnership and collaboration across the outdoor recreation industry per se in the region</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>- Improve collaboration between all interested parties in outdoor recreation by expanding the membership of the Tourism Outdoor Cluster Group</li> <li>- Improve and increase partnership working between the Council and community organisations particularly through maintenance SLAs</li> <li>- Capitalise on outdoor recreation development around NI's first proposed Dark Skies Reserve at Davagh</li> <li>- Capitalise on Seamus Heaney Home place and proposed heritage walking trails</li> <li>- Capitalise on the Lower Bann becoming one of the first 'Blueways' in NI</li> <li>- Capitalise on the proposed Ulster Canal Greenway (cross border) and the Clogher Valley Greenway</li> <li>- Capitalise on the proposed development on the western shores of Lough Neagh at Ballyronan and Traad</li> </ul>	<ul style="list-style-type: none"> <li>- Inadequate resources put in place</li> <li>- Availability and sources and priority of outdoor recreation within the Council's overall funding priorities</li> <li>- Raising awareness, identification of sources, availability, securing match funding</li> <li>- Competing agendas of multiple stakeholders and silo approach (vertical flow of information) – lack of partnership working</li> <li>- No one 'destination' brand for marketing and promotion</li> <li>- Lack of partnership working across Council departments and with external partners</li> <li>- Poor community buy-in for tourism (leisure/activity/heritage)</li> <li>- Poor industry buy-in for outdoor recreation development</li> </ul>



<ul style="list-style-type: none"> <li>- Walking: develop opportunities in the uplands and foothills, low level walks, riverside walks, pathways linking communities and green space and linking existing walks, focus on agreed routes and potential permissive paths</li> <li>- Proactive PROW investigation</li> <li>- Mountain biking: extend Davagh Forest trail and deliver the Clogher Valley long-distance ride.</li> <li>- Horseriding: facilitate the delivery of a long-distance horse-riding trail in the Clogher Valley</li> <li>- Strengthen existing activity hubs and develop new regional and local activity hubs.</li> <li>- Develop a Community Trail Plan for each DEA and deliver in each a Community Trail network</li> <li>- Deliver and coordinate event's/participation programme across the area working with local clubs, communities, NGOS and the private sector</li> <li>- Consolidate and enhance the existing product as a basis for increasing provision and participation</li> <li>- Improve disabled access through the area where possible</li> <li>- Improve the visitor welcome and basic visitor servicing at all forests</li> <li>- Increase accommodation offer at sites e.g. pods, glamping</li> <li>- Develop a strategic approach to marketing outdoor recreation and parks</li> <li>- Develop an integrated approach to marketing outdoor recreation across MUDC to enhance the visibility, appeal and promotion of the area for outdoor activities</li> <li>- Organisations with expertise in marketing outdoor recreation such as ORNI and Waterways Ireland are available to support</li> <li>- Get involved more with national web sites including WalkNI, CycleNI, MountainbikeNI and OutmoreNI</li> </ul>	<ul style="list-style-type: none"> <li>- Funding: raising awareness, identification of sources, availability, securing match funding</li> </ul>
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## 7. ACTION PLAN

This Action Plan should be read in conjunction with Section 6 and Appendix H. It does not include Actions detailed in Appendix H which are already being led, delivered or funded by another organisation within the Council area e.g. Lough Neagh Landscape Partnership Scheme.

The cost is the total cost over the lifetime of the Strategy. For a more detailed breakdown of the costs see Appendix J and Appendix M which details an annual costed Action Plan.

Code	Site/Trail/ Area	Action	Delivery Partners	Timescale	Cost over 5 years	
					Existing Budget	New Budget

A: MANAGEMENT STRUCTURES (priorities and scheduling may vary or change subject to council approval)						
A1.	Council wide	<b>Parks and Countryside Development Officer.</b> Review staff structure throughout lifetime of the Strategy	<ul style="list-style-type: none"> <li>MUDC</li> </ul>	On-going	£213,297	
A2.	Council Wide	<b>Expansion of the existing Council Tourism Outdoor Cluster Group</b> - to include all those involved directly/indirectly with outdoor recreation.	<ul style="list-style-type: none"> <li>MUDC</li> <li>Community Association</li> <li>Governing Bodies of Sport</li> <li>Private Activity Providers</li> <li>Accommodation Providers</li> <li>Lough Neagh Partnership</li> </ul>	Year 1 On-going	Staff time	
A3.	Council Wide	Co-ordinate and deliver through Property Services an adequately resourced <b>rolling maintenance programme</b> to include all current and future outdoor recreation facilities.	<ul style="list-style-type: none"> <li>MUDC</li> <li>Community Association</li> </ul>	On-going	£675,000	
A4.	Council Wide	Maintain and monitor existing SLAs with Community Groups. Develop new Partnership SLA's e.g Community Forest projects	<ul style="list-style-type: none"> <li>MUDC</li> <li>Community Association</li> <li>Private Estates</li> </ul>	On-going	£177,250	£90,000

		Develop where appropriate new <b>SLAs with Community Groups</b> for the on-going maintenance of outdoor recreation facilities in their local community. Provide the appropriate training on what is expected in terms of visitor experience and facility maintenance checks.				
A5.	Council Wide	Monitor existing locations of <b>counters</b> and install at all new outdoor recreation sites across the Council area moving forward.  Collection contracted out twice a year	<ul style="list-style-type: none"><li>MUDC</li></ul>	On-going	£15,000	
B: MASTER PLANNING (priorities and scheduling may vary or change subject to council approval)						
B1	Council Wide	<b>Undertake Master Planning /Feasibility Studies for the following sites:</b>  <b>Regional</b> <ul style="list-style-type: none"><li>Ballyronan Marina and Wood/Traad Point (Year 1-2)</li><li>Parkanaur Forest (Year 2-3)</li><li>Drum Manor Forest Park (Year 3-4)</li></ul> <b>Local</b> <ul style="list-style-type: none"><li>Altmore Cappagh (Year 1-2)</li><li>Drumcairne Forest (Year 2-3)</li><li>Windmill &amp; Cabin Wood (Year 3-4)</li><li>Iniscarn Forest (Year 4-5)</li></ul>	<ul style="list-style-type: none"><li>MUDC</li><li>Private Sector</li><li>FSNI</li><li>DAERA</li><li>DfC</li><li>DFI</li></ul>	Year 1-5		£135,000
B2	Council Wide	Develop a <b>Community Trail Plan</b> for each of the 9 DEAs  Will involve extensive community consultation, GIS mapping, prioritisation of trails to be developed and scoping of prioritised routes.	<ul style="list-style-type: none"><li>MUDC</li><li>Individual communities</li></ul>	Year 1-5	Staff time	
C: PRODUCT DEVELOPMENT (priorities and scheduling may vary or change subject to council approval)						

C.PRODUCT DEVELOPMENT – MULTI ACTIVITY (priorities and scheduling may vary or change subject to council approval)					
C1	Lower Bann (multi trails – both on and off the water)	<b>Lower Bann Blueway</b> - proactively support the development of a Blueway on the Lower Bann through investing in the development of sites and marketing.	<ul style="list-style-type: none"> <li>• MUDC</li> <li>• Waterways Ireland</li> <li>• Mid and East Antrim Council</li> <li>• Causeway Coast and Glens Council</li> <li>• DAERA</li> <li>• DFC</li> <li>• FSNI</li> <li>• Community Groups</li> </ul>	Years 1-2	Staff time
C2	Clogher Valley Greenway (family cycling and walking)	<b>Clogher Valley Greenway</b> – continue to support by developing brief/studies and engaging with DFI's competitive grant process.	<ul style="list-style-type: none"> <li>• MUDC</li> <li>• DFI</li> <li>• Community Groups</li> <li>• Omagh and Fermanagh Council</li> </ul>	Years 3-4	Staff time    £25,000
C3	Ulster Canal Greenway (family cycling and walking)	<b>Ulster Canal Greenway</b> - continue to support by developing brief/studies and engaging with DFI's competitive grant process.	<ul style="list-style-type: none"> <li>• MUDC</li> <li>• Waterways Ireland</li> <li>• Monaghan County Council</li> <li>• Community Groups</li> </ul>	Years 2-3	Staff time    £25,000
C4 (see Appendix K for rationale for inclusion and prioritisation)	Council Wide	<b>Regional multi-activity hubs</b> – develop for visitors and the local community the following sites including a wide range of outdoor recreation products accompanied by appropriate visitor servicing. <ul style="list-style-type: none"> <li>• Ballyronan/Traad Point (Year 1-5)</li> <li>• Parkanaur Forest (Year 2-5)</li> <li>• Drum Manor Forest (Year 3-5)</li> </ul>	<ul style="list-style-type: none"> <li>• MUDC</li> <li>• FSNI</li> <li>• DAERA</li> <li>• DfC</li> <li>• Community Groups</li> <li>• Private sector</li> </ul>	Years 2-5	Staff time    £1,850,000

C5 (see Appendix L for rationale and inclusion and prioritisation)	Council Wide	<b>Local multi-activity hubs</b> - develop for the local community the following sites for outdoor recreation including a wide range of outdoor recreation product accompanied by appropriate visitor servicing. <ul style="list-style-type: none"> <li>• Altmore Cappagh (Year 1-2)</li> <li>• Drumcaine Forest (Year 2-3)</li> <li>• Portglenone (Year 2-3)</li> <li>• Windmill Park (Year 3-4)</li> <li>• Cabin Wood (Year 3-4)</li> <li>• Ballysaggart Lough (Year 4-5)</li> <li>• Iniscarn Forest (Year 4-5)</li> </ul>	<ul style="list-style-type: none"> <li>• Mid Ulster Council</li> <li>• Private sector</li> <li>• FSNI</li> <li>• DAERA</li> <li>• DfC</li> <li>• Community Groups</li> <li>• Woodland Trust</li> <li>• NI Water</li> </ul>	Years 1-5	£1,000,000
<b>C. PRODUCT DEVELOPMENT – CANOEING (priorities and scheduling may vary or change subject to council approval)</b>					
C6	Lower Ballinderry River	<b>Canoe Trails</b> – assess the feasibility of establishing a canoe trail on the Lower Ballinderry River	<ul style="list-style-type: none"> <li>• MUDC</li> <li>• CANI</li> <li>• DAERA</li> </ul>	Years 1 - 3	£5,000
<b>C. PRODUCT DEVELOPMENT - MOUNTAIN BIKING (priorities and scheduling may vary or change subject to council approval)</b>					
C7	Davagh Forest	<b>National Mountain Bike Centre</b> – develop the existing Trails Centre through the extension of the current trail network	<ul style="list-style-type: none"> <li>• MUDC</li> <li>• FSNI</li> </ul>	Years 1-2	£500,000
C8	Clogher Valley	<b>Off-road long-distance ride</b> - facilitate NI first long-distance mountain biking trails using the forests of the Clogher Valley	<ul style="list-style-type: none"> <li>• MUDC</li> <li>• Fermanagh and Omagh District Council</li> <li>• Forest Service NI</li> <li>• DAERA</li> </ul>	Years 1	£2,500



C. PRODUCT DEVELOPMENT – HORSE RIDING (priorities and scheduling may vary or change subject to council approval)					
C9	Clogher Valley	<b>Off-road long-distance ride</b> – support the development of off-road horse-riding trails in conjunction with FSNI	<ul style="list-style-type: none"> <li>• MUDC</li> <li>• Forest Service NI</li> <li>• DAERA</li> <li>• Private landowners</li> <li>• ILDRA</li> <li>• URRRA</li> </ul>	Year 2-5	Staff time £5,000
C. PRODUCT DEVELOPMENT – WALKING (priorities and scheduling may vary or change subject to council approval)					
C10	Council Wide	<b>Walking trails</b> – develop short and medium distance walks across the north west of the Council area linking into the wider Sperrins area. Map out walking routes and trails.	<ul style="list-style-type: none"> <li>• MUDC</li> <li>• Community association</li> <li>• Strabane and Derry</li> </ul> <p>Council</p> <ul style="list-style-type: none"> <li>• Causeway Coast and Glens Council</li> <li>• Local Walking Clubs</li> <li>• Community Associations</li> </ul>	Years 2-5	Staff time £25,000
C11	Council Wide	<p><b>Community Trails</b> – assist in the development of a network of Community Trails across the area. The following will need further detailed investigation and physical assessment as part of the wider Community Trail Plan as per recommendation B2 in order to prioritise projects.</p> <ul style="list-style-type: none"> <li>• Altmore – Altmore Reservoir</li> <li>• Aghareaney – Donaghmore</li> <li>• Ballinderry River – Ardrea to Drapersfield River</li> <li>• Ballysaggart Lough – Dungannon Town</li> <li>• Desertmartin – to Iniscarn Forest</li> <li>• Draperstown – Tobermore along the Moyola River</li> <li>• Draperstown – Moneyneany along the Douglas River</li> <li>• Drumullan to Springhill</li> </ul>	<ul style="list-style-type: none"> <li>• MUDC</li> <li>• Community Associations</li> <li>• Private landowners</li> <li>• DAERA</li> <li>• FSNI</li> <li>• National Trust</li> <li>• DfC</li> <li>• NI Water</li> <li>• Waterways Ireland</li> </ul>	Years 1-5	Staff time (£) TBC

		<ul style="list-style-type: none"> <li>• Greenvale Cookstown – Ballinderry River</li> <li>• Gortmoss/Gort Lane</li> <li>• Lissan House Trails</li> <li>• Moneymore – Springhill Wood</li> <li>• Portglenone – Newferry</li> <li>• Portglenone – Hutchinson's Key – Portna – Kilrea</li> <li>• Parkanaur to Castlecaulfield – Donaghmore</li> <li>• Pomeroy Forest – Pomeroy Village</li> <li>• Sandholes along the Tullylagan River</li> <li>• Stewartstown – Crieve Lough</li> <li>• Tullaghoge – Loughry</li> <li>• Tullaghoge Fort – Tullyhogue village</li> </ul>			
<b>D: PROMOTION/MARKETING (priorities and scheduling may vary or change subject to council approval)</b>					
D1	Council Wide	<b>Marketing Strategy &amp; Plan</b> – develop a 5-year Marketing Strategy for outdoor recreation and parks and a tactical Marketing Action Plan	• MUDC	Year 1	Staff time
D2	Council Wide	<b>Identity</b> – develop a graphic device within the MUDC brand for forest outdoor recreation sites	• MUDC	Year 1	£5,000
D3	Council Wide	<b>Visitor Information &amp; Signage Guidelines</b> – develop brand guidelines for all outdoor recreation sites	• MUDC	Year 1	£15,000
D4	Council Wide	<b>Visitor Information &amp; Signage Review and Implementation</b> – undertake a review of signage, visitor information and waymarking at the current portfolio of outdoor recreation sites and parks in order to recommend the action required to meet the guidelines. Implement across sites	• MUDC	Year 2-5	Staff time
D5	Council Wide	<b>Outdoor Recreation Participation Plan</b> – develop a plan in collaboration with Leisure to encourage people to take part in physical activity at sites of outdoor recreation with a focus on walking and cycling	• MUDC	Year 1	Staff time

D6	Council Wide	<b>Develop partnerships with the Private sector</b> - generate more outdoor activity on the ground by developing strategic partnerships with local private sector businesses at the Council's key outdoor recreation sites	<ul style="list-style-type: none"> <li>• MUDC</li> <li>• Private sector</li> </ul>	Year 1-5	Staff time
<b>SUB TOTAL</b>					<div>Existing                      New</div> <div><b>£1,080,547    £3,682,500</b></div>
<b>GRAND TOTAL</b>					<b>£4,763,047</b>

## 8. FUNDING OPPORTUNITIES

There are several funding programmes which would support outdoor recreation development. (See Appendix M for details)

Fund / Programme	Grants Available	Applicant	Timeframe
The National Lottery Community Fund – People and Communities	Upto£100,000at 100%	Voluntary or community groups	Open all year round
The National Lottery Community Fund – Awards for All	Upto£10,000at 100%	Voluntary or community organisations, schools and statutory bodies	Open all year round
The National Lottery Heritage Fund	£3,000 to £10,000 at 100%	Not-for-profit organisations, private owners of heritage and partnerships	Open all year round
The National Lottery Heritage Fund	£10,000 to £100,000 at 100%	Not-for-profit organisations, private owners of heritage and partnerships	Open all year round
The National Lottery Heritage Fund	£100,000to£250,000 at 95%	Not-for-profit organisations and partnerships led by not-for-profit organisations	Set application windows each year
The National Lottery Heritage Fund	£250,000 to £5 million at 90%	Not-for-profit organisations and partnerships led by not-for-profit organisations	Open all year round
Halifax Foundation for Northern Ireland - Community Grants Programme	The average grant is currently between £3,000 - 4,000.	Registered charities with an income of less than £1 million	Open all year round
Live Here Love Here Small Grants Scheme	£500 to £5,000	Voluntary, community organisations, schools & third level education organisations, youth groups & sports clubs Housing Association and Housing Executive residents	Year on Year

## APPENDICES

### APPENDIX A - List of natural heritage sites in Mid Ulster Council Area

Natural Heritage Type	Name	Natural Heritage Type	Name
AONB	Sperrin	ASSI	Ballymacombs More
ASSI	Wolf Island Bog	ASSI	Rehaghy Wood
ASSI	Dead Island Bog	ASSI	Round Lough and Lough Fadda
ASSI	Ballyknock	ASSI	Tanderagee
ASSI	Carn/Glenshane Pass	ASSI	Lough na blaney bane
ASSI	Ballynahone Bog	ASSI	Lough McCall
ASSI	Curran Bog	ASSI	Lurgylea
ASSI	Toome	ASSI	Knocknacloy
ASSI	Lough Beg	ASSI	Moneystaghan Bog
ASSI	Crockaghole Wood	ASSI	Sruhanleanantawey Burn
ASSI	Teal Lough Part II	ASSI	Brookend
ASSI	Teal Lough and Slaghtfreeden Bogs	ASSI	Caledon and Tynan
ASSI	Owenkillew River	ASSI	Drumbally Hill
ASSI	Black Bog	ASSI	Drummond Quarry
ASSI	Upper Ballinderry River	ASSI	Benburb - Milltown
ASSI	Ballysudden	ASSI	Roeveagh
ASSI	Limehill Farm	ASSI	Cavan
ASSI	Bardahessiagh	ASSI	Cloghcor Lough
ASSI	Little River	ASSI	Knockadoo Wood
ASSI	Lough Neagh	ASSI	Lough Doo
ASSI	Glenmore Wood	ASSI	Black Lough (Tyrone)
ASSI	Benburb	ASSI	Derrycloony Lough
ASSI	Fymore Lough	ASSI	Drumcrow
ASSI	Fardross Stream	ASSI	Slieve Beagh
ASSI	Cullentra Lough		
LCA	South Sperrin	LCA	Sperrin Mountains
LCA	Brougher Mountain	LCA	Clogher Valley Lowlands
LCA	Beaghmore Moors and Marsh	LCA	Binevenagh



LCA	Glenshane Slopes	LCA	Slieve Gallion
LCA	Slievemore	LCA	Upper Moyola Valley
LCA	Cookstown Farmlands	LCA	Dungannon Drumlins and Hills
LCA	Carrickmore Hills	LCA	Blackwater Valley
LCA	Loughgall Orchard Belt	LCA	Garvagh Farmland
LCA	West Lough Neagh Shores	LCA	Lower Bann Valley
LCA	Magherafelt Farmland	LCA	Lough Neagh Peatlands
LCA	Moyola Floodplain	LCA	Armagh Drumlins
LCA	Slieve Beagh		

NNR/NR	Ballynahone Bog	NNR/NR	Lough Neagh Islands
NNR/NR	Lough Beg		

SAC	Wolf Island Bog	SAC	Black Bog
SAC	Carn – Glenshane Pass	SAC	Upper Ballinderry River
SAC	Ballynahone Bog	SAC	Slieve Beagh
SAC	Teal Lough	SAC	Dead Island Bog
SAC	Owenkillew River	SAC	Curran Bog

SPA	Lough Neagh and Lough Beg	SPA	Slieve Beagh - Mullaghfad - Lisnaskea
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RAMSAR	Ballynahone Bog	RAMSAR	Lough Neagh and Lough Beg
RAMSAR	Black Bog RAMSAR Site	RAMSAR	Slieve Beagh RAMSAR Site

## APPENDIX B– List of scheduled areas in Mid Ulster Area

TOWNLAND	EDITED TYPE	TOWNLAND	EDITED TYPE
Ballyronan Beg	Counterscarp rath	Annagh More	Crannog
Moneymore	Rath	Ballygawley	Castle
Mullanahoe	Souterrain	Beagh (Temporall)	Mound
Grange	Standing Stones (2) (area surrounding the state care monument)	Lisgorgan Glebe	Rath
Grange	Standingstone (area surrounding the state care monument)	Knockoneill (Tamnybrack)	Rath
Carrydarragh	Rath	Dreenan	Rath
Castle Farm	Castle and Village: Stewartstown	Corick	Stone alignments and circle
Beaghmore	Cairn	Tamnadeese	Rath
Beaghmore	Cairn	Aghagaskin	Rath
Broughderg	Stone Circle and alignment	Tullybrick	Wedge tomb
Beaghmore	Cairn and alignment	Upperland	Rath
Davagh Lower	Ring cairn, stone circle and alignments	Drumderg	Portal tomb: Dergmore's Grave
Broughderg	Megalithic Tomb	Tintagh	Promontory fort
Dunmore	Mound: moat (lough Fea)	Annagh and Moneysterlin	Crannog at loughinsholin
Slaghtfreedan	Megalithic tomb: Giant's grave and 'cairns'	Coolsaragh	Rath: Drumbally Fort
Killucan	Wedge tomb: Carnanbane (area surrounding the state care monument)	Coolnasillagh	Stone circle and alignment
Killucan	Long Cairn (area surrounding the state care monument)	Tirnony	Church: Killelagh
Muntober	Rath: the black fort	Moneyneany	Rath
Feegarran	Trackway	Granaghan	Rath
Moymore	Stone circles (9) and alignments	Craigmore	Rath
Lissan	Rath: birch Hill	Gulladuff	Rath
Loughry	Wedge Tomb: Giant's Grave	Moygall	Barrow
Killymoon Demesne	Court Tomb	Tullynagee	Rath
Donagherry	Standing Stone	Tullynagee	Bivallate Rath
Gortnagarn	Court tomb	Slaghtneill	Wedge Tomb: Giant's Grave
Tattykeel	Standingstone (area surrounding the state care monument)	Ballymully	Wedge Tomb
Broughderg	Cist burial and associated features	Moneyguiggy	Rath: White Fort
Ballymultrea	Plantation castle, bawn and village site: Salterstown	Lismoyle	Bivallate Rath

Gortatray	Trivallate Enclosure	Dunglady	Multivallate Rath: Dunglady Rath
Belagherty	Bivallate Rath	Cabragh	Windmill: Knockcloghrim
Mawillian	Rath: The Fort	Tobermore	Rath
Magheraglass	Church and enclosure (area surrounding the state care monument)	Doon	Rath
Moymore	Barrow	Dernabane	Large Enclosure
Ballybriest	Stone Circle Complex	Culnagrew	Standing stone and burials
Ballindrum	Rath	Lisnagleer	Standing Stone 'Clogh Corr'
Doorless	Rath	Mobuy	Standing stone and site of stone circle 'Druid's Circle'
Terressan	Rath	Reloagh	Crannogs
Drumard	Rath	Beleevna-beg	Concentric stone circles
Ballyneill More	Rath	Golan	Henge
Feegarron	Wedge Tomb	Intake	Church, graveyard and bullaun: Church Island
Feegarron	Wedge Tomb	Broughderg	Court Tomb: Carnanagarranbane
Davagh Lower	Wedge tomb: Big Man's Grave	Clogher Demesne	Large Hilltop Enclosure
Cloghog	Rectangular enclosure - artillery fort?	Ballybriest	Wedge Tomb (area surrounding the state care monument)
Carr	Platform rath	Ballybriest	Dual court tomb, 'Carnanbane' (area surrounding the state care monument)
Sess Kilgreen	Passage tomb: standing stones (2)	Ballywholan	Court tomb, 'carnagat' (area surrounding the state care monument)
Rousky	Aghaloo Church	Sess Killgreen	Passage Tomb
Shantavny Irish	Passage tomb	Murnells	Portal tomb and long cairn 'Dermot and Grania's Bed' and round cairn
Cullamore	Court tomb: Giant's Grave	Crannogue	Fortified mound
Derrydrummond	Court tomb: Giant's Graves	Mulnagore	Hut platform
Lislane	Wedge tomb	Glege (Ballyclog)	Church: Ballyclog Old Church
Stakernagh	Crannog in Lough Aughlish	Broughderg	Stone circles, alignments and cairn
Carnteel	Church	Mormeal	Ecclesiastical site - 'Kilcronaghan Church'
Roughan and Tullagh Beg	Crannog	Mullaghwothragh	Windmill
Clogherny/Crossteely/Cadian	Crannog	Tamlaght	Standing Stone 'The Honeymug Stone'

Lismore	Rath	Innishrush	Crannog in Green Lough (area surrounding the state care monument)
Sessia	Rath	Ballymulderg Beg	Mound
Lungs	Earthwork: oval platform with terrace	Broughderg	Two stone circles and a standing stone
Aughnacarney	Rath	Castletown	Ring Barrow
Lisdoart	Platform rath	Dungororan	Rath (area surrounding the state care monument)
Tullydowey	Artillery Fort: Mulland Fort	Lisgobban	Bivallate Rath 'Ligobban Fort'
Knockaginny	Rath	Clogher Demesne	Clogher Hillfort (area surrounding the state care monument)
Corick	Rath and tree - ring	Moymore	Rath
Mullans	Rath	Roughan	Castle
Favour Royal Demesne	Bivallate Rath	Farsnagh and Sessia	Ecclesiastical site: environs of Ardboe cross and abbey
Durless White	Rath	Drumcoo	Castle and house (site of) 'Dungannon Castle'
Findermore	Cross-carved standing stone: Abbey Stone	Tullybrick	Prehistoric field and cairn complex
Creevelough	Rath	Dunnamore	Wedge Tomb
Branny	Hilltop Enclosure	Loughry	Rath
Mallabeney	Hillfort	Tamlaght	Portal tomb 'Cloghtogle'
Shantavny Scotch	Wedge tomb	Glencull	Cross-head built into wall of farm outbuilding
Corboe	Rath	Aghintain	17th-Century fortified house and bawn. 'Aghintain Castle'
Ballyness	Standing Stone	Beaghmore	Area of archaeological potential north of Beaghmore Stone Circles
Favour Royal Demesne	Bivallate Rath	Sess Kilgreen	Megalithic Tomb
Altmore alias Barracktown	Court Tomb	Clogher Demesne	Ecclesiastical site. 'Clochar Mac nDaimeni'
Sess Kilgreen	Mound	Beagh More	Round cairn and standing stones, 'Mickey Bradley's Cairn'
Demesne	Caledon Cross	Ballymully	Ecclesiastical site and enclosure. 'Destertlyn Old Church'
Cadian	Sweat House	Gortmerron	Fragment of Romanesque arch
Tullydowey	Clonfeacle Cross	Ballymully Glebe	Inauguration Site: Tullaghoge Fort
Kilnagrew	Crannog	Charlemont/Moy	Charlemont Fort

Mullaghmore	Rath	Caledon	19th-century Beam engine with engine house and chimney base
Altmore alias Barricktown	Megalith	Lislane	Wedge tomb
Sess Kilgreen	Passage tomb: decorated standing stone	Tattykeel	Megalithic Tomb
Glenchuil	Passage tomb: (sometimes known as Glenchuil fort)	Castletown	Eelweir and associated features
Tycanny	Large hilltop enclosure	Gortalowry	Rath (rescheduled area)
Killyliss	Rath: Killyliss fort (area surrounding the state care monument)	Brackaville; Annagher	Chimneys (4)
Lismore	Favor Royal Bawn	Annagher	Chimney
Crew	Platform Rath	Strawmore	Standing stone; poss. Megalithic tomb
Errigal	Rath	Magherafelt Town Parks	Multiperiod church and graveyard
Bloomhill	Rath	Drumgormal	Bivallate Rath
Glasdrummond	Court Tomb	Brackaville; Gortgonis	Coalisland Canal, eastern portion of canal basin (IHR 5141)
Keady	Platform Rath	Gortgonis	Coalisland Canal, Reach 1 (IHR 5141)
Edenageeragh	Rath: Lismaloe Fort	Gortgonis	Coalisland Canal, Reach 2 (IHR 5141)
Sessiamagaroll	Rath and motte: Sessiamagaroll fort	Gortgonis	Coalisland Canal, Reach 3 (IHR 5141)
Tullygiven	Crannog	Gortgonis; Annaghmore	Coalisland Canal, Reach 4 (IHR 5141)
Shanmaghry	Wedge Tomb	Annaghmore; Derrytresk	Coalisland Canal, Reach 5 (IHR 5141)
Martray	Rath: Martray Fort	Derrytresk	Coalisland Canal, Reach 6 (IHR 5141)
Glenkeen	Platform Rath	Derrytresk	Coalisland Canal, Reach 7 (IHR 5141)
Glenoo	Church, graveyard and bullaun: Killycawna	Loughry	Prehistoric Enclosure
Annagh More	Crannog	Ballywholan	State Care Portal Tomb 'Carnfadrig'



## APPENDIX C – Land owners / Land Managers in Mid Ulster.

SITE	LANDOWNER/MANAGER
Coalisland Canal, Ballysaggart Lough, Glenmore, Ardtrea Bridge, Windmill Park, Dungannon Park, Ballyronan Marina/Traad Point	Mid Ulster Council
Altmore	Forest Service NI
Bann Woods South	Forest Service NI
Caledon	Forest Service NI
Clabby	Forest Service NI
Cookstown	Forest Service NI
Creggan	Forest Service NI
Crocknagrally	Forest Service NI
Davagh	Forest Service NI
Derrynoyd	Forest Service NI
Drum Manor	Forest Service NI
Dunmoyle	Forest Service NI
Fardross	Forest Service NI
Favour Royal	Forest Service NI
Glenshane	Forest Service NI
Iniscarn	Forest Service NI
Knockmany	Forest Service NI
Moydamlaght	Forest Service NI
Moyola	Forest Service NI
Mullaghfad	Forest Service NI
Parkanaur	Forest Service NI
Pomeroy	Forest Service NI
Portglenone	Forest Service NI
Springhill and Wellbrook Beetling Mill	National Trust
Lough Beg NNR	DEARA
Brookend NNR	DEARA
Loughry	DEARA
Tullaghoge SCM	Department for Communities
Beaghmore SCM	Department for Communities
Castlecaulfield Castle SCM	Department for Communities
Clogher Hill Fort SCM	Department for Communities
Altmore (Upper and Lower) and Lough Fea	NI Water
Lough Beg	RSPB
Moyola Waterfoot	Ulster Wildlife Trust
Blessingbourne	Ulster Wildlife Trust
Portna Lock	Waterways Ireland
Hutchinson's Quay	Waterways Ireland
Portglenone Wood Jetty	Waterways Ireland
Aughnahoy Jetty	Waterways Ireland
Cabin Wood	Woodland Trust
Drumlamph Woodland	Woodland Trust
Gortgonis Wood	Woodland Trust

## APPENDIX D – Strategic Context.

### Our Passion, Our Place NIEA Strategic Priorities 2012 – 2022

Under the 'People and Places' priority, a strategic goal of NIEA is to create the opportunity for everyone to appreciate and enjoy the natural environment, with success being defined as more of the natural and built heritage becoming available for the public to enjoy.

Another goal under this priority is to ensure NIEA's natural environment and built heritage assets meet the needs of society and local communities. Success in achieving this goal is defined as their portfolio of historic properties, nature reserves and country parks being managed to provide best value for the people of Northern Ireland.

Under the strategic priority of creating 'A Healthy Natural Environment' the need to protect and conserve the historic environment is highlighted, along with creating sustainable, diverse landscapes with rich biodiversity that are resilient to change.

The final relevant strategic priority is 'Sustainable Economic Growth', the aim of which is to create a green economy that reflects the value of the environment and builds prosperity. This strategic goal aims to work towards the value of Northern Ireland's natural and built assets to the economy being fully realised. This will be achieved through encouraging the use of the natural and built environment, resulting in enhanced access to and information on 50 significant properties, as well as increased awareness on the contribution of the natural and built environment to contribute to economic growth.

### Regional Development Strategy for N. Ireland 2035

The Regional Development Strategy (RDS) for Northern Ireland to 2035, published in 2010 by the Department of Regional Development, is the spatial strategy for the Northern Ireland Executive and takes account of key driving forces such as population growth, the increasing number of households, transportation needs, economic changes and the spatial implications of a divided society. It seeks to inform and guide the whole community in the drive to create a dynamic, prosperous and progressive Northern Ireland in the third millennium.

Several key aims of the RDS are applicable to this study. One of the aims of the RDS is to 'Support our towns, villages and rural communities to maximise their potential', rural areas including towns and villages have a key role in supporting economic growth. They offer opportunities in terms of their potential for growth in new sectors, the provision of rural recreation and tourism, their attractiveness as places to invest, live and work, and their role as a reservoir of natural resources and highly valued landscapes.

Another aim is to 'promote development which improves the health and well-being of communities'. A healthy community is better able to take advantage of the economic, social and environmental opportunities which are open to it. Improved health and well-being is derived not only from easy access to appropriate services and facilities, although this is important, but also from the creation of a strong economy set within a safe and attractive environment.

The Spatial Framework for Northern Ireland identified within the RDS, states that Enniskillen should be a gateway and a main hub within the region.

The development of recreation activities and access opportunities within the study area responds to the Spatial Development strategies within the RDS on the following:

RG7: Support urban and rural renaissance through:

- Developing innovative ways to bring forward under-utilised land and buildings

RG11: Conserve, protect and, where possible, enhance our built heritage and our natural environment through:

- Sustaining and enhancing biodiversity
- Protecting and managing important geological and geomorphological features
- Protecting, enhancing and restoring the quality of inland water bodies
- Recognising and promoting the conservation of local identity and distinctive landscape character

SFG11: Promote economic development opportunities at Hubs

- Promote and exploit the potential for economic development.

SFG13: Sustain rural communities living in smaller settlements and the open countryside

- Facilitate the development of rural industries, businesses and enterprises in appropriate locations – recreation opportunities contribute to local communities.

### **Northern Ireland Changing Gear – A Bicycle Strategy for Northern Ireland**

The main vision of this Strategy published by DRD in 2015 is ‘a community where people have the freedom and confidence to travel by bicycle for everyday journeys. A main objective is to ‘improve opportunities for social interaction – 22% of households in Northern Ireland do not have access to a car/van. Improved cycling infrastructure enhances the travel opportunities for those who don’t have access to a car/van’.

Implementation of the Bicycle Strategy will support participation in sporting activities and improve access to and development of recreational facilities.

The Strategy recognises that there are differences in cycling between urban and rural environments, and that DRD will continue to invest in enhancing the physical infrastructure in rural areas.

In seeking to increase opportunities to use the bicycle in rural areas, DRD recognises that many rural roads are spaces to be shared by a range of users including people walking, people using the bicycle and people in motorised vehicles. It is important that all of these users feel safe when using rural routes, particularly vulnerable pedestrians and cyclists. This can be done through investment in infrastructure in combination with improved respect and understanding between all road users. It also recognises that Greenways in rural areas can be valuable recreational assets as well as providing a link to local facilities i.e. community trails.

### **A Fitter Future For All - Framework for Preventing and Addressing Overweight and Obesity in Northern Ireland 2012-2022.**

This Framework published by the Department of Health, Social Services and Public Safety aims to “empower the population of Northern Ireland to make healthy choices, reduce the risk of overweight and obesity related diseases and improve health and wellbeing, by creating an environment that supports and promotes a physically active lifestyle and a healthy diet”.

It identifies that prevention is taken forward through action to address two main areas – improving diet and nutrition and increasing participation in physical activity. Acknowledging this, two overarching objectives for the Framework have been set: to increase the percentage of people eating a healthy, nutritionally balanced diet; and to increase the percentage of the population meeting the CMO guidelines on physical activity.

Greater access to public and privately-owned land is articulated as one of the outcomes to achieve this.

### **Assessment of the Existing and Potential Tourism Development Opportunities Available from NI Forests.**

Completed for NITB and Forest Service NI in 2012, by KPMG, in association with Oxford Economics and Louise Browne Associates, this report sets out a forward vision for forest related tourism in Northern Ireland as:

‘ to use the forest estate to deliver an exceptional visitor and short break experience for all which will increase the economic impact of forest related tourism in Northern Ireland’

In progressing the vision and objectives seven development principles will underpin all activity that will be implemented. The most relevant to the development of an Outdoor Recreation Strategy for Mid Ulster include:

- Forest related tourism will need to be developed and marketed as an integral and key component of a wider geographical tourism product. However, in exceptional circumstances, strategically significant opportunities for individual forests may play an important role in overall forest and tourism development
- Development opportunities progressed in relation to forest related tourism will reflect environmental considerations – in terms of additional employment, prosperity and quality of life.
- Development will recognise the benefits that will accrue to local rural communities as well as potential revenue growth on a regional scale
- Effective partnerships will be put in place including partnership agreements with public sector organisations

In addition, the report highlighted the importance of providing ‘quality’ information, services, orientation facilities, activities and accommodation.

### **Tourism Strategy for NI to 2020**

As indicated in the draft Tourism Strategy for Northern Ireland to 2020, while much has been achieved there is still much to do to create a successful, high quality and competitive destination for tourists. The development of an exceptional visitor experience in relation to forest related tourism has a key role to play in this context. Partnership working is required at strategic and operational level and needs to involve a variety of public, private and community sector partnerships. The Department of Agriculture and Rural Development providing support and facilitating others in the provision of recreational activities was highlighted as a key area in the report. In the Action Plan, a priority of introducing high quality recreation products within forest was proposed.

### **Policy Statement 8 (PPS8) - Open Space, Sport and Outdoor Recreation (2004)**

PPS 8 sets out the Department’s planning policies for the protection of open space, the provision of new areas of open space in association with residential development and the use of land for sport and outdoor recreation and advises on the treatment of these issues in development plans. It embodies the Government’s commitment to sustainable development, to the promotion of a more active and healthier lifestyle and to the conservation of biodiversity.

Open Space is defined in PPS8, Open Space, Sport and outdoor Recreation as

‘all open space of public value, including not just land, but also inland bodies of water such as rivers, canal, lakes and reservoirs which offer important opportunities for sport and outdoor recreation and can also act as a visual amenity’.

Open space, sport and outdoor recreation are important components of life providing many health, cultural, social, economic and environmental benefits. Open space can enhance the character of residential areas, civic buildings, conservation areas and archaeological sites. It can also help to attract business and tourism and thereby contribute to the process of urban regeneration. The use being made of the countryside for a range of sporting and outdoor recreational activities, particularly where these are associated with farm diversification, can contribute to the process of rural regeneration and help promote natural resource tourism.

Consequently, retaining open space, creating new open space and promoting more opportunities to participate in outdoor recreation in the future is important.

### **Planning Policy Statement 16 (PPS16) – Tourism (2013)**

PPS 16 sets out the ‘the Department’s planning policy for tourism development and also for the safeguarding of tourism assets. It seeks to facilitate economic growth and social well-being through tourism in ways which are sustainable and compatible with environmental welfare and the conservation of important environmental assets.

It recognises the important contribution of tourism to the NI economy in terms of the revenues it generates, the employment opportunities it provides and the potential it creates for economic growth.

It also recognises the importance of ‘sustainable tourism development’, that is, tourism that meets the needs of present tourist and host regions while protecting and enhancing opportunity for the future. Sustainable tourism development is brought about by balancing the needs of tourists and the tourism industry with those of the destination.

PPS16 provides a framework for identifying appropriate sustainable development opportunities and safeguarding tourism assets which are acknowledged public value, such as the natural environment from harmful development and on which tourism itself may depend.

### **Outdoor Recreation Action Plan for the Sperrins (ORNI on behalf of SportNI, 2013)**

Carried out on behalf of SportNI by ORNI in partnership with the Sperrins Outdoor Recreation Forum, the Plan considered existing outdoor recreation facilities and opportunities in the Sperrins, identified the gaps in provision and recommended priorities for development over the next 5-10 years which would accommodate both the needs of the local community and visitors to the area. The Plan highlighted that because of several issues at a local and national level, the area has witnessed a lack of development in terms of the outdoor recreation product delivered on the ground. Two Action Plans were produced:

- A Strategic Action Plan with 21 overarching principles to act as a strategic framework for the integrated development of outdoor recreation in the Sperrins and informed by condensing and generalising the actions which make up the second plan namely;
- A Working Action Plan which contains 72 site and activity-specific actions which will guide the Sperrins Outdoor Recreation Forum over the next 5-10 years and other organisations with a mutual interest in outdoor recreation in the Sperrins area.



Several of the key recommendations include increased provision for walking, mountain biking, orienteering, angling etc. within the Mid Ulster area.

### **Dungannon and South Tyrone Forests – Tourism and Recreation Scoping Study**

Commissioned by the former Dungannon and South Tyrone Borough Council, an audit of the tourism and recreation potential of 9 forests within the Council area namely Parkanaur, Brantry, Fardross, Favour Royal, Knockmany, Dunmoyle, Mullaghfad, Crocknagrally and Caledon was carried out by ORNI. The Study recognised that whilst some of the forests in the area provide a range of outdoor recreation and activity tourism opportunities, the potential of the forests in terms of providing for the local population and visitors alike, had not yet been realised. The Study assessed the current tourism and outdoor recreation opportunities available within the Forests and then made recommendations for future development, investment and management arrangements, taking account of what is happening at a national level in forests and in the wider areas in terms of tourism.

### **Lough Neagh – Assessing the Current and Potential Outdoor Recreation Facilities and Opportunities.**

Commissioned by Inland Waterways of DCAL, ORNI completed in 2014 a study to assess the recreation opportunities and provision of recreation facilities that exist around Lough Neagh. Sites were separated into 'regional' and 'local recreational nodes, a regional node defined as one which has the potential to attract day visitors from the surrounding area and further afield whilst a local recreational node is one that provides recreational opportunities mainly for local communities.

Within the Mid Ulster area, Ballyronan and the Battery were identified as regional nodes, with Washing Bay was identified as a local recreational node. It also identified that whilst some nodes have had significant development and modernisation of facilities, other smaller nodes have been neglected and now require significant development.

The report also highlighted that:

- Any future development of recreation on and around the Lough should be carried out sensitively
- The success of outdoor recreation development on or around the Lough was dependent on joined up thinking amongst those tasked with its administration
- The development of Community trails would improve access to the shoreline and recreation nodes around the Lough for residents and visitors alike
- A consistent branding, signage and interpretation and way marking strategy is needed to ensure the successful promotion of the Lough and its amenities.

### **Lough Neagh Gap Analysis and Action Plan (Lough Neagh Partnership)**

In 2013, Lough Neagh Partnership carried out a co-operation project for Lough Neagh one element of which included completing an audit / gap analysis and action plan for improving built, cultural and natural heritage and visitor activities around the Lough. This required a comprehensive audit of existing visitor infrastructure and identifying opportunities for the provision of improved and/or new facilities.

The detailed audit and stakeholder consultation identified a number of gaps and needs relating to recreation and related activities on and around the Lough:

- No recreational angling provision on the Lough – need for developing fishing stand and permit infrastructure
- Existing beach facilities are underutilised and there is a potential to develop wild swimming bases on the Lough

- Existing caravan caravanning and camping facilities are of good quality. However, more innovative facilities are needed, particularly those which tie in with existing recreation products such as cycle and canoe trails
- Tradd Point underutilised for recreation
- Provision of marina facilities on the east side of the Lough is poor – particularly for providing safe havens between Sandy Bay and Antrim
- Lack of innovative products, such as mountain biking and pump tracks and underutilisation of existing cycle and canoe trails
- Navigation and safety issues (including markers and dredging) still exist on the Lough, hindering access to rivers and facilities
- Forest Service Northern Ireland facilities around the Lough are underutilised and would require developments such as outdoor gyms, play trails, nature walks, mountain biking etc.
- No significant heritage trail around the whole of the Lough

The Lough Neagh Gap analysis and Action Plan called for the development of a Lough Neagh Development Plan for 2013 – 2018 as informed by the Gap and SWOT analysis and informed by strategic documents from other government departments local councils in order to reflect strategy priorities.

The plan created a vision: *'In 2019 Lough Neagh, will have an unrivalled reputation as a different place to live, work and visit, building on its unique natural, built and cultural heritage'*. Suggests that any future development of the Lough is dependent on a number of important actions, linked to a number of relevant common themes:

**Theme 1:** Sustainable product development of the built, natural and cultural tourism products

**Theme 2:** Promote and brand the Lough's unique image and destination focusing on the day visitor and domestic market and making use of technology and events

**Theme 3:** Develop the tourism and cultural tourism skill base of local tourism providers and communities

**Theme 4:** Develop strong partnerships and networks

### **Draft 2014 – 2019 Lough Neagh Destination Management Plan (Lough Neagh Partnership)**

The draft Destination Management Plan was developed to maximise the benefits of increased tourism to Lough Neagh. In tandem with the Lough Neagh Gap Analysis and Action Plan, the Destination Management Plan identified the gaps and issues relating to current provision for tourism on and around the Lough.

It set strategic priorities, outputs and actions as per the four themes outlined in the Lough Neagh Gap Analysis and Action Plan. Outdoor Recreation relevant to the Mid Ulster area was considered under

**Theme 1: Sustainable Product Development of the Built, Natural and Cultural Heritage of Lough Neagh:**

1. Develop Pump Cycle Centres at 4 Lough shore sites
2. Provide Quality camping and pod-based provision at 4 shore sites
3. Establish 3 swimming beaches on Lough with water / wild swimming activities

**Theme 3: Develop the tourism and cultural tourism skill base of local providers and communities:**

1. Establish 3 swimming beaches on Lough with trained swimming instructors on Lough with waster / wild swimming activities

#### Theme 4: Develop Strong Partnerships and Networks:

1. Develop integrated rural development programme for shores of Lough Neagh around the themes of activity tourism

The Management Plan has outlined the following key performance indicators in order to evaluate the effectiveness of the programme for outdoor recreation. These are:

- 4 pod and camping provisions at Lough Neagh shore sites
- Provision of 4 pump cycle products
- New Lough Neagh Heritage Trail
- Develop Lough Neagh angling programme
- Pilgrimage trail from Moortown to Ardboe Cross
- 3 new beaches developed

## APPENDIX E – Village Plan Recommendations related to outdoor recreation opportunities.

45 villages in the Mid Ulster area have had Village Community Plans completed. The table below provides an overview of those Village Plans only which have identified future opportunities for outdoor recreation.

Village Plan	Current status	Future potential
<b>Annaghmore (Clonoe)</b>	<ul style="list-style-type: none"> <li>Insufficient range of activities to help older people stay fit and healthy</li> <li>Insufficient recreational facilities for women and families</li> </ul>	<ul style="list-style-type: none"> <li>Development of off-road cycle tracks, walkways.</li> </ul>
<b>Ardboe</b>	<ul style="list-style-type: none"> <li>Lack of provision for the elderly</li> <li>Ardboe Cross no toilets, car parking, security</li> </ul>	<ul style="list-style-type: none"> <li>Establish older person's group that will run activities including a walking group</li> <li>Develop a Lough Shore mini guide to support the wider tourism development of water and land-based recreation – charter boating, fishing, walking, cycling, wildlife, birdwatching trails.</li> <li>Develop toilets and car parking at Abbey.</li> </ul>
<b>Augher</b>	<ul style="list-style-type: none"> <li>Upgrade sections of walkway along the River</li> <li>Basic facilities at Knockmany need improved</li> </ul>	<ul style="list-style-type: none"> <li>Conduct survey on the walkway along the River Blackwater and identify areas where work is needed</li> <li>Investment needed at Knockmany to bring facility up to standard for local people and visitors</li> </ul>
<b>Ballinascreen (Ballinascreen, Moneyneany, Straw and Sixtowns)</b>	<ul style="list-style-type: none"> <li>Community Park for Moneyneena had been earlier identified</li> <li>No safe place to go off road walking or running in Straw and the 'Big bridges'</li> <li>Development of Derrynoyd Forest and Rural College</li> </ul>	<ul style="list-style-type: none"> <li>Investigate further</li> <li>Provision of safe off-road walking and cycling track – Old railway line considered a possibility.</li> <li>Develop a playpark in the area</li> <li>Look at options to revive the facility and its surroundings</li> </ul>
<b>Ballinderry</b>	<ul style="list-style-type: none"> <li>Loss of tourism potential from key sites of Ballinderry River and Cott Lane (fishing, walking, etc)</li> <li>Angling facilities inadequate</li> <li>Canoeing facilities inadequate</li> </ul>	<ul style="list-style-type: none"> <li>Development of Cott Lane and Gortmoss Walkway and better signage at Cott Lane</li> <li>Information boards at key sites</li> <li>Develop a walkway along the Ballinderry River</li> </ul>

		<ul style="list-style-type: none"> <li>• Angling infrastructure needs improved.</li> <li>• Develop a canoe trail along the Ballinderry River</li> </ul>
<b>Ballygawley</b>	<ul style="list-style-type: none"> <li>• Lighting around walkway at playing field is not enough</li> <li>• Walkway is prone to flooding</li> </ul>	<ul style="list-style-type: none"> <li>• Erect floodlights around the walkway</li> <li>• Install proper drainage along pathway</li> </ul>
<b>Ballymaguigan</b>	<ul style="list-style-type: none"> <li>• Lack of footpaths</li> </ul>	<ul style="list-style-type: none"> <li>• Health and wellbeing activities – sports activities and walks cross country.</li> </ul>
<b>Ballyronan</b>	<ul style="list-style-type: none"> <li>• Tourism potential of Lough and marina need to be maximised</li> </ul>	<ul style="list-style-type: none"> <li>• Tourism strategy and Marketing Plan needed for the area</li> </ul>
<b>Bellaghy</b>	<ul style="list-style-type: none"> <li>• Inadequate access from Bawn to Church of Ireland</li> <li>• Inadequate signage</li> <li>• No heritage trail linking Seamus Heaney landmarks noted in his poetry</li> <li>• More health and well-being projects required</li> <li>• Wetlands underused</li> </ul>	<ul style="list-style-type: none"> <li>• Development and link Bawn by path to Church of Ireland</li> <li>• New signage of heritage sites e. Lough Beg, Toners Bog</li> <li>• Develop Seamus Heaney Trail</li> <li>• Develop cross country walks and walking group</li> <li>• Development of famous wetlands</li> </ul>
<b>Benburb</b>	<ul style="list-style-type: none"> <li>• Family walking and cycling trails needed</li> <li>• Need to develop community facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Develop walking and cycling routes in Benburb Valley Park along Ulster Canal Greenway.</li> <li>• Develop a Park Ranger Service to manage the eco system in Benburb Valley and River Blackwater</li> <li>• Develop a community fishing hub at River Blackwater</li> </ul>
<b>Brocagh</b>	<ul style="list-style-type: none"> <li>• Boats cannot access the quay because of sandbars</li> <li>• Need to develop permissive paths and greenway</li> <li>• Exploit heritage sites</li> <li>• Little opportunity for older people to stay healthy and active as well as no recreational facilities for women and families</li> </ul>	<ul style="list-style-type: none"> <li>• Contract to dredge channel into the quay and maintain on an annual basis</li> <li>• Develop off-road cycle tracks to allow young people and families to walk and cycle safely between shops, school and Brocagh Community Centre</li> <li>• Develop tours, walks and events for visitors to the area</li> <li>• Develop range of events and activities in Brocagh Community Centre to encourage active lifestyle</li> </ul>
<b>Broughderg</b>	<ul style="list-style-type: none"> <li>• Maximization of use of Davagh Forest and increased visitor services and experience</li> </ul>	<ul style="list-style-type: none"> <li>• Provision of:</li> <li>• Bird watching facilities</li> </ul>



		<ul style="list-style-type: none"> <li>• Development of Forest Garden / Nature Trail (link schools)</li> <li>• More walking trails, geared towards families, challenging and non-challenging</li> <li>• Angling Facilities, stock river, salmon spawn/sea trout</li> <li>• Incorporate disability access where possible</li> <li>• Showers /changing area</li> <li>• Camping facility / glamping pods</li> <li>• Brick built BBQ facilities (Island in middle of carpark suggested for picnic are /tables)</li> <li>• Activities/Equipment for older children outside of playpark, e.g. Zip lines</li> <li>• Seating in/near playpark</li> <li>• Cycle rental / repair (consistent times)</li> <li>• GPS App of Forest developed (dependent on broadband)</li> </ul>
<b>Bush</b>	<ul style="list-style-type: none"> <li>• Significant development in village for necessary footpaths. Potential for a settlement mini Greenway with pedestrian/cycle paths around the village</li> </ul>	<ul style="list-style-type: none"> <li>• Footpath link to Dungannon/Tamnamore/Clairefields required</li> </ul>
<b>Caledon</b>	<ul style="list-style-type: none"> <li>• Caledon has a wealth of natural resources which could be promoted as a valuable rural tourism tool. The Blackwater River, and Ulster Canal, represent a vital part of Caledon's fabric and are a valuable resource to the village and its heritage – Glaslough/Caledon walkway and famine wall project</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunities to promote natural resource tourism – potential for Greenway/Riverside/Outdoor Gym/Cross Border walk-way project – needs ongoing maintenance needed to check over-growth on riverbank – picnic area spruce-up, - dog fouling provision of scoop-bag and waste bin</li> </ul>
<b>Churchtown/Lissan</b>	<ul style="list-style-type: none"> <li>• Lissan House and grounds is a key asset – yet little evidence of buy in from the local community</li> <li>• Limited disability access for anglers and ramblers at Lough Fea</li> <li>• Valuable local assets are under-developed, under-promoted and under-utilised due to access and wider knowledge</li> <li>• Inadequate infrastructure support</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a Working Group with reps from Lissan House Trust and Community. Local needs analysis to be undertaken.</li> <li>• Learning journey to other successful community/heritage projects</li> <li>• Increase accessibility at Lough Fea</li> <li>• Project development and feasibility associated with Lissan House, Lough Fea and Slieve Gallion</li> <li>• Accommodation provision within the area to be further investigated (including B&amp;B, bunk barns, bothys glamping etc)</li> </ul>
<b>Clady</b>	<ul style="list-style-type: none"> <li>• Lack of footpath from Fisherman's Walk to Portglenone. Lacking facilities also.</li> </ul>	<ul style="list-style-type: none"> <li>• Development of river walkways and Bann (walk from Bann Bridge to Molloy's Ford)</li> </ul>

	<ul style="list-style-type: none"> <li>• Opportunity for walkways/greeway circuit from Clady-Innisrush-Glenone-Clady.</li> </ul>	<ul style="list-style-type: none"> <li>• Walkway to be investigated</li> </ul>
<b>Clogher</b>	<ul style="list-style-type: none"> <li>• Basic facilities at Fardross Forest need improved</li> <li>• Caravan Park needs to be promoted</li> </ul>	<ul style="list-style-type: none"> <li>• Investment needed at Fardross to bring facility up to standard for locals and visitors</li> <li>• Encourage maintenance of the caravan park and encourage greater use through MUDC tourism information</li> </ul>
<b>Coagh</b>	<ul style="list-style-type: none"> <li>• Maximisation of the area's natural resources in developing a rural tourism product to support the local village economy</li> <li>• Inadequate angling facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Develop walks including Hanover House to the old mill, linking up with Ballinderry along the River and creating a circuit from Hanover House to the football club and back into Coagh along the Ballinderry Road (CP)</li> <li>• Improve existing infrastructure</li> <li>• Identification of potential routes and liaison with local landowners</li> <li>• Develop names and signage for walks</li> <li>• Liaise with Rivers Agency re provision of angling facilities in Ballinderry River</li> <li>• Liaise with local angling club to confirm requirements regarding use of anglers' huts</li> </ul>
<b>Culnady, Innisrush and Tamlaght</b>	<ul style="list-style-type: none"> <li>• Stone bridge linking Innisrush to Clade needs maintained and enhanced as part of a walking trail</li> <li>• River walk along Clady River consistently floods</li> <li>• Lack of opportunities for activities within the three villages and limited provision of space for development of activities</li> </ul>	<ul style="list-style-type: none"> <li>• Develop points of interest board for users of the walk</li> <li>• Walk needs better protected to allow users full access</li> <li>• Develop green space for recreational walking and cycling. Potential for creation of allotments. Dedicated space for Mother and Toddler provision</li> </ul>
<b>Desertmartin</b>	<ul style="list-style-type: none"> <li>• Iniscarn Forest has minimal development but has high potential for tourism.</li> <li>• There are few health and well-being projects outside mainstream sports</li> <li>• Elderly isolated</li> <li>• Loss of tourism potential from Slieve Gallion and surrounding Sperrins</li> </ul>	<ul style="list-style-type: none"> <li>• Development of Iniscarn Forest.</li> <li>• Establish community allotments, walkway circuit (CP)</li> <li>• Establish walking group</li> <li>• Develop a walking trail from Lough Fea to Slieve Gallion</li> </ul>
<b>Drummullan</b>	<ul style="list-style-type: none"> <li>• Maximise potential of the area's natural resources in developing a rural tourism product to support the local village economy</li> </ul>	<ul style="list-style-type: none"> <li>• Develop walking routes identifying local beauty spots/historical places of interest e.g. Ballinderry River/St Patrick's Well/The Drummullan Giant – link to Springhill</li> </ul>

	<ul style="list-style-type: none"> <li>Increasing interest in walking and cycling in the area -need for safe routes</li> </ul>	<ul style="list-style-type: none"> <li>Tourism signage and interpretation developed</li> <li>Development of footpath to link up two rural roads providing a safe walk (CP)</li> <li>Support plans for Greenway Development and connect Drummullan</li> </ul>
<b>Edendork</b>	<ul style="list-style-type: none"> <li>Cullion Lake under-developed in terms of local wetland/heritage/ecosystem resource</li> <li>No footpath provision off the Coalisland Road</li> </ul>	<ul style="list-style-type: none"> <li>Potential development as local amenity/educational resource with access pathways and signage</li> <li>Lobby DfI for provision of adequate foot paving off the main Coalisland Road</li> </ul>
<b>Eglilsh</b>	<ul style="list-style-type: none"> <li>Very few areas for open recreation in the village</li> </ul>	<ul style="list-style-type: none"> <li>Identify potential Greenways and walking routes in the area</li> </ul>
<b>Fivemiletown</b>	<ul style="list-style-type: none"> <li>The Round Lake is a major asset</li> </ul>	<ul style="list-style-type: none"> <li>Ensure Round Lake is maintained on a regular basis</li> <li>Additional equipment would be welcomed</li> </ul>
<b>Galbally and Cappagh</b>	<ul style="list-style-type: none"> <li>Reservoir should be enhanced and developed</li> <li>The area has many natural resources which should be enhanced as potential tourism products</li> </ul>	<ul style="list-style-type: none"> <li>Carry out feasibility study on potential development at Cappagh Reservoir in relation to environmental and tourism potential</li> <li>Carry out scoping exercise of local natural resources with tourism potential</li> </ul>
<b>Gulladuff / Termoneeny</b>	<ul style="list-style-type: none"> <li>Lack of developed walkways - Scullions Cross/chapel walk and others</li> </ul>	<ul style="list-style-type: none"> <li>The creation of a cycle lane network, specifically from the Termoneeny centre to Gulladuff village.</li> <li>Look at the potential for developing off road cycling.</li> <li>Developing walkways - Scullions Cross/chapel walk, Dreenan Road and others</li> </ul>
<b>Killyman</b>	<ul style="list-style-type: none"> <li>Potential for a settlement mini Greenway with pedestrian /cycle path around the village</li> </ul>	<ul style="list-style-type: none"> <li>Need a dropped kerb at Cavanagh Road</li> </ul>
<b>Moortown</b>	<ul style="list-style-type: none"> <li>HLF Landscape Partnership produced a three-part report including cross country walking and heritage trails with key points within the village</li> <li>No secure outdoor recreational space for young people</li> <li>Loss of tourism potential from key sites of Airfield, The Battery Harbour and the Old Cross</li> </ul>	<ul style="list-style-type: none"> <li>Information sharing with key agencies and Council Tourism Strategy. Join up all initiatives to ensure a strategic approach to planning</li> <li>Create secure outdoor recreation space at the Youth centre</li> </ul>

	<ul style="list-style-type: none"> <li>Lack of water-based recreation</li> </ul>	<ul style="list-style-type: none"> <li>Exploit the area's water and land base outdoor recreation, charter boating, fishing, walking, cycling wildlife, birdwatching trails – links to Kinturk centre</li> <li>Progress ORNI report on water-based recreation at the Battery Harbour</li> </ul>
<b>Moygashel</b>	<ul style="list-style-type: none"> <li>Entrance to Dungannon Park at Moygashel end isn't aesthetically pleasing</li> </ul>	<ul style="list-style-type: none"> <li>Tidy up entrance and ensure it is maintained. Need to maintain and enhance the area at Bleach Field that links the village to Dungannon Park</li> </ul>
<b>Newmills</b>	<ul style="list-style-type: none"> <li>Provide opportunity for local people to walk and cycle safely on an off-road path. Develop permissive paths and Greenway to aqueduct</li> </ul>	<ul style="list-style-type: none"> <li>Develop off-road cycle tracks</li> </ul>
<b>Pomeroy</b>	<ul style="list-style-type: none"> <li>Maximising the use of Pomeroy Forest</li> </ul>	<ul style="list-style-type: none"> <li>Extension and development of pathways, signage and information boards, picnic tables</li> <li>Install toilet facilities with open access for playpark use</li> <li>Additional bins installed</li> <li>Car parking needed beside playpark</li> <li>Develop access path and lighting linking the forest entrance at front and rear back to the village</li> <li>Suitable area for various outdoor activities</li> <li>Develop campsite facilities / glamping</li> <li>Safe access route between Queen Elizabeth II Primary school and the Forest (CP)</li> <li>Re-develop old forestry school building and out-building as a multi-use shared asset of the community</li> <li>Re-develop old forestry school building and out-buildings as a multi-use shared asset of the community e.g. toilets and accommodation for forest users</li> </ul>
<b>Sandholes</b>	<ul style="list-style-type: none"> <li>Local recreation assets under-developed, promoted and under utilised</li> </ul>	<ul style="list-style-type: none"> <li>Develop river walkways along the Tullylagan River</li> <li>Develop access to Tullylagan House and gardens</li> </ul>
<b>Stewartstown</b>	<ul style="list-style-type: none"> <li>Almost ¼ of population have a limiting long-term illness, health problem or disability</li> </ul>	<ul style="list-style-type: none"> <li>Develop walking routes at Drumcaine Forest</li> <li>Map walking and cycling routes around the Village</li> </ul>

	<ul style="list-style-type: none"> <li>Few opportunities for walking and cycling</li> </ul>	<ul style="list-style-type: none"> <li>NCN route at Drumcairne</li> <li>Walking routes at Drumcairne</li> <li>Link both areas together and create a shared space 'village green'</li> <li>Develop access trail to Crieve Lough and erect interpretation panels, signage etc</li> <li>Explore feasibility of improving Stuart Hall</li> <li>Develop walking, cycling and play infrastructure at Drumcairne Forest</li> </ul>
<b>Swatragh</b>	<ul style="list-style-type: none"> <li>River walkway cycle route/nature walk along the river.</li> </ul>	<ul style="list-style-type: none"> <li>Develop informal walkway between Swatragh and Upperlands</li> </ul>
<b>The Rock &amp; Slatequarry</b>	<ul style="list-style-type: none"> <li>There is demand for access and improvement to The Church Moss as a safe walking route</li> </ul>	<ul style="list-style-type: none"> <li>Maintenance and extension of walkway at Church Moss (problem with Japanese Knotweed) needs removed</li> </ul>
<b>Tullyhogue</b>	<ul style="list-style-type: none"> <li>Valuable local assets under promoted and underutilised eg Fort</li> </ul>	<ul style="list-style-type: none"> <li>Develop footpaths to Fort</li> </ul>
<b>Upperlands</b>	<ul style="list-style-type: none"> <li>Natural resources in the area that are not being used could be promoted as a valuable rural tourism tool.</li> </ul>	<ul style="list-style-type: none"> <li>Redevelopment of the amphitheatre area as a park and recreational space for the village with links to the pathways along the river and redevelopment of the civic space entrance area</li> <li>Identify accessible routes for walk/cycle paths. Develop waymarked walking routes, allotments, walking clubs – possible linkages with Dams project</li> <li>Develop a scheme for the development of the Beetling Dams as a natural asset providing green accessible space, water-based activities, walking and fishing</li> <li>Phased project required. Phase 1 involved the completion of a feasibility study and development plan, phase 2 – securing the necessary funding and phase 3 – implementation of the Plan.</li> </ul>
<b>Washing Bay</b>	<ul style="list-style-type: none"> <li>Need to develop small scale infrastructure to retain and attract visitors</li> <li>Lack of accessible and usable walkways</li> <li>Wetlands should be enhanced and developed</li> <li>Bogland areas need to be preserved</li> <li>Nature walk needs to be kept clear and clean for visitors</li> </ul>	<ul style="list-style-type: none"> <li>Camping site redevelopment, cycle store, hire of boats, quayside and beach development</li> <li>Create a full accessible and safe walkway for residents which will link pitch at Derrylaughan with nature walk and canal/river and Greenways</li> <li>Investigate better ways to enhance the wetland features including better access to the Lough</li> <li>Initiate a scheme to preserve the existing bogland</li> </ul>

	<ul style="list-style-type: none"> <li>• Beach area in need of development and linking in with pathway</li> </ul>	<ul style="list-style-type: none"> <li>• Clear shrubbery and tidy nature walk area and develop an appropriate management plan for same</li> <li>• Develop sandy beach and open link in with existing pathway</li> </ul>
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## APPENDIX F – Consultation.

### Consultation methods used during the preparation of the Strategy.

<b>Consultee Category</b>	<b>Consultation Method</b>
Council Officers	Face-to-face meeting Invited to DEA public consultations
Council Elected Member	Invited to DEA public consultations
Governing Bodies of Sport	Face-to-face meeting or telephone interviews (depending on convenience)
Public/Statutory Agencies	Face-to-face meeting (where relevant) Follow-up phone call to discuss (where relevant)
Activity Providers	Face-to-face meeting Telephone interviews
Community Groups	Invited to DEA public consultations Face-to-face meetings (where appropriate)
Activity Clubs	Invited to DEA public consultations
SORF members	Face-to-face consultation and follow up with individuals where appropriate through face to face consultation
Private landowners	Direct email and telephone call
General Public	Invited to DEA public consultations

### Details of Public Consultation Events

Event dates and venues were as follows (2017):

- |   |                    |
|---|--------------------|
| - 23 <sup>rd</sup> January, Cookstown Leisure Centre          | Cookstown DEA      |
| - 31 <sup>st</sup> January, Maghera Leisure Centre            | Carntogher DEA     |
| - 31 <sup>st</sup> January, Seamus Heaney Homeplace, Bellaghy | Moyola DEA         |
| - 2 <sup>nd</sup> February, Dungannon Park                    | Dungannon DEA      |
| - 2 <sup>nd</sup> February, Cornmill Centre, Coalisland       | Torrent DEA        |
| - 6 <sup>th</sup> February, Ballygawley BADA Community Hall,  | Clogher Valley DEA |
| - 8 <sup>th</sup> February, Meadowbank Sports Arena           | Magherafelt DEA    |

Each consultation event was promoted widely through the following channels:

- direct emails to all community groups within the area through Council Community Development Service
- editorial in local newspapers including Derry Post, Mid Ulster Mail, Mid Ulster Observer, Tyrone Courier, Tyrone Herald and Tyrone Times
- websites including Outdoor Recreation NI.com, OutdoorNI.com, WalkNI.com, Rural CommunityNetwork.com, CommunityNI.com and Mid Ulster Council consultation page
- direct emails through in-house mailing lists, Rural Community Network and various governing bodies
- Facebook pages including WalkNI and social media channels across Council
- wide circulation of consultation poster which advertised dates, venues and purpose of the events to community groups and youth organisations
- consultation posters printed on coriboard located at public parks and play parks across Mid Ulster

#### Details of Councillor DEA Work Shop Meetings

Event dates and venues were as follows (2020):

- |   |                    |
|---|--------------------|
| - 20 <sup>th</sup> January, Magherafelt Council Offices | Magherafelt DEA    |
| - 20 <sup>th</sup> January, Magherafelt Council Offices | Moyola DEA         |
| - 22 <sup>nd</sup> January, Dungannon Council Offices   | Clogher Valley DEA |
| - 27 <sup>th</sup> January, Ranfurly House Dungannon    | Dungannon DEA      |
| - 28 <sup>th</sup> January, Magherafelt Council Offices | Carntogher DEA     |
| - 5 <sup>th</sup> February, Cookstown Council Offices   | Cookstown DEA      |
| - 5 <sup>th</sup> February, Cookstown Council Offices   | Torrent DEA        |

## APPENDIX G- Formal and Informal Walks in MUDC

### Formal Walking Routes in Mid Ulster

Name	Landowner	Cross referenced to Fig.7
Ballyronan Marina	MUDC	62
Battery Harbour	MUDC	63
Beaghmore SCM	DfC	64
Branny Trail	MUDC	65
Brockagh	MUDC	66
Castlecaulfield Pavilion	MUDC	67
Cookstown Forest	FSNI	68
Derrynoyd Forest	FSNI	69
Drum Manor Forest Park	FSNI	70
Dungannon Park	MUDC	71
Dunnamore Riverside Walk	MUDC	72
Fardross Forest	FSNI	73
Favour Royal Forest	FSNI	74
Glenmore	DCAL	75
Hutchinson's Quay	WI	76
Knockmany Forest	FSNI	77
Lough Beg NNR	NIEA/DEARA	78
Lough Fea	NI Water	79
Loughry	DARD	80
Manor Path	MUDC	81
Moyola Forest	FSNI	82
Moyola Water Foot	UWT	83
Parkanaur Forest Park	FSNI	84
Portglenone Forest	FSNI	86
Roundlake	MUDC	87
Toome Canal	MUDC	88
Tullahoge SCM	DfC	90
Washing Bay	MUDC	91
Windmill Wood	MUDC	92

## Informal Walking Sites in Mid Ulster

Name	Land Owner	Cross referenced to Fig.7
Altmore Low and High	NI Water	93
Ardtrea Bridge		94
Ballysaggart Lough	MUDC	95
Brookend NNR	NIEA/DEARA	96
Caledon Forest	FSNI	99
Castlecaulfield Castle SCM	DfC	100
Clogher Hill Fort SCM	DfC	101
Iniscarn Forest	FSNI	106
Lough Fea	NI Water	107
Moydamlaght Forest	FSNI	113
Newferry	MUDC	114
Pomeroy Forest	FSNI	115
Wellbrook Beetling Mill	National Trust	116

## APPENDIX H – Consultation responses for each DEA

### CARNTOGHER DEA

Site	Status Quo	Opportunities
Derrynoyd Forest and Centre	<ul style="list-style-type: none"> <li>102 ha broadleaved forest owned and managed by FSNI</li> <li>Derrynoyd Centre currently vacant – leased to Workspace Enterprises Ltd.</li> <li>Forest used for walking, orienteering, informal mountain biking, shooting</li> <li>Access to the Moyola River for angling</li> </ul>	<ul style="list-style-type: none"> <li>Trail along the Moyola River/maintenance upgrade</li> <li>Adventure play hub</li> <li>Camping</li> <li>Family off-road cycling and pump track</li> <li>Improved maintenance in Forest</li> </ul>
Drumnaph Community Nature Reserve	<ul style="list-style-type: none"> <li>Enthusiastic community group (Carntogher Community Association)</li> <li>Currently maintain 29km of trails</li> <li>Site mapped for orienteering</li> <li>Smart phone app developed for the Reserve</li> <li>Currently developing natural play area</li> <li>Offer family events e.g. lantern walk</li> </ul>	<ul style="list-style-type: none"> <li>Maintain additional outdoor recreation sites nearby with Council support through a SLA</li> <li>Develop more family focused events with Council support</li> <li>Consider opportunities for family off-road cycling in the area</li> <li>Fitness/trim trials</li> <li>Running trail and events</li> </ul>
Hutchinson's Key and Moneygran Wood	<ul style="list-style-type: none"> <li>Amenity area immediately adjacent to Moneygran Wood is owned and managed by Waterways Ireland</li> <li>Jetty</li> <li>Slipway – currently unusable – no plans to do up.</li> <li>Parking, picnic tables and litter bins</li> <li>Coarse angling – no purpose-built fishing stands</li> <li>c. 16,000 users from Feb 2016 – September 2016</li> <li>Walking path (1.4km) leads between Hutchinson's Quay and Portna.</li> <li>Access and egress point on the Lower Bann Canoe Trail</li> </ul>	<ul style="list-style-type: none"> <li>Named as a 'significant site' on the proposed Lower Bann Blueway</li> <li>Create viewpoints to the River within Moneygran Wood</li> <li>Develop a Community Trail linking Kilrea, Portna and Hutchinson's Quay</li> <li>Erect angling stands in Moneygran Wood</li> <li>Develop a multi-use walking and cycling trail within Moneygran Wood</li> <li>SLA with local community organisations</li> <li>Visitor picnic sites on FSNI lands/lease agreement option</li> </ul>
Moneystaghan Wood to view	<ul style="list-style-type: none"> <li>FSNI has a right of access to the Wood for business purposes only e.g. harvesting.</li> <li>No formal public access to the site</li> </ul>	<ul style="list-style-type: none"> <li>Council to enter into a licence agreement with FSNI to develop a walking trail in the Wood.</li> </ul>

Toner's Bog (Bellaghy)	<ul style="list-style-type: none"> <li>Informal car parking for 3-4 cars</li> </ul>	<ul style="list-style-type: none"> <li>Negotiate access along a 300m laneway leading off the A54 to the Wood with private landowners.</li> <li>Formalise and increase the car park to accommodate 10 cars</li> <li>Develop a 1km trail through Moneystaghan Wood leading to a raised viewing platform of Toner's Bog - referred to in Seamus Heaney's most widely renowned poem 'Digging'.</li> <li>Develop appropriate interpretation on-site</li> </ul>
Portglenone	<ul style="list-style-type: none"> <li>Marina/mooring/fresh water</li> <li>Motorhome stations</li> <li>River walkway</li> <li>Parking</li> <li>Children's playground</li> <li>Events e.g. Gig n the Bann</li> <li>Private jetty</li> <li>Café/Shops/ Public Houses</li> <li>Coarse fishing stands – there are currently 89 fishing stands on the west bank of the river, south of the bridge. A car park and path lead to the fishing stands.</li> </ul>	<ul style="list-style-type: none"> <li>Identified as a proposed 'hub' on the Lower Bann Blueway to unlock the Lower Bann corridor as a leisure and tourism resource</li> <li>Support Mid and East Antrim Council and Portglenone Enterprise Group in the development of facilities in Portglenone including development of recreational opportunities in the Portglenone Forest, additional motorhome stations, moorings, changing facilities, accommodation,</li> <li>Develop the Fisherman's Walk Community Trail south along-side the River to Newferry incorporating Glenone Wood</li> <li>Work with WI to host the 2019 European Coarse Fishing Championships by providing a minimum of 130 fishing stands</li> <li>Increase number of fishing events from local to international level</li> <li>Interpretation, orientation and public art</li> </ul>
Greenlough Trails	<ul style="list-style-type: none"> <li>Extension to existing network of community trails</li> </ul>	<ul style="list-style-type: none"> <li>Assist local community to develop additional community trails</li> </ul>
Carntogher, Glenshane and Moneyneany, Davagh Sperrin Trails	<ul style="list-style-type: none"> <li>No long-distance walking trail in the north west part of Mid Ulster</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to develop a multi-day walk in the north west of Mid Ulster that could be marketed as a viable walking product offer to both local and visitors to the area.</li> <li>SLA with community groups for trail inspection/maintenance throughout Sperrins area</li> <li>Trails audit throughout Sperrins area</li> </ul>



## CLOGHER VALLEY DEA

Site	Status Quo	Opportunities
Tullyvar Landfill site	<ul style="list-style-type: none"> <li>Site is in Council ownership</li> <li>70-80 acres landfill site between Ballygawley and Aughnacloy</li> </ul>	<ul style="list-style-type: none"> <li>Investigate the potential to develop the site as an outdoor recreation site – long-term ambition.</li> </ul>
Brantry Lough and Forest (part of Caledon Forest)	<ul style="list-style-type: none"> <li>Both well used by local community</li> <li>Walking, running, dog walking, angling</li> <li>Brantry Lodge recently refurbished beside forest</li> <li>Strong community support for development</li> </ul>	<ul style="list-style-type: none"> <li>Site recognised as a key local recreational site for development</li> <li>Develop a quality off-road family cycling trail in Brantry Forest</li> <li>Link Forest to Brantry Lough</li> <li>New natural play</li> <li>Improved waymarking</li> <li>Create a trail head</li> <li>Increased staffing by Council</li> <li>SLA Agreements with Community Groups</li> </ul>
Clogher Valley Greenway	<ul style="list-style-type: none"> <li>Currently no Greenways in Mid Ulster</li> <li>Feasibility study currently on-going</li> </ul>	<ul style="list-style-type: none"> <li>Develop the Clogher Valley Greenway concept further using the former railway line of Clogher valley. This will involve extensive landownership negotiation.</li> <li>Continue to work towards securing further funding from DFI towards more detailed feasibility study</li> </ul>
Ulster Canal Greenway	<ul style="list-style-type: none"> <li>Currently no Greenways in Mid Ulster</li> <li>Feasibility study currently on-going</li> </ul>	<ul style="list-style-type: none"> <li>Develop the Ulster Canal Greenway in partnership with Waterways Ireland, ABC Council and Monaghan County Council</li> <li>Continue to work towards securing further funding from DFI towards more detailed feasibility study.</li> </ul>

Clogher Valley Long distance off-road cycling trail	<ul style="list-style-type: none"> <li>Currently no formal long-distance off-road mountain biking trails in Mid Ulster</li> </ul>	<ul style="list-style-type: none"> <li>Complete on the ground the 40km long-distance off-road mountain biking trail in the Clogher Valley starting at Fivemiletown and taking in Crocknagrally, Fardross, and Mullaghfad Forests</li> <li>Erect panels</li> <li>Promote on MountainbikeNI.com</li> </ul>
Clogher Valley long-distance off-road horse riding trail	<ul style="list-style-type: none"> <li>Currently no formal off-road horse-riding trail in Mid Ulster</li> </ul>	<ul style="list-style-type: none"> <li>Undertake a scoping exercise to consider the potential of developing a waymarked long-distance off-road horse-riding trail in the Clogher Valley using the extensive forest network.</li> </ul>
Crocknagrally Forest	<ul style="list-style-type: none"> <li>Well used community resource but little to attract the visitor to the forest</li> <li>Minimal infrastructure in place.</li> <li>Walking and horse-riding</li> </ul>	<ul style="list-style-type: none"> <li>Develop a quality, waymarked looped trail within the forest, taking advantage of existing forest roads.</li> <li>Develop a car parking facility and basic visitor infrastructure to include picnic table and seating along any trails developed</li> <li>Enhance existing signage in the form of a visitor welcome, interpretation panel and waymarking.</li> </ul>
Fardross Forest	<ul style="list-style-type: none"> <li>Large forest</li> <li>Formal walking and cycling trails</li> <li>Carleton Trail passes through the forest</li> <li>Car parking</li> </ul>	<ul style="list-style-type: none"> <li>Enhance existing waymarked looped trails within the forest.</li> <li>Develop new waymarked looped trails within the forest, taking advantage of existing forest roads.</li> <li>Enhance existing signage in the form of a visitor welcome, interpretation panel and waymarking.</li> </ul>
Favour Royal	<ul style="list-style-type: none"> <li>500ha forest owned and managed by FSNi</li> <li>Formal walk leading to historic St Patrick's Chair and Well site</li> <li>Sliabh Beagh Way and Carleton trail passes through the forest</li> <li>Wild-flower meadow and deer lawn</li> </ul>	<ul style="list-style-type: none"> <li>Enhance existing waymarked looped trails within the forest.</li> <li>Develop new waymarked looped trails within the forest, taking advantage of existing forest roads.</li> <li>Develop the Sliabh Beagh Way to include more of Favour Royal Forest, increasing the percentage of the route that is off road.</li> <li>Enhance existing signage in the form of a visitor welcome, interpretation panels and waymarking.</li> </ul>
Knockmany	<ul style="list-style-type: none"> <li>390ha forest owned and managed by FSNi</li> <li>Forest is extensively used by runners, walkers, horse riders and mtb</li> <li>3 looped formal walks</li> </ul>	<ul style="list-style-type: none"> <li>Site recognised as a key local recreational site for development</li> </ul>

and Lumford's Glen	<ul style="list-style-type: none"> <li>• Carleton Trail passes through the Forest</li> <li>• FSNi meeting room and toilets closed</li> <li>• Historic Anya's Tomb on-site</li> <li>• 4 car parking areas servicing the site</li> <li>• Beside Lumford's Glen – currently closed</li> </ul>	<ul style="list-style-type: none"> <li>• Requires a Masterplan to be drawn up for the forest in full consultation with all the user groups. Decisions for future development and investment to be based on outcomes of this Plan.</li> <li>• Short term – establish basic services e.g. toilets</li> <li>• Short term – establish all-ability/multi-use trail around Lake</li> </ul>
Mullaghfad Forest	<ul style="list-style-type: none"> <li>• Forest owned and managed by FSNi</li> <li>• Formal walking trails</li> <li>• Sliabh Beagh Way and Carleton trail passes through the forest</li> <li>• Informal cycling</li> <li>• Shooting</li> <li>• No facilities or services</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a quality, waymarked looped trail within the forest, taking advantage of existing forest roads, linking with Crocknagrally where appropriate.</li> <li>• Develop a car parking facility and basic visitor infrastructure to include picnic table and seating along any trails developed</li> <li>• Develop signage in the form of a visitor welcome, interpretation panel and waymarking.</li> </ul>
Parkanaur Forest Park	<ul style="list-style-type: none"> <li>• 200 ha mixed coniferous and broadleaved woodland</li> <li>• Mostly owned by Forest Service NI and is managed as a commercial plantation and woodland.</li> <li>• FSNi own and manage the White Deer enclosure, which is open for members of the public to walk through</li> <li>• Manor House privately owned and occupied by Parkanaur College, a further education facility for young adults with learning difficulties.</li> <li>• Speedwell Trust, a cross community educational charity has leased some buildings on-site</li> <li>• Walled Garden is operated as a plant nursery by the private sector.</li> <li>• Forest has 3 short distance formal looped walks suitable for leisure walkers.</li> <li>• Ecotrail present on site.</li> <li>• Shooting also takes place within the boundary of the forest, throughout the year.</li> </ul>	<ul style="list-style-type: none"> <li>• Site recognised as a key regional site for development</li> <li>• Requires a detailed Masterplan which will consider the full development of the site including trails, play, signage, interpretation, visitor services including the caravanning and camping offer. This Study will include a detailed business case.</li> <li>• Decisions for future development and investment to be based on outcomes of this Plan.</li> <li>• Develop a Community Trail from the Forest along the Torrent River to Donaghmore via Castlecaulfield</li> </ul>
Round Lake, Fivemiletown	<ul style="list-style-type: none"> <li>• Tired resource</li> <li>• Caravan area</li> <li>• Slip way</li> <li>• Carleton trail passes through the site</li> </ul>	<ul style="list-style-type: none"> <li>• Site recognised as a key local recreation site for development – needs repositioned in terms of new development</li> <li>• Develop the fishing offer – boat fishing</li> </ul>

		<ul style="list-style-type: none"> <li>• Consider use of Lake for other water-based activities e.g. canoeing, sailing etc.</li> <li>• Work with the private sector to consider viability of running participation programmes based at the Lake</li> <li>• Consider alternative accommodation offer e.g. pods, glamping</li> <li>• Relaunch the site as part of a combined recreation offer with Blessingbourne Estate</li> </ul>
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## COOKSTOWN DEA

Site	Status Quo	Opportunities
Ballinderry	<ul style="list-style-type: none"> <li>• Loss of tourism potential from key sites of Ballinderry River and Cott Lane (fishing, walking, etc.)</li> <li>• Angling facilities inadequate</li> <li>• Canoeing facilities inadequate</li> </ul>	<ul style="list-style-type: none"> <li>• Development of Cot Lane and Gortmoss Walkway including improved signage at both</li> <li>• Information boards at key sites</li> <li>• Develop a Community Trail from Ardtrea to Drapersfield</li> <li>• Improve angling infrastructure</li> <li>• Carry out a feasibility study to see if the Ballinderry River could be developed into a canoe trail.</li> </ul>
Birchwood	<ul style="list-style-type: none"> <li>• Small regenerating native woodland established in 2002 backing directly onto the Ballinderry River and located between two local communities at Coagh and Derrychrin</li> <li>• Car parking space for 6 cars</li> <li>• Currently used for walking (informal), angling and shooting</li> </ul>	<ul style="list-style-type: none"> <li>• Improve angling infrastructure</li> </ul>
Cabin Wood	<ul style="list-style-type: none"> <li>• 6.5ha wood managed by the Woodland Trust and the Council</li> <li>• 1km from the edge of Cookstown</li> <li>• Walks include a short 30min all-ability circular walk around the wood and a 1.2km riverside walk giving access to a further 21ha of wood</li> <li>• Picnic area and seating</li> <li>• Interpretation throughout</li> <li>• No toilet facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Site recognised as a key local recreational site for development</li> <li>• Develop walking trails, family cycling trails, adventure play etc.</li> <li>• Develop toilets facilities</li> <li>• Create better linkages to Cookstown.</li> <li>• Investigate off-road links to Cookstown via Killymoon</li> </ul>

Churchtown and Lissan	Lissan House and grounds key recreational asset	<ul style="list-style-type: none"> <li>Establish working group with Lissan Trust, develop proposals</li> </ul>
	<ul style="list-style-type: none"> <li>Area's natural resources not being utilised</li> <li>Inadequate angling facilities</li> </ul>	<ul style="list-style-type: none"> <li>Develop a Community Trail along the Ballinderry River</li> <li>Investigate angling opportunities</li> </ul>
Davagh Forest	<ul style="list-style-type: none"> <li>One of NI's only three National Trail Centre for mountain biking</li> <li>Formal walking trails</li> <li>Children's Play area</li> <li>Small toilets and changing area</li> </ul>	<ul style="list-style-type: none"> <li>Create NI's first Dark Sky Park</li> <li>Visitor centre incorporating toilets and changing facilities for the recreational user</li> <li>Introduce alternative accommodation offer</li> <li>Increase the length of the mountain bike trails and walking trails</li> <li>Develop play more in keeping with the Forest environment</li> </ul>
Drumullan	<ul style="list-style-type: none"> <li>Area's natural resources not utilised</li> </ul>	<ul style="list-style-type: none"> <li>Develop a Community Trail e.g. Ballinderry River/St Patrick's Well/The Drumullan Giant – link to Springhill</li> </ul>
Drum Manor	<ul style="list-style-type: none"> <li>227 acres forest situated close to Cookstown</li> <li>Owned and managed by FSNi</li> <li>Large car park with toilets, play area, gardens, lawn areas, waymarked trails</li> <li>31 caravan and camping stands with modern facilities</li> <li>Walking product no longer fit for purpose (2015)</li> <li>Permanent Orienteering Course</li> </ul>	<ul style="list-style-type: none"> <li>Identified as a key regional outdoor site for development</li> <li>Undertake a Masterplan for the Forest, set against ambitions to develop other Forests in Mid Ulster as regional sites e.g. Parkanaur, Davagh</li> </ul>
Pomeroy Forest	<ul style="list-style-type: none"> <li>Owned and managed by FSNi</li> <li>Children's play area managed by Council under license from FSNi (2015)</li> <li>Walking, running, camping and shooting</li> <li>Fitness trail, Sculpture trail, Natural Play</li> <li>Enthusiastic and motivated Community Group</li> <li>Hosts large scale event e.g. Santa's Trail (7000+)</li> <li>Range of building on site (former Forestry School)</li> <li>Car park</li> </ul>	<ul style="list-style-type: none"> <li>Identified as a key local outdoor site for development</li> <li>Community Group already working to develop the Forest</li> <li>Maintain existing SLA with Community Group for on-going maintenance of play and walking trails</li> <li>Extend and develop pathways, signage and information boards, picnic tables</li> <li>Install toilet facilities with open access for playpark use</li> <li>Additional car parking needed</li> <li>Develop campsite facilities /glamping</li> <li>Develop a Community Trail linking the Forest to the village of Pomeroy</li> </ul>

		<ul style="list-style-type: none"> <li>Re-develop old forestry school building and out-buildings as a multi-use shared assets of the community e.g. toilets and accommodation for forest users</li> </ul>
Sandholes	<ul style="list-style-type: none"> <li>Local recreation assets under-developed, promoted and under utilised</li> </ul>	<ul style="list-style-type: none"> <li>Develop a Community Trail along the Tullylagan River</li> </ul>
Tullaghoge Fort	<ul style="list-style-type: none"> <li>Recently developed by HED (DfC)</li> <li>New car parking, walking trails and interpretation.</li> </ul>	<ul style="list-style-type: none"> <li>Link site to the village of Tullaghoge by creating a Community Trail.</li> <li>Link site to Loughrey, Mid Ulster Sports Arena and back into Cookstown</li> </ul>

#### DUNGANNON DEA

Site	Status Quo	Opportunities
Aghareaney	<ul style="list-style-type: none"> <li>Aghareaney – Donaghmore</li> </ul>	<ul style="list-style-type: none"> <li>Investigate community trail opportunities</li> </ul>
Ballysaggart Lough	<ul style="list-style-type: none"> <li>Path only goes around 2/3<sup>rd</sup> of the Lough</li> <li>Car parking for 15 cars</li> </ul>	<ul style="list-style-type: none"> <li>Investigate looped walk opportunities around the Lough</li> <li>Link the Lough to Dungannon town using a safe off-road alternative</li> <li>Provide toilet facilities</li> <li>Provide play appropriate to the setting</li> </ul>
Railway Park	<ul style="list-style-type: none"> <li>Significant green space in the centre of Dungannon</li> <li>Earl's Trail passes through the Park</li> </ul>	<ul style="list-style-type: none"> <li>Investigate the options for linking Railway Park to Dungannon Park off-road.</li> <li>Develop land Council has recently acquired for outdoor recreation</li> <li>Consider family off-road cycling/walking trails</li> <li>Adventure type play facility</li> <li>Pump track and skills park</li> </ul>
Benburb Priory	<ul style="list-style-type: none"> <li>Significant green space in Benburb</li> </ul>	<ul style="list-style-type: none"> <li>Work in partnership with the Servite Trust to deliver the network of fully costed and designed multi use trail network within the Priory grounds and incorporate this into the wider Blackwater outdoor recreation product</li> </ul>



Dungannon Park	<ul style="list-style-type: none"> <li>• Significant green space for the whole Mid Ulster area</li> <li>• Formal walks</li> <li>• Caravan Park</li> <li>• Play facility</li> <li>• Café</li> <li>• Car park</li> <li>• Toilets and changing area</li> <li>• Angling</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate the options for linking Railway Park to Dungannon Park off-road.</li> <li>• Consider site for all-inclusive play park for the Mid Ulster area – designed to be appropriate to the Park's setting.</li> </ul>
Drumglass Wood	<ul style="list-style-type: none"> <li>• Woodland, Oaks Road Dungannon</li> </ul>	<ul style="list-style-type: none"> <li>• Community trail</li> <li>• Sensory Garden</li> <li>• Partnership project with Sperrins Special School</li> </ul>
Windmill Wood	<ul style="list-style-type: none"> <li>• Large green open space</li> <li>• Network of tarmacked trails – inappropriate for woodland setting</li> </ul>	<ul style="list-style-type: none"> <li>• Put in a permanent cycle cross facility</li> <li>• Deliver the fully costed and designed multi use trail network (walking and off-road family cycling)</li> <li>• Tunnel link to Dungannon Park (off-road)</li> </ul>

## MAGHERAFELT DEA

Site	Status Quo	Opportunities
Ballyronan Marina and Ballyronan Wood	<ul style="list-style-type: none"> <li>• One of the most popular access points on the western shores of Lough Neagh and one of only two blue flag marinas in NI</li> <li>• Council managed facility</li> <li>• Car Parking, picnic tables, abundant greenspace</li> <li>• Café and toilets available within the on-site community facility</li> <li>• Caravan and camp site – 22 caravans and 5 tents – includes own toilets and shower block, electivity and water hook up</li> <li>• Berthing facilities for 88 boats - pontoons moorings and mast hoist.</li> <li>• Slipway – 300 recorded slipway launches in 2013</li> <li>• Secure boat park</li> <li>• Marina amenities (changing) open to the public at a charge</li> <li>• Small beach</li> <li>• Access/egress point on the Lough Neagh Canoe trail - has canoe polo area</li> <li>• Two small play areas and football pitch</li> <li>• 1.5km signed walk to Ballyronan Wood – also used informally for cycling</li> </ul>	<ul style="list-style-type: none"> <li>• Identified as a key regional outdoor site for development</li> <li>• New alternative accommodation e.g. pods</li> <li>• Develop shoreline walks and linkages to local communities</li> <li>• Including linkage to Tradd point</li> <li>• Orienteering/ecotrail development within Ballyronan Wood, Marina and Tradd point</li> <li>• Develop angling infrastructure</li> <li>• Develop a small pump track at the Marina</li> <li>• Develop the beach at Ballyronan marina for wild swimming</li> <li>• Develop and promote existing walking trails for family and leisure cycling</li> <li>• Develop the play offering – rationalise to one area.</li> <li>• Events calendar (including sailing, canoe and canoe polo events)</li> <li>• Develop a Tourist Information Point/reception area within the Centre</li> <li>• Provide catering facilities</li> <li>• Improve marina infrastructure</li> </ul>

	<ul style="list-style-type: none"> <li>• Destination on the 180km circular Loughshore Cycling Trail</li> <li>• Ballyronan Wood served by car park, picnic tables</li> <li>• Bird hide at the northern edge of the breakwater</li> <li>• Home to the passenger vessel 'Maid of Antrim' – trips of Lough Neagh</li> </ul>	<ul style="list-style-type: none"> <li>• Development with private sector providers activity programmes e.g. sailing/canoeing to make use of marina, caravan and camping.</li> </ul>
Iniscarn Forest	<ul style="list-style-type: none"> <li>• Well used community resource</li> <li>• No parking (lay by provides for 6 cars)</li> <li>• Formal walking trails</li> <li>• Trail running</li> </ul>	<ul style="list-style-type: none"> <li>• Link Forest to summit of Slieve Gallion</li> <li>• Car parking improvements</li> <li>• Develop appropriate on-site visitor facilities/play equipment</li> <li>• Signage for trails</li> <li>• Upgrade picnic site</li> </ul>
Lissan Forest and Lissan House	<ul style="list-style-type: none"> <li>• 42ha forest located immediately adjacent to Lissan House Estate.</li> <li>• Forest managed under license with FSNi by the Lissan Estate</li> <li>• Estate managed by the Lissan House Trust. Little evidence of buy-in from the local community</li> <li>• Car park for 20+ cars in Estate</li> <li>• 7 waymarked walking trails and waymarked horse-riding trail</li> <li>• Toilets, picnic areas, guided house tours of Estate</li> <li>• Signage and interpretation throughout Lissan Estate</li> <li>• Sense of neglect to Estate</li> </ul>	<ul style="list-style-type: none"> <li>• Consider how the Council could work better in partnership with the Lissan House Trust to develop the site more fully for recreation.</li> <li>• Learning journey to other successful community/heritage projects</li> </ul>
Lough Fea and Lough Fea Wood	<ul style="list-style-type: none"> <li>• Formal walking, running, angling</li> <li>• Toilets</li> <li>• Play</li> <li>• Car parking</li> <li>• Landscaped garden</li> </ul>	<ul style="list-style-type: none"> <li>• Identified as a key local outdoor site for development</li> <li>• Significant site for recreation</li> <li>• Upgrade the toilets</li> <li>• Create play for older children</li> <li>• Animate the walking trail for children</li> <li>• Improved facilities for disabled access (anglers and walkers)</li> <li>• Consider option for linking Lough Fea Wood to Davagh Forest off-road.</li> </ul>
Moorside - Desertmartin	<ul style="list-style-type: none"> <li>• Informal short Community Trail</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a Community Trail along the River where possible to link to Iniscarn Forest</li> </ul>
Slieve Gallion	<ul style="list-style-type: none"> <li>• PRoW – Public Path/Hiking Trails</li> </ul>	<ul style="list-style-type: none"> <li>• Investigation/extension to trails and possible links to Davagh Forest</li> <li>• Picnic site refurbishment</li> </ul>

Springhill Wood	<ul style="list-style-type: none"> <li>• Small strip of broadleaved forest (13 ha), located adjacent to the National Trust owned property of 'Springhill House currently used for walking and shooting</li> <li>• Layby accommodating 2 cars at entrance</li> <li>• Unsustainable trails</li> <li>• Unwelcoming feel for visitors and evidence of anti-social behaviour</li> <li>• No formal car parking, visitor services &amp; facilities</li> <li>• No signage (includes information, interpretation, waymarking and signage)</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a small car park to service the forest</li> <li>• Develop a sustainable walking trail</li> <li>• Create a Community Path between the village of Moneymore, Springhill Wood and Springhill House</li> <li>• Installation of appropriate waymarking and interpretation</li> </ul>
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## MOYOLA DEA

Site	Status Quo	Opportunities
Bellaghy	<ul style="list-style-type: none"> <li>• Inadequate access from Bawn to Church of Ireland</li> <li>• Inadequate signage</li> <li>• No heritage trail linking Seamus Heaney landmarks noted in his poetry</li> <li>• More health and well-being projects required</li> <li>• Wetlands underused</li> </ul>	<ul style="list-style-type: none"> <li>• Development and link Bawn by path to Church of Ireland</li> <li>• New signage of heritage sites e. Lough Beg, Toners Bog</li> <li>• Develop Seamus Heaney Trail (on-going)</li> <li>• Develop cross country walks and walking group</li> <li>• Development of famous wetlands</li> </ul>
Long Point Wood to view Church Island	<ul style="list-style-type: none"> <li>• Currently no public access to Long Point Wood</li> <li>• RSPB in negotiations with the NIEA (landowner) regarding securing a lease for the site</li> <li>• No formal car parking</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a 700m walking trail through Long Point Wood leading to a raised viewing platform overlooking Church Island – referred to in the poems 'Stepping-Stones', The Strand at Lough Beg'</li> <li>• Create a car park for up to 11 cars</li> <li>• Develop appropriate interpretation on-site</li> </ul>
Castledawson Moyola River	<ul style="list-style-type: none"> <li>• Tarmacked riverside walk developed by NIHE adjacent to the Riverside Housing Estate in Castledawson. Walking trail informally extended to the former railway bridge</li> <li>• Informal parking available nearby</li> <li>• Small parking space available in Riverside Estate</li> <li>• Several informal fishing stands exist – not constructed to recognised standard</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade existing informal walking trail to create a formal walking trail from the Estate to the former railway bridge</li> <li>• Develop a small car park within the Riverside Estate for 7 cars</li> <li>• Create a landscaped greenspace at the beginning of the trail</li> <li>• Develop appropriate interpretation on-site</li> <li>• Build new fishing stands along the length of the riverside walk</li> </ul>

Newferry (West)	<p>Mid Ulster own and manage:</p> <ul style="list-style-type: none"> <li>• Car park</li> <li>• canoe steps, jetty and pontoons, slipway</li> <li>• Management and maintenance issues at the site – not very well maintained</li> </ul>	<ul style="list-style-type: none"> <li>• Identified as a 'significant site' in the Lower Bann Blueway.</li> <li>• Support and Mid and East Antrim's development of Newferry East</li> <li>• Upgrade toilet facilities</li> <li>• Develop small play area</li> <li>• Interpretation and orientation</li> <li>• Develop a trail along the River to Portglenone</li> </ul>
Newferry Peatlands, Lough Beg	<ul style="list-style-type: none"> <li>• Currently no access to Newferry Peatlands, Lough Beg. Site owned by FSNi and was used as a commercial peat extraction site.</li> </ul>	<ul style="list-style-type: none"> <li>• Obtain licence from FSNi for 100 ha (check this with Seamus)</li> <li>• Develop a new Nature /Wetlands Reserve</li> <li>• Create a series of walking trail around the Reserve</li> <li>• Create a small car park</li> <li>• Consider options for linking the site to Newferry Est on the Lower Bann River</li> <li>• Develop appropriate interpretation on-site</li> </ul>
Traad Point	<ul style="list-style-type: none"> <li>• Local Nature Reserve historically used by UU as a research facility</li> <li>• Owned and managed by MUDC</li> <li>• Site is in a poor state of repair and not open to the public for access</li> <li>• No recreational facilities</li> <li>• Slipway</li> <li>• Traad Ponds site is privately owned</li> <li>• Local conservation and wildfowl group currently use the site for wildfowling.</li> </ul>	<ul style="list-style-type: none"> <li>• Identified as a key regional outdoor site for development but only when combined with Ballyronan Marina and Wood</li> <li>• Develop a network of walking and off-road family cycling trails and associated facilities including toilets</li> <li>• Develop an off-road walking trail to connect Traad Point and Ballyronan complex</li> <li>• Develop an ecotrail (orienteering based) alongside any potential development</li> <li>• Explore the option of developing 'Natural Play' at Traad Point.</li> <li>• Investigate the viability of boat tours from Traad to Ballyronan (private sector)</li> </ul>
Toome	<ul style="list-style-type: none"> <li>• Derelict Lockkeepers Cottage – Waterways Ireland have leased this asset to TIDAL</li> <li>• Old Sand Quay poorly maintained</li> <li>• River walkway</li> <li>• Lock</li> <li>• Slipway</li> <li>• Canoe steps</li> <li>• Jetty/pontoon</li> <li>• Community centre</li> </ul>	<ul style="list-style-type: none"> <li>• Identified as a 'gateway hub' in the proposed Lower Bann Blueway</li> <li>• Support East and Mid Antrim and TIDAL to develop the Lockkeepers Cottage as Waterways Heritage Centre with café and toilets. Project to be complete by June 2017, upgrading of Old Sand Quay for amenity space and new car parking facility.</li> <li>• Support TIDAL to carry out a feasibility study into the viability of developing a marina.</li> <li>• Market the area more as a Game of Thrones location and consider sculptures/art associated with the programme</li> </ul>

	<ul style="list-style-type: none"> <li>• Parking, restaurant, public house, toilets (100yds)</li> <li>• Game of Thrones film location</li> <li>• c. 36,000 users from Feb 2016 – Sept 2016</li> </ul>	<ul style="list-style-type: none"> <li>• Review the potential to create a facility for freestyle canoeing (standing wave) to European level and slalom course in partnership with CANI, WI and Mid and East Antrim Council</li> <li>• Review the potential to develop an artificial canoe slalom site in partnership with CANI, WI and Mid and East Antrim Council</li> </ul>
Rubens Glen Carndaisy Wood	<ul style="list-style-type: none"> <li>• Local Walking trails and PRow</li> </ul>	<ul style="list-style-type: none"> <li>• Maintenance programme for existing trails</li> <li>• Signage and picnic facilities</li> </ul>

## TORRENT DEA

Site	Status Quo	Opportunities
Ardboe Cross	<ul style="list-style-type: none"> <li>• Currently no formal access from Ardboe Cross to Battery Harbour</li> </ul>	<ul style="list-style-type: none"> <li>• Create a 3km shoreline walking path from Ardboe Cross to Moortown, Battery.</li> <li>• Provide car parking area at the Church</li> <li>• Market the walking trail as a Pilgrimage Walk</li> </ul>
Altmore Forest	<ul style="list-style-type: none"> <li>• Small forest owned and managed by FSNi</li> <li>• Altmore Reservoirs upper/lower located adjacent to the forest and owned by NI Water</li> <li>• Community passionate about the development of the Forest</li> <li>• Forest straddles MUDC and FODC areas</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a quality, waymarked looped trail within the forest, taking advantage of existing forest roads.</li> <li>• Develop a car parking facility and basic visitor infrastructure to include picnic table and seating along any trails developed</li> <li>• Develop signage in the form of a visitor welcome, plus interpretation and waymarking.</li> <li>• Link the village of Cappagh through a Community Trail to Forest</li> <li>• Develop water recreation on Altmore reservoirs</li> <li>• Develop children's play facilities</li> </ul>



Coalisland Canal	<ul style="list-style-type: none"> <li>Limited walking along the Canal Towpath</li> </ul>	<ul style="list-style-type: none"> <li>Provide safe road crossings/improve maintenance</li> <li>Provide toilet facilities and car parking</li> <li>Signage</li> <li>Develop community partnerships for canal</li> </ul>
Donaghmore	<ul style="list-style-type: none"> <li>Backford Bridge</li> </ul>	<ul style="list-style-type: none"> <li>Access improvements for walking/cycling</li> </ul>
Castlebay Broacagh	<ul style="list-style-type: none"> <li>Loughshore trail</li> </ul>	<ul style="list-style-type: none"> <li>Investigate community trail development</li> </ul>
Derryloughan Bog	<ul style="list-style-type: none"> <li>Currently limited access to Derryloughan Bog. Site owned by Department of Education and Learning.</li> </ul>	<ul style="list-style-type: none"> <li>Council and local community group to obtain licence from Dept Education and Learning for 150ha</li> <li>Develop a new Nature /Wetlands Reserve</li> <li>Create a series of walking trails using ramparts.</li> <li>Develop appropriate interpretation on-site</li> </ul>

Drumcaine Forest	<ul style="list-style-type: none"> <li>• 78ha forest owned and managed by FSNi.</li> <li>• Attractive features e.g. late 19<sup>th</sup> century terraces and ponds that used to be part of a Japanese Garden</li> <li>• Car park for 30+ cars closed due to anti-social behaviour</li> <li>• Currently used for walking, mountain biking (informal), horse riding (informal) and shooting (leased to Mid Ulster Gundog Association)</li> <li>• Walking routes poorly signposted</li> <li>• Poor basic infrastructure, no signage, no interpretation.</li> <li>• Unsustainable and unauthorised trails have been built and are in use</li> <li>• Perceived to have been left to deteriorate</li> </ul>	<ul style="list-style-type: none"> <li>• Identified as a key local outdoor site for development</li> <li>• Re-open the car park to service users of the forest</li> <li>• Create a 'welcome' for visitors to the forest</li> <li>• Develop walking and off-road family cycling trails</li> <li>• Create visitor attraction by landscaping the overgrown terraces and ponds</li> <li>• Create a nature's play facility.</li> <li>• Install appropriate waymarking, signage and interpretation</li> <li>• Walking/Cycling trails</li> </ul>
Stewartstown	<ul style="list-style-type: none"> <li>• Local recreation assets under-developed, promoted and under utilised</li> <li>• Few opportunities for walking and cycling</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a Community Trail to Crieve Lough and erect interpretation panels, signage etc</li> </ul>
The Battery	<ul style="list-style-type: none"> <li>• Comprises a small harbour offering sheltered mooring and jetties for 12 boats. Mast hoist</li> <li>• Council managed facility</li> <li>• Home to Lough Neagh Rescue service housed in large, imposing an industrial looking structure on the shoreline</li> <li>• Poorly signed from main access road</li> <li>• Uninviting poorly maintained car park and open space area</li> <li>• Old picnic tables and barbeque pits</li> <li>• Small beach</li> <li>• No toilets</li> <li>• Signage outdated and poorly maintained</li> <li>• Small, old, and uninviting play park</li> <li>• Informal walking towards Ardboe Cross</li> <li>• No cycling provision</li> <li>• No angling facilities</li> <li>• Access point on the Lough Neagh Canoe Trail</li> </ul>	<ul style="list-style-type: none"> <li>• Identified as a local outdoor site for development</li> <li>• Redevelopment and modernisation of node including landscaping, improved signage and visitor facilities e.g. picnic tables, seating, barbeque pits</li> <li>• Harbour infrastructure improvements</li> <li>• Develop formal linkages to Ardboe Cross, nearby communities and other shoreline walks</li> <li>• Develop the beach for wild swimming</li> <li>• Consider developing a pump track</li> <li>• Redevelop existing play facilities</li> <li>• Develop angling infrastructure</li> <li>• Revisit current SLA with local Community Group for the maintenance of the facility</li> </ul>
Washing Bay/Wetlands	<ul style="list-style-type: none"> <li>• Council managed facility, poorly signed from main access routes</li> <li>• Includes 4ha Local Nature Reserve</li> <li>• Car parking and toilet and café facilities (within on-site Healthy Living Centre) opened by request.</li> </ul>	<ul style="list-style-type: none"> <li>• Identified as a local outdoor site for development</li> <li>• Develop the play facilities and consider a pump track</li> <li>• Create a walking trail along the shoreline of the Washing Bay Wetlands to access small beach.</li> </ul>

	<ul style="list-style-type: none"> <li>• Well maintained landscaping</li> <li>• Rough camping available</li> <li>• Short shoreline walks through the wetlands</li> <li>• Access points on the Lough Neagh canoe trail</li> <li>• Two small play areas and small beach</li> <li>• Interpretation /signage vandalised and outdated</li> <li>• No formal walking trail along the shoreline of the Washing Bay Wetlands Park to access the beach</li> </ul>	<ul style="list-style-type: none"> <li>• Restoration of beach facility and hold 2 swimming events a year</li> </ul>
Donaghmore – Castlecaulfield	<ul style="list-style-type: none"> <li>• No walking trail currently linking the two villages</li> </ul>	<ul style="list-style-type: none"> <li>• Create a Community Trail along the River Torrent to connect Donaghmore and Castlecaulfield</li> </ul>

## APPENDIX I

### Case Study 1: Dalby Forest Park, North Yorkshire

Dalby Forest is an 8000acre forest in North Yorkshire owned and managed by the Forestry Commission.

Its key target market is families and activity visitors. The profile of visitors to Dalby Forest consist of 48% families, 22% young independents (those aged 16-34 with no children), 18% aged 45-65 with no children and 11% to other groups.

Between 2005-2007 it implemented a structured 'Master Planning' approach to the development of its visitor/outdoor recreation attractions. The aim of the redevelopment project (which was implemented across the following three phases) was to refurbish, convert and reuse the existing assets on site in order to enhance the overall visitor experience.

Phase 1 included the redevelopment of the old Forestry Commission offices, estate yard and village hall to create a courtyard complex including craft workshops, a community resource centre, cycle hire and cycle wash facilities, a courtyard café and new toilets. This phase costed £1.1m and was funded by Yorkshire Forward (£375k), ERDF (£250k), Ryedale District Council (£50k) and the Forestry Commission (£425k).



Phase 2 consisted of the design and build of a high-specification visitor centre including an information desk, shop, restaurant, exhibition area, meeting room, toilets and Dalby Astronomical Centre. The building incorporated environmental and sustainable features and has won several awards for its design. Phase 2 cost of £2.6m and was funded by Yorkshire Forward (£1m), ERDF (£820k), North York Moors National Park (£25k) and the Forestry Commission (£755k).



Phase 3 of the redevelopment included the replacement of old worn-out and unsustainable cycle trails and construction of a cycle skills area. In total the cycle trail development cost £461k and was funded by ERDF and Forestry Commission. Since then a new play area has also been installed in the Forest Park.



In the context of the above redevelopment project, consultation with the Forestry Commission highlighted that the three phases of work were addressing identified needs within the Forest Park and were in line with the overall ethos and strategic direction of Dalby Forest. However, further consultation with the Forestry Commission indicated that the individual phases of the project were developed and taken forward in order to meet the criteria of certain funding streams that were available during period (e.g. ERDF).

Today the Park today receives 450,000 visitors and generates income from car parking, leases with private operators and through holding events. The annual income for the Forest Park is £800,000 of which half is direct income from visitors. Individual visitors and groups to Dalby Forest are known to spend between £21-£30 in the local area during their visit.

Dalby Forest is one of seven forest parks in England which hosts Forest Live. Forest Live is the Forestry Commission's concert series that takes place throughout England each year (with up to 24 events across various summer weekends). Launched in 2001 it is an independent programme organised by the Forestry Commission bringing music to new audiences without commercial branding or sponsorship. It is understood that there are between 5,000 and 9,500 spectators at each venue. The Forestry Commission acts as the promoter in relation to Forest Live and is responsible for organising and managing the events, and for procuring key services for all seven sites including artist programming, power and lighting, staging, bars and catering, tent/marquees etc.

The Park employs both 'direct' staff (i.e. those directly involved with the day-to-day management and operations within the Forest) as well as an 'indirect' staffing complement (i.e. a proportion of the time of individuals at a regional or national level required for the management and operations of the Forest) as follows:

- Forest Management Director - Oversight of all forests within the Yorkshire Forest District (10% in Dalby)
- Area Land Agent - Oversight of all legal contracts, disputes, advice etc. (10% in Dalby)
- Civil Engineer - Responsible for maintenance of roads, bridges, car parks etc. relating to recreation (10% in Dalby)
- Building Surveyor - Responsible for building conditions surveys and managing contractors (10% in Dalby)
- Civil Engineer - Supporting with maintenance of roads, bridges, car parks etc. relating to recreation (10% in Dalby)
- Senior Manager - Responsible for managing recreational estate across Yorkshire (30% in Dalby)
- Visitor Centre Manager - Responsible for managing staff, budgets, the visitor centre, trails and visitor servicing, primarily at Dalby (80%).
- Forest Recreation Rangers - Coordinating of contracts, events and day-to-day management/operation of Dalby (3 x 100%).

It has a staffing budget of £216-£240K per annum, a marketing budget of £20k and an operational budget of £530,00.

In addition to the paid staff, Dalby strongly supports the contribution of volunteers within the Forest. The 'Friends of Dalby Forest' has been established as a registered charity consisting of volunteers who meet regularly to enhance the facilities and product offering for visitors within Dalby Forest. The group has approximately 30 members and those that regularly volunteer can earn a free annual pass to Dalby Forest as recognition for their work. Examples projects for the volunteers across the benchmark facilities include:

- Tie and cutting back overgrown vegetation and overhanging trees;
- Repainting bird hides;
- Relaying woodchip;
- Nature and wildlife projects
- Visitor 'meet and greet' activities;
- Maintenance of walking and mountain biking trails;
- Maintenance of accommodation products



## Case Study 2: Shannon Blueway

A Blueway is a network of approved and branded multi-activity recreational trails and sites, based on or closely linked with the water, together with providers facilitating access to activities and experiences. Blueways can be used by all ages and abilities - with something for everyone, the slogan "Blueway, do it your way" has been adopted to reflect their accessibility and diversity. The essential aim of a Blueway is to increase the recreational use of the inland waterways and thereby to generate economic, health, social and community benefits.

Launched in October 2014, the Shannon Blueway covers the four Counties of Leitrim, Roscommon, Longford and Cavan and is the first of its kind in Ireland where a myriad of recreational activities have been developed and bundled together as a single or multiple visitor experience and tourism proposition. It is an innovative, safe and easy to use series of on-water and land-based trails. It allows guided and unguided paddling and walking along the Lough Allen Canal and River Shannon from Drumshanbo to Leitrim Village, as well as paddling on a looped trail on the Camlin and Shannon Rivers, starting from picturesque Richmond Harbour. As well as providing access to experiences on the waterways for visitors, The Shannon Blueway also connects villages and communities in a predominantly rural setting.



The Shannon Blueway comprises:

- 26.5km of canoeing trails - Camlin River Loop (10km), Drumshanbo to Carrick-on-Shannon (16.5km)
- 26km of walking trails - Battlebridge Lock to Drumhauver Bridge (10km), Cloondara to Longford Town Walking Trail (16km))
- 23.5km of cycling trails - Cloondara to Longford Town Cycling Trail (16km) and Drumleague Lock Looped Cycling Trail (7.5km)

A number of partners were involved with the lead agency, Waterways Ireland, in developing the Shannon Blueway. These included Canoeing Ireland, The National Trails Office of the Irish Sports Council, Fáilte Ireland, Local Authorities and Tourism Offices. Much work has been carried out with local communities and businesses around the Blueway, to develop packages combining activity with places to stay, eat and go. The initiative is rooted in local engagement and partnership working. Funding for the product was provided by the Rural Economic Development Zone Pilot Programme

## Project Stages

### Stage 1: Product Development

The project saw the creation of a network of defined trails, built to agreed technical standards upon existing infrastructure within a natural waterway environment with a consistent look and feel. A partnership approach was taken for both applying for funding and in the delivery of the product.

A feasibility study was conducted to assess existing provision and trail product. The paddling trail was created using existing waterways with work completed to provide more access points etc. The Irish Sports Council trail standards (inspection procedures, grading systems etc) for inland trails were used in the development of the trails including for the paddling trails.

Waterways Ireland worked with the councils on the land-based product to upgrade existing trails. Both regional signage directing people from the road and signage on the trails was designed and installed. This included directional signage to the existing provisions e.g. service block and toilets for people using the trails



### Stage 2: Activation

The Blueway has been activated by:

- Service Providers (making access easy) - Cycle Hire, Canoe Trips, SUP instructors, Walking Guides
- Inspiration and Creativity - authentic and immersive experiences and stories
- Cohesively presenting all that the region offers - a collaborative approach between businesses to create packages

Emphasis was placed on local businesses collaborating to provide the Blueway experience for the customer. The success of the Blueway required collaboration on a regional rather than County level. Through rural tourism funding Waterways Ireland facilitated network events to engage with local businesses and encourage them to collaborate and cross sell their products. The Blueways website provides the platform to promote the offers with the aim of creating a one stop shop for the consumer,

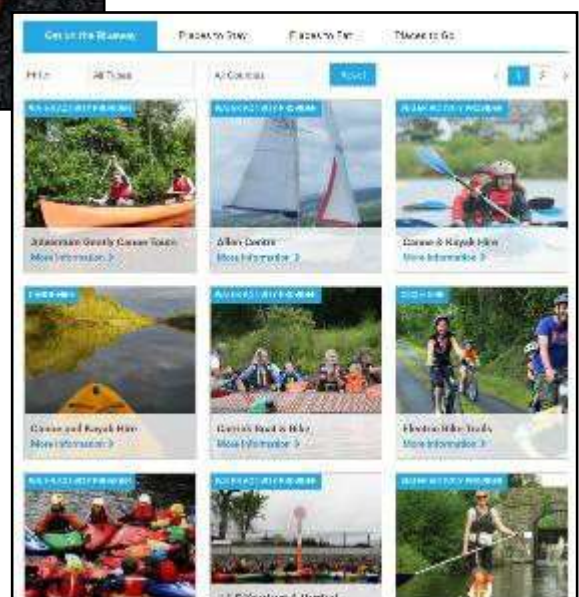
making access to the Blueway easy and encouraging greater visitor spend in the area. Since the launch of the Blueway existing businesses have expanded and new start-ups have emerged.

Over 100,000 visitors were recorded on the navigations in the Shannon Blueway area during the April to October 2015 period, with many recreational businesses established to service the demand from Blueway visitors. The Shannon Blueway won the Lakelands & Inland Waterways 'Sport Tourism Innovation Award' at the Local Authority Members Association awards and was nominated for 'Best Outdoor Escape' by Outsider magazine.

Support has been given for events to encourage use of the Blueway by local communities and sports groups. The Shannon Blueway Adventure Festival <https://www.bluewayadventure.ie/> is an annual event that takes place April / May. Under the guidance and support of the Waterways Ireland sponsorship programme, the event encourages outdoor fun on the Shannon Blueway, bringing communities together through a community tourism initiative supported in partnership with Leitrim County Council, Fáilte Ireland and IPB Insurance. The weekend incorporates walking, paddling and cycling along or on the Shannon Blueway, with participants enjoying historical talks and the chance to participate in the Shannon Blueway Adventure Race.

## Promotion

A bespoke website was developed [www.bluewaysireland.org](http://www.bluewaysireland.org) providing information on trails, experiences, visitor services, events and news.

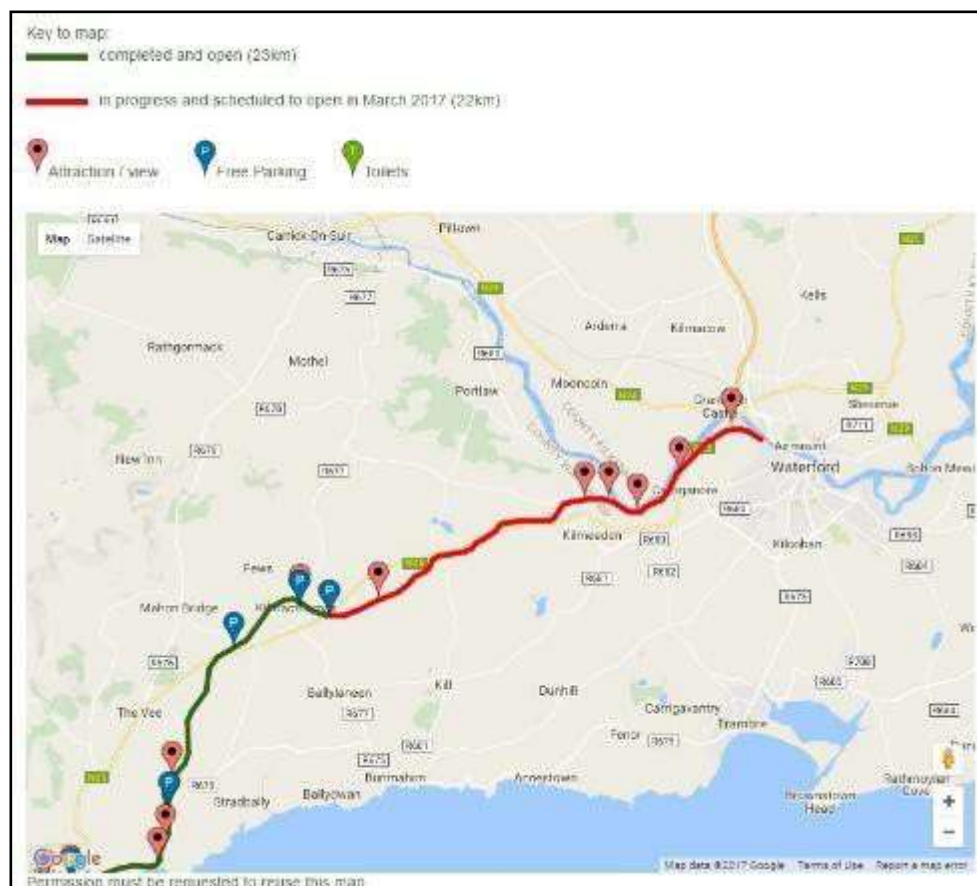




### Case Study 3: Waterford – Dungarvan Community Greenway

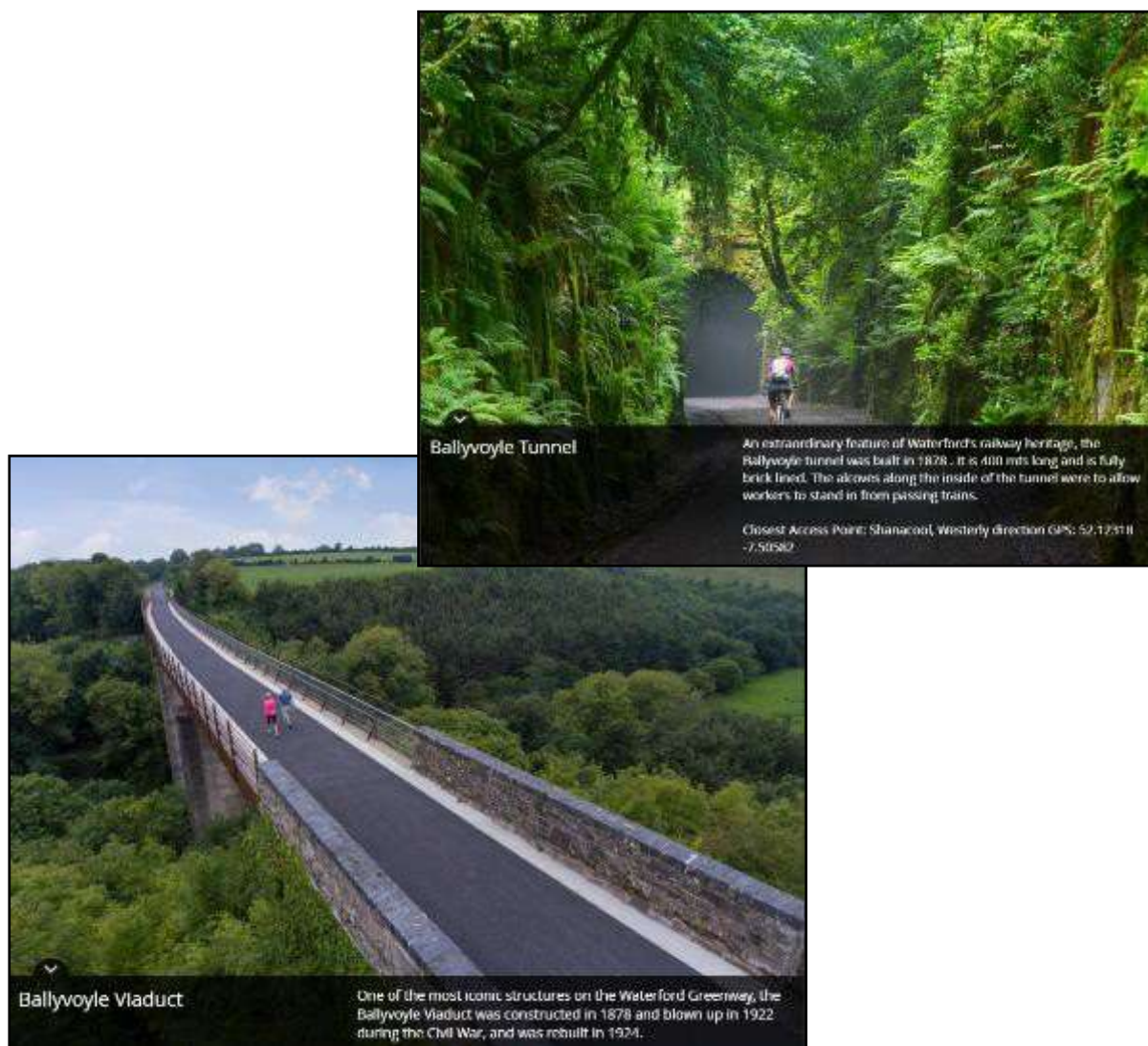


The Waterford Greenway is a spectacular 46 km off-road cycling and walking trail along an old railway line from the quays of Waterford, Ireland's oldest city, to Dungarvan. It passes across three viaducts and along an atmospheric tunnel with the route passing a Viking settlement, Norman Castles, medieval ruins, an old workhouse, deserted railway stations and a heritage railway train that still runs along part of the track. Work on the Greenway began at the start of the century when Waterford City and County Council obtained a licence from Córas Iompair Éireann (CIÉ), Ireland's national public transport provider. The first section, a 4km stretch from Dungarvan to Ballinroad was officially opened in 2013 with the Ballinroad to Kilmacthomas stretch opened three years later in September 2016. The remaining 22kms from Kilmacthomas to Waterford City opened in March 2017.



There are 11 points of interest along the greenway

<http://waterfordcouncil.maps.arcgis.com/apps/MapTour/index.html?appid=2a724abe1b72494d9f87e65db5edf6b6#> . The most iconic sections of the route include:



The Greenway has been developed by Waterford City and County Council with the co-operation of local property owners, the support of communities along the route and with supporting funding from the Department of Transport, Tourism and Sport. The total budget for the project was €7.4 million.

Key to the development of the greenway was the input of Deise Greenway, a group of Co Waterford residents, whose aim was to get the Railway Line developed as a community amenity for the people of Waterford with the potential of tourism accruing because of its existence. They recognised the importance of preserving and developing the railway line for present and future generations and have played a proactive part in championing the Greenway and promoting it ([www.deisegreenway.com](http://www.deisegreenway.com)).

Significant community involvement in the project was welcomed by the Council who engaged with the communities to form a Steering Committee for the overall project. Where communities could bring significant benefit or value for money the Council worked with them to make available financial aid to support works being completed.

The Greenway was developed for several reasons namely;

- *rural transport and connecting communities*: The trail provides suburban pedestrians and cyclists with the opportunity of accessing services in both Dungarvan and Waterford City as it already passes through a number of suburban estates in Dungarvan and recent developments in the City lie just to the South of the line and can be accessed from it.
- *to create walking trails for the local community*: Dungarvan, Kilmacthomas and Waterford City have all got the key services which walkers and cyclists need. One of the key objectives of the development was to provide Community Loops of varying difficulty in these three places. Along the route there are various safe locations for car parking, which provide a range of options for users of the trail.
- *to provide access for walkers to the Comeragh Mountains*: The town of Kilmacthomas is strategically placed directly in the centre almost equidistant from Waterford and Dungarvan and approx. 22 km from both. For many walkers, this is an ideal stopover point while also operating as a vantage point for access to walking in the Comeragh Mountains.
- *existing Infrastructure could be used*: Many of the viaducts and bridges were in working condition meaning only remedial work was needed in many cases. As a direct linear route, there was limited need to provide and maintain signage with most of the signage concentrating on points of access and egress, re-assurance, community loops, and relevant services near the trail.
- *tourism potential*: The Greeway is Ireland's longest, 4km longer than the Great Western Greenway which is 42km. It is expected to attract large numbers of domestic and international visitors now that it is complete and open.

Source: *Step by Step; A Walking Strategy for County Waterford*

Waterford Council is now actively encouraging people to contact them with business ideas for services along the Greenway; accommodation, cafes/restaurants, bike hire etc. As there are occupied Railway Cottages at most of the level crossings, these or others near the trail, could see the potential of developing accommodation or food services. There are currently 5 bike hire providers situated in Waterford, with several of the companies supplying delivery and collection to accommodation providers on request.

The Greenway currently has a 5 star rating on Tripadvisor:

[https://www.tripadvisor.co.uk/Attraction\\_Review-g186638-d10166976-Reviews-Waterford\\_Greenway-Waterford\\_County\\_Waterford.html](https://www.tripadvisor.co.uk/Attraction_Review-g186638-d10166976-Reviews-Waterford_Greenway-Waterford_County_Waterford.html)

And is promoted through:

- Website: <http://www.visitwaterford.com>
- Interactive map: <http://waterfordcouncil.maps.arcgis.com/apps/MapSeries/index.html?appid=9dc02c1380b649da96d0a7032cababe1>
- Leaflet: <http://www.deisegreenway.com/WaterfordGreenwayBrochure.pdf>



#### Case Study 4: Brand identity for Forest Recreation sites in Armagh, Banbridge, Craigavon Borough Council area.

In 2016 Armagh, Banbridge and Craigavon Borough Council commissioned ORNI to develop a Spatial Masterplan for Gosford Forest Park. A key element of the project was to work with Mc Cadden Design to produce a new brand for the Forest Park that could be used on all visitor signage in the Park including, entrance panels, entrance banners, waymarking, trailhead panels, safety signage etc. Given the success of the brand, this has now been rolled out on all forest recreation sites in the ABC Council area.



**APPENDIX J: Costed 5-year Action Plan** (priorities and scheduling may vary or change subject to council approval)

		Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
<b>MANAGEMENT STRUCTURES</b>							
A1	Existing Park and Outdoor Recreation Officer	40,940	41,783	42,642	43,519	44,413	213,297
A3	Maintenance Programme	100,000	125,000	150,000	150,000	150,000	675,000
A4	SLAs with Community Assoc Existing 6 @ £35,450	35,450	35,450	35,450	35,450	35,450	177,250
	New SLAs - 3 @ £10,000	10,000	10,000	20,000	20,000	30,000	90,000
A5	Counter Maintenance	3,000	3,000	3,000	3,000	3,000	15,000
<b>MASTER PLANNING</b>							
B1	Masterplans / Feasibility Studies for 3 Regional and 4 Local Sites	40,000	40,000	40,000	15,000		135,000
<b>DEVELOPMENT</b>							
C2	Clogher Valley Greenway			25,000			25,000
C3	Ulster Canal Greenway		25,000				25,000
C4	Regional Hub Development		600,000	600,000	600,000	50,000	1,850,000
C5	Local Hub Development		300,000	300,000	200,000	200,000	1,000,000
C6	Feasibility study for Canoe Trail	5,000					5,000
C7	Davagh MTB trails		500,000				500,000
C8	Clogher Valley Long Distance Ride	2,500					2,500
C9	Long-distance horse-riding trail		5,000				5,000
C10	Walking Trails (short /medium)		10,000	5,000	5,000	5,000	25,000
C11	Community Trails		TBC	TBC	TBC	TBC	TBC
<b>PROMOTION / MARKETING</b>							
D2	Brand Identity for forest recreation sites	5,000					5,000
D3	Visitor Information and Signage Guidelines	15,000					15,000
<b>TOTAL</b>		<b>£256,890</b>	<b>£1,695,233</b>	<b>£1,221,092</b>	<b>£1,071,969</b>	<b>£517,863</b>	<b>£4,763,047</b>

## APPENDIX K Regional Activity Hubs – rationale for inclusion and prioritisation (£1,850,000)

KEY CRITERIA THAT HELPED INFORM SITE INCLUSION	Ballyronan/Traad	Parkanaur Forest	Drum Manor Forest
1. Owned or managed by Council or FSNI (i.e. public body)	Y	Y	Y
2. Previous investment already made by Council or FSNI	Y	Y	Y
3. Basic existing services/infrastructure already in place e.g. car parking	Y	Y	Y
4. Site capacity allows for new/enhanced facilities	Y	Y	Y
5. Have already a legacy of being a popular outdoor recreation base	Y	Y	Y
6. Feasibility/Master Plans already in place	N	N	N
7. Feasibility/Master Plans identified for immediate preparation	Y	Y	Y
8. Funding applications already being prepared/submitted to a variety of funders	N	N	N

**Sites in order of priority:** Ballyronan/Traad, Parkanaur Forest, Drum Manor Forest. Already recognised outdoor recreation sites, gives a good geographical spread across the Council area and includes both land and water-based activities to be included.

## APPENDIX L: Local Multi-Activity Hubs – rationale for inclusion and prioritisation (£1,000,000)

KEY CRITERIA THAT HELPED INFORM SITE INCLUSION AND PRIORITISATION	Altmore/Cappagh	Drumcairne Forest	Portglenone	Windmill Wood	Cabin Wood	Ballysaggart Lough	Iniscarn Forest
1. Owned or managed by Council or other public body/eNGO	Y	Y	Y	Y	Y	Y	Y
2. Previous investment already made by Council or others e.g. Government Dept	N	N	Y	Y	Minimal	Y	N
3. Existing services/infrastructure already in place e.g. car parking	Y	Y	Y	Y	Minimal	Y	Y
4. Site capacity allows for new/enhanced facilities	Y	Y	Y	Y	Y	Y	Y
5. Have already a legacy of being a popular outdoor recreation site	Y	Y	Y	Y	Y	Y	Y
6. Active community group/club supportive of project	Y	Y	Y	N	N	N	Y
7. Active support/finances for project from another Government agency/part of a much wider project	Y	N	Y	N	N	N	N
8. Feasibility/Master Plans already in place/being planned	Y	Y	Fishing Stands	Y	N	N	Y
9. Funding applications already being prepared/submitted	N	Y	Y	N	N	N	N
10. Overwhelmingly support at public consultation for the site to be enhanced/developed	Y	Y	Y	Y	Y	Y	Y

**Prioritisation of sites:** Altmore/Cappagh, Drumcairne Forest, Portglenone, Windmill Wood, Cabin Wood, Ballysaggart Lough and Iniscarn Forest.

All present significant opportunities to develop outdoor recreation at the centre of local communities across the Council area.

Portglenone is part of a much wider Waterways Ireland Blueway initiative that should be supported.

Windmill Wood was considered in the past as an excellent venue and whilst some design/construction work was completed, this site was never developed to its full potential and should be re looked at to accomplish this.

Altmore/Cappagh, Drumcairne and Iniscarn have strong community buy-in and offer important opportunities to develop local door-step forest access opportunities in rural areas.

Cabin Wood and Ballysaggart Lough are well used sites on the edge of large populated areas that require additional investment to bring the make the visitor experience more enjoyable.

## APPENDIX M: Action Plan split up into years

### YEAR 1 (priorities and scheduling may vary or change subject to council approval)

Code	Site / Trail / Area	Action	Cost
<b>A: MANAGEMENT STRUCTURES</b>			
A1.	Council wide	On-going employment of <b>Parks and Countryside Development Officer</b> for the Council area.	£40,940
A2.	Council wide	<b>Expansion of the existing Council Tourism Outdoor Cluster Group</b> - to include all those involved directly/indirectly with outdoor recreation.	Staff time
A3.	Council wide	On-going <b>maintenance programme</b> with Property Services to include all outdoor recreation facilities across the MUDC area	£100,000
A4	Council wide	Monitor existing <b>SLAs with Community Groups</b> for the on-going maintenance of outdoor recreation facilities in their local community.  Provide training to these Community Groups on what is expected in terms of visitor experience and facility maintenance checks.  New SLA's 1 @£10,000	£35,450   £10,000
A5.	Mid Ulster-wide	Maintain existing <b>counters</b> across the Council area	£3,000
<b>B: MASTER PLANNING</b>			
B1	Council Wide	<b>Undertake Master Planning /Feasibility Studies for the following sites:</b>  <b>Regional</b> – Ballyronan Marina and Traad Point  <b>Local</b> – Altmore/Cappagh	£40,000
B2	Council Wide	Develop a <b>Community Trail Plan</b> for 1 DEA  Will involve extensive community consultation, GIS mapping, landowners' negotiation	Staff time

<b>C: DEVELOPMENT</b>			
C1	Lower Bann	<b>Lower Bann Blueway</b> - proactively support the development of a Blueway on the Lower Bann through investing in the development of sites and marketing.	Staff Time
C2	Clogher Valley Greenway	<b>Clogher Valley Greenway</b> – continue to support the development of a Clogher Valley Greenway	Staff time
C3	Ulster Canal Greenway	<b>Ulster Canal Greenway</b> - continue to support the development of the Ulster Canal Greenway	Staff time
C5 (see Appendix L for rationale and inclusion and prioritisation)	Council Wide	<b>Local multi-activity hubs</b> - develop for the local community the following sites for outdoor recreation including a wide range of outdoor recreation product accompanied by appropriate visitor servicing. <ul style="list-style-type: none"> <li>• Altmore/Cappagh</li> </ul> <p>(this includes capital costs associated with trails, play, signage, interpretation, car parking, accommodations, catering etc)</p>	£200,000
C6	Lower Ballinderry River	<b>Canoe Trails</b> – assess the feasibility of establishing a canoe trail on the Lower Ballinderry River	£5,000
C8	Clogher Valley	<b>Off-road long-distance ride</b> - deliver NI first long-distance mountain biking trails using the forests of the Clogher Valley	£2,500
<b>D: MARKETING and PROMOTION</b>			
D1	Council Wide	<b>Marketing Resource</b> – Preparation of Marketing Strategy and Action Plan	Staff Time
D2	Council Wide	<b>Identity</b> – develop a graphic device within the MUDC brand for forest outdoor sites	£5,000
D3	Council Wide	<b>Visitor Information &amp; Signage Guidelines</b> – develop guidelines for all sites of outdoor recreation and parks	£15,000



D4	Council Wide	<b>Visitor Information &amp; Signage Review</b> – undertake a review of signage, visitor information and waymarking at the current portfolio of outdoor recreation sites and parks in order to recommend the action required to meet the guidelines. Implement as time allows	Staff time
D5	Council Wide	<b>Outdoor Recreation Participation Plan</b> – develop a plan in collaboration with Leisure to encourage people to take part in physical activity at sites of outdoor recreation with a focus on walking and cycling	Staff time
D6	Council Wide	<b>Develop partnerships with the Private sector</b> - generate more outdoor activity on the ground by developing strategic partnerships with local private sector businesses and/or contracting the delivery of programmes at the Council's key outdoor recreation sites	Staff time

## YEAR 2 (priorities and scheduling may vary or change subject to council approval)

Code	Site / Trail / Area	Action	Cost
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A: MANAGEMENT STRUCTURES			
A1.	Council wide	On-going employment of a <b>Parks and Countryside Development Officer</b> for the Council area.	£41,783
A2.	Council wide	On-going - <b>Council Tourism Outdoor Cluster Group</b>	Staff time
A3.	Council wide	On-going roll out of <b>maintenance programme</b> with Property Services to include all outdoor recreation facilities across the MUDC area	£125,000
A4.	Council wide	On-going SLAs with existing Community Groups and develop 1 new <b>SLAs</b> New SLA's 1 @£10,000	£35,450 £10,000
A5.	Mid Ulster-wide	On-going maintenance of counters at major outdoor recreation sites across the Council area	£3,000

<b>B: MASTER PLANNING</b>			
B1	Council Wide	<b>Undertake Master Planning /Feasibility Studies for the following sites:</b> <b>Regional</b> – Parkanaur Forest <b>Local</b> – Drumcairne Forest	£40,000
B2	Council Wide	Develop a <b>Community Trail Plan</b> for 2 DEAs	Staff Time
<b>C: DEVELOPMENT</b>			
C1	Lower Bann	<b>Lower Bann Blueway</b> - proactively support the development of a Blueway on the Lower Bann through investing in the development of sites and marketing.	Staff Time
C2	Clogher Valley Greenway	<b>Clogher Valley Greenway</b> – continue to support the development of a Clogher Valley Greenway	Staff time
C3	Ulster Canal Greenway	<b>Ulster Canal Greenway</b> - continue to support the development of the Ulster Canal Greenway Development of brief/studies and engaging with DFI's competitive grant process	Staff time £25,000
C4 (see Appendix K for rationale for inclusion and prioritisation)	Council Wide	<b>Regional multi-activity hubs</b> – develop for visitors and the local community the following sites including a wide range of outdoor recreation products accompanied by appropriate visitor servicing. <ul style="list-style-type: none"> <li>Ballyronan/Traad</li> </ul> (this includes capital costs associated with trails, play, signage, interpretation, car parking, accommodations, catering etc)	£600,000

C5 (see Appendix L for rationale and inclusion and prioritisation)	Council Wide	<p><b>Local multi-activity hubs</b> - develop for the local community the following sites for outdoor recreation including a wide range of outdoor recreation product accompanied by appropriate visitor servicing.</p> <ul style="list-style-type: none"> <li>• Drumcairne Forest, Portglenone</li> </ul> <p>(this includes capital costs associated with trails, play, signage, interpretation, car parking, accommodations, catering etc)</p>	£200,000
C7	Davagh Forest	<p><b>National Mountain Bike Centre</b> – develop the existing Trails Centre through the extension of the current trail network</p> <p>(includes capital costs of the trails, waymarking etc)</p>	£500,000
C9	Clogher Valley	<p><b>Off-road long-distance ride</b> - facilitate NI's first long distance off-road horse-riding trail using the forests of the Clogher Valley (signage/waymarking)</p>	Staff time + £5,000
C10	Council Wide	<p><b>Walking trails</b> – develop short and medium distance walks across the north west of the Council area linking into the wider Sperrins area. (signage/waymarking)</p>	Staff time + £10,000
C11	Council Wide	<p><b>Community Trails</b> – develop a network of Community Trails across the area. The following will need further detailed investigation and physical assessment as part of the wider Community Trail Plan as per recommendation B2 in order to prioritise projects.</p> <ul style="list-style-type: none"> <li>• Altmore – Altmore Reservoir</li> <li>• Aghareaney – Donaghmore</li> <li>• Ballinderry River – Ardtrea to Drapersfield River</li> <li>• Ballysaggart Lough – Dungannon Town</li> <li>• Desertmartin – to Iniscarn Forest</li> <li>• Draperstown – Tobermore along the Moyola River</li> <li>• Draperstown – Moneyneany along the Douglas River</li> <li>• Drumullan to Springhill</li> <li>• Greenvale Cookstown – Ballinderry River</li> <li>• Moneymore – Springhill Wood</li> <li>• Lissan House Trails</li> <li>• Portglenone – Newferry</li> <li>• Portglenone – Hutchinson's Key – Portna – Kilrea</li> </ul>	Staff time + £TBC

		<ul style="list-style-type: none"> <li>• Parkanaur to Castlecaulfield – Donaghmore</li> <li>• Pomeroy Forest – Pomeroy Village</li> <li>• Sandholes along the Tullylagan River</li> <li>• Stewartstown – Crieve Lough</li> <li>• Tullaghoge – Loughry</li> <li>• Tullaghoge Fort – Tullyhogue village</li> </ul>	
<b>D: MARKETING and PROMOTION</b>			
D1	Council Wide	<b>Marketing Resource</b> – implement the Marketing Strategy and Action Plan.	Staff time
D4	Council Wide	<b>Visitor Information and Signage</b> – roll out a visitor information and signage programme at key sites across the Council area	Staff time
D9	Council Wide	<b>Develop partnerships with the Private sector</b> - generate more outdoor activity on the ground by developing strategic partnerships with local private sector businesses and/or contracting the delivery of programmes at the Council's key outdoor recreation sites	Staff time

### YEAR 3 (priorities and scheduling may vary or change subject to council approval)

Code	Site / Trail / Area	Action	Cost
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<b>A: MANAGEMENT STRUCTURES</b>			
A1.	Council wide	On-going employment of a <b>Parks and Countryside Development Officer</b>	£42,642
A2.	Council wide	On-going - <b>Council Tourism Outdoor Cluster Group</b>	Staff time
A3.	Council wide	On-going roll out of <b>maintenance programme</b> with Property Services to include all outdoor recreation facilities across the MUDC area	£150,000

A4.	Council wide	On-going SLAs with existing Community Groups and one new SLA for the on-going maintenance of outdoor recreation facilities in their local community.  New SLA's 2 @£20,000	£35,450
A5.	Mid Ulster-wide	On-going maintenance of counters across the Council area	£3,000
<b>B: MASTER PLANNING</b>			
B1	Council Wide	<b>Undertake Master Planning /Feasibility Studies for the following sites:</b>  <b>Regional</b> – Drum Manor Forest Park <b>Local</b> – Windmill Wood	£40,000
B2	Council Wide	Develop a <b>Community Trail Plan</b> for 2 DEAs	Staff Time
<b>C: DEVELOPMENT</b>			
C1	Lower Bann	<b>Lower Bann Blueway</b> - proactively support the development of a Blueway on the Lower Bann through investing in the development of sites and marketing.	Staff Time
C2	Clogher Valley Greenway	<b>Clogher Valley Greenway</b> – continue to support the development of a Clogher Valley Greenway  Development of brief/studies and engaging with DFI's competitive grant process	Staff time  £25,000
C3	Ulster Canal Greenway	<b>Ulster Canal Greenway</b> - continue to support the development of the Ulster Canal Greenway	Staff time
C4 (see appendix K for rationale for inclusion and prioritisation)	Council Wide	<b>Regional multi-activity hubs</b> – develop for visitors and the local community the following sites including a wide range of outdoor recreation products accompanied by appropriate visitor servicing. <ul style="list-style-type: none"><li>• Parkanaur Forest</li></ul> (this includes capital costs associated with trails, play, signage, interpretation, car parking, accommodations, catering etc)	£600,000
C5 (see Appendix L for rationale and inclusion)	Council Wide	<b>Local multi-activity hubs</b> - develop for the local community the following sites for outdoor recreation including a wide range of outdoor recreation product accompanied by appropriate visitor servicing. <ul style="list-style-type: none"><li>• Windmill Wood and Cabin Wood</li></ul>	£200,000

and prioritisation)		(this includes capital costs associated with trails, play, signage, interpretation, car parking, accommodations, catering etc)	
C10	Council Wide	<b>Walking trails</b> – develop short and medium distance walks across the north west of the Council area linking into the wider Sperrins area. (signage/waymarking)	Staff time + £5,000
C11	Council Wide	<b>Community Trails</b> – develop a network of Community Trails across the area. See year 2 for full list	Staff time + £TBC
<b>D: MARKETING AND PROMOTION</b>			
D1	Council Wide	<b>Marketing Resource</b> – implement the Marketing Strategy and Action Plan.	Staff time
D4	Council Wide	<b>Visitor Information and Signage</b> – roll out a visitor information and signage programme at key sites across the Council area	Staff time
D6	Council Wide	<b>Develop partnerships with the Private sector</b> - generate more outdoor activity on the ground by developing strategic partnerships with local private sector businesses and/or contracting the delivery of programmes at the Council's key outdoor recreation sites	Staff time



**YEAR 4 (priorities and scheduling may vary or change subject to council approval)**

Code	Site / Trail / Area	Action	Cost
<b>A: MANAGEMENT STRUCTURES</b>			
A1.	Council wide	On-going employment of a <b>Park and Outdoor Recreation Officer</b> and <b>two Assistant Park and Outdoor Recreation Officers</b> for the Council area.	£43,413
A2.	Council wide	On-going - <b>Council Tourism Outdoor Cluster Group</b>	Staff time
A3.	Council wide	On-going roll out of <b>maintenance programme</b> with Property Services to include all outdoor recreation facilities across the MUDC area	£150,000
A4.	Council wide	On-going SLAs with existing Community Groups New SLA @ £10,000	£55,450
A5.	Mid Ulster-wide	On-going maintenance of counters at major outdoor recreation sites across the Council area	£3,000
<b>B: MASTER PLANNING</b>			
B1	Council Wide	<b>Undertake Master Planning /Feasibility Studies for the following sites:</b> <b>Local – Iniscarn Forest</b>	£15,000
B2	Council Wide	Develop a <b>Community Trail Plan</b> for 1 DEA	Staff Time
<b>C: DEVELOPMENT</b>			
C1	Lower Bann	<b>Lower Bann Blueway</b> - proactively support the development of a Blueway on the Lower Bann through investing in the development of sites and marketing.	Staff Time
C2	Clogher Valley Greenway	<b>Clogher Valley Greenway</b> – continue to support the development of a Clogher Valley Greenway	Staff time
C3	Ulster Canal Greenway	<b>Ulster Canal Greenway</b> - continue to support the development of the Ulster Canal Greenway	Staff time

C4 (see Appendix K for rationale for inclusion and prioritisation)	Council Wide	<b>Regional multi-activity hubs</b> – develop for visitors and the local community the following sites including a wide range of outdoor recreation products accompanied by appropriate visitor servicing. <ul style="list-style-type: none"> <li>• Drum Manor Forest Park</li> </ul> (this includes capital costs associated with trails, play, signage, interpretation, car parking, accommodations, catering etc)	£600,000
C5 (see Appendix L for rationale and inclusion and prioritisation)	Council Wide	<b>Local multi-activity hubs</b> - develop for the local community the following sites for outdoor recreation including a wide range of outdoor recreation product accompanied by appropriate visitor servicing. <ul style="list-style-type: none"> <li>• Ballysaggart Lough</li> </ul> (this includes capital costs associated with trails, play, signage, interpretation, car parking, accommodations, catering etc)	£200,000
C10	Council Wide	<b>Walking trails</b> – develop short and medium distance walks across the north west of the Council area linking into the wider Sperrins area (signage/waymarking)	Staff time + £5,000
C11	Council Wide	<b>Community Trails</b> – develop a network of Community Trails across the area. See year 2 for full list	Staff time + £TBC
<b>D: MARKETING AND PROMOTION</b>			
D1	Council Wide	<b>Marketing Resource</b> – implement the Marketing Strategy and Action Plan.	Staff time
D4	Council Wide	<b>Visitor Information and Signage</b> – roll out a visitor information and signage programme at key sites across the Council area	Staff time
D6	Council Wide	<b>Develop partnerships with the Private sector</b> - generate more outdoor activity on the ground by developing strategic partnerships with local private sector businesses and/or contracting the delivery of programmes at the Council's key outdoor recreation sites	Staff time

**YEAR 5 (priorities and scheduling may vary or change subject to council approval)**

Code	Site / Trail / Area	Action	Cost
<b>A: MANAGEMENT STRUCTURES</b>			
A1.	Council wide	On-going employment of a <b>Park and Outdoor Recreation Officer</b> for the Council area.	£44,413
A3.	Council wide	On-going roll out of <b>maintenance programme</b> with Property Services to include all outdoor recreation facilities across the MUDC area	£150,000
A4.	Council wide	On-going SLAs with existing Community Groups and develop 5 new <b>SLAs with Community Groups</b> for the on-going maintenance of outdoor recreation facilities in their local community. New SLAs @ £10,000	£55,450 £10,000
A5.	Mid Ulster-wide	On-going maintenance of counters at major outdoor recreation sites across the Council area	£3,000
<b>B: MASTER PLANNING</b>			
B2	Council Wide	Develop a <b>Community Trail Plan</b> for 1 DEA	Staff time
<b>C: DEVELOPMENT</b>			
C1	Lower Bann	<b>Lower Bann Blueway</b> - proactively support the development of a Blueway on the Lower Bann through investing in the development of sites and marketing.	Staff time
C2	Clogher Valley Greenway	<b>Clogher Valley Greenway</b> – continue to support the development of a Clogher Valley Greenway	Staff time
C3	Ulster Canal Greenway	<b>Ulster Canal Greenway</b> - continue to support the development of the Ulster Canal Greenway	Staff time
C4 (see Appendix 12 for rationale for inclusion)	Council Wide	<b>Regional multi-activity hubs</b> – develop for visitors and the local community the following sites including a wide range of outdoor recreation products accompanied by appropriate visitor servicing. <ul style="list-style-type: none"> <li>Conclusion of previous multi-activity hub development</li> </ul>	£50,000

and prioritisation)		(this includes capital costs associated with trails, play, signage, interpretation, car parking, accommodations, catering etc)	
C5  (see Appendix 13 for rationale and inclusion and prioritisation)	Council Wide	<b>Local multi-activity hubs</b> - develop for the local community the following sites for outdoor recreation including a wide range of outdoor recreation product accompanied by appropriate visitor servicing. <ul style="list-style-type: none"> <li>• Iniscarn</li> </ul> (this includes capital costs associated with trails, play, signage, interpretation, car parking, accommodations, catering etc)	£200,000
C10	Council Wide	<b>Walking trails</b> – develop short and medium distance walks across the north west of the Council area linking into the wider Sperrins area. (signage/waymarking)	Staff time + £5,000
C12	Council Wide	<b>Community Trails</b> – develop a network of Community Trails across the area.  See Year 1 for full list	Staff time  + £TBC
<b>D: MARKETING AND PROMOTION</b>			
D1	Council Wide	<b>Marketing Resource</b> – implement the Marketing Strategy and Action Plan.	Staff time
D4	Council Wide	<b>Visitor Information and Signage</b> – roll out a visitor information and signage programme at key sites across the Council area	Staff time
D6	Council Wide	<b>Develop partnerships with the Private sector</b> - generate more outdoor activity on the ground by developing strategic partnerships with local private sector businesses and/or contracting the delivery of programmes at the Council's key outdoor recreation sites	Staff time

## APPENDIX N: Funding Opportunities

### The National Lottery Community Fund

#### People and Communities

The 'People and Communities' programme is designed to support projects that work with local people to bring about positive changes in a community. Projects must meet the three key themes of:

- **People-led:** local people are meaningfully involved in development, design and delivery
- **Strengths-based:** supports people and communities to build on knowledge, skills and experience they already have to make the changes they want
- **Connected:** projects demonstrate a good understanding of other activities and services in the community and how the project complements these.

Grants range from £10,000 to £500,000 for projects lasting 1-5 years. Grants for small scale capital projects is capped at £100,000 but up to 100% of costs.

Eligible applicants are voluntary or community groups such as a charity, co-operative, social enterprise or community interest company. Partnerships are also eligible where the lead partner is one of the above.

The programme is open for applications all year round.

For more information see - [tnlcommunityfund.org.uk/funding/programmes/people-and-communities](https://tnlcommunityfund.org.uk/funding/programmes/people-and-communities)

#### Awards for All Northern Ireland

Awards for All is an open programme, therefore **there are no closing dates** for applications.

Awards for All provides funding to support work with local people to bring about positive changes in communities.

The programme is open to:

- voluntary or community organisations
- schools
- statutory bodies

The aim is to improve people's lives and strengthen community activity by helping:

- people to participate in their communities
- people to develop their skills and broaden their experience
- people to work towards better and safer communities
- improve people's physical and mental health and well-being.

Eligible projects can apply for grants of between **£500 and £10,000**.

For more information see: [tnlcommunityfund.org.uk/funding/programmes/awards-for-all-northern-ireland](https://tnlcommunityfund.org.uk/funding/programmes/awards-for-all-northern-ireland)

The National Lottery Heritage Fund

**The National Lottery Grants for Heritage: £3,000 – £10,000**

**Suitable for:**

- not-for-profit organisations
- private owners of heritage

**Project length:** up to one year.

**Deadlines:** None

**The National Lottery Grants for Heritage: £10,000 - £100,000**

**Suitable for:**

- not-for-profit organisations
- private owners of heritage and partnerships

**Deadlines:** None.

**The National Lottery Grants for Heritage: £100,000-£250,000**

**Suitable for:**

- not-for-profit organisations
- partnerships led by not-for-profit organisations

**Deadlines:** 2019/20 Deadlines are quarterly and can be found below:

- March 2019 for a decision in June 2019
- 28 May 2019 for a decision in September 2019
- 20 August 2019 for a decision in November 2019
- 19 November 2019 for decision in March 2020

**Assessment process:** Assessment of applications take 12 weeks and following assessment, is assigned to a quarterly committee meeting. Applicant contribution: At least 5% of the project costs.

**The National Lottery Grants for Heritage: £250,000 - £5 million**

**Suitable for:**

- not-for-profit organisations
- partnerships led by not-for-profit organisations

Before applying: Submit an expression of interest form and The National Lottery will let the applicant know if they are invited to apply.

**Project length:**

- development phase up to two years



- delivery phase up to five years

**Deadlines are quarterly and can be found below:**

- March 2019 for a decision in June 2019
- 28 May 2019 for a decision in September 2019
- 20 August 2019 for a decision in November 2019
- 19 November 2019 for decision in March 2020

Assessment process: Assessment of applications will take 12 weeks and following assessment, it will be assigned to a quarterly committee meeting.

Contribution: Contribute of at least 5% of project costs for grants up to £1 million and at least 10% for grants of £1m or more.

For more information: [heritagefund.org.uk/funding/national-lottery-grant-heritage](https://heritagefund.org.uk/funding/national-lottery-grant-heritage)

### **Halifax Foundation for Northern Ireland**

Lloyds Bank Foundation for Northern Ireland which has contributed £34.8m to the Voluntary and Community sector over the past 31 years has been re-named the Halifax Foundation for Northern Ireland.

The Community Grants Programme supports charitable organisations within Northern Ireland to enable people, who are disadvantaged or with special needs, to participate actively in their communities

The programme is open to registered charities with an income of less than £1 million. The Average Grant is currently between £3,000-£4,000.

**For more information see** [halifaxfoundationni.org/programmes/community-grant-programme](https://halifaxfoundationni.org/programmes/community-grant-programme)

### **Live Here Love Here Small Grants Scheme**

Live Here Love Here is an annual Small Grants Scheme delivered by Keep Northern Ireland Beautiful in partnership with Local Councils, the Department of Agriculture, Environment and Rural Affairs, Choice Housing, Northern Ireland Housing Executive and McDonald's.

The small grants scheme provides support to volunteer projects that:

- Use innovative ways to reduce littering and dog fouling
- Improve how a local environment is looked after, whether urban, rural or coastal
- Contribute to the development of civic pride within a community with a focus on environmental improvements
- Enhance or attract tourism to a community through environmental improvements

Grants are available from £500 to £5,000 and are open to volunteer and community groups, all school and third level education organisations, youth groups and sports clubs undertaking civic pride projects in supporting Council areas.

The Small Grants Scheme is also open to all Housing Association and Housing Executive residents with support from Choice Housing, Northern Ireland Housing Executive and McDonald's throughout all council areas in Northern Ireland.

Local Councils and businesses have the option to partner with Live Here Love Here as a commitment to enable people to secure tangible benefits and build stronger community spirit. Their support to Live Here Love Here will help amplify the campaign's efforts to revitalise and reenergise neighbourhoods across Northern Ireland.

The scheme forms part of the wider Live Here Love Here programme, which includes an innovative media campaign and exciting volunteering opportunities to encourage participation all year round.

**The next round of the Live Here Love Here Small Grants Scheme will be launching on 16th April 2019. For more information see [www.livehereandlovehere.org](http://www.livehereandlovehere.org).**

**Minutes of Meeting of the Development Committee of Mid Ulster District Council  
held on Thursday 13 February 2020 in the Council Offices, Ballyronan Road,  
Magherafelt**

**Members Present**

Councillor Wilson, Chair

Councillors Ashton, Burton, Clarke, Corry, Cuddy, Doris,  
Elattar, Kerr, Hughes, Kearney, McNamee, Milne, Molloy,  
Monteith

**Officers in  
Attendance**

Mrs Campbell, Director of Leisure and Outdoor Recreation  
Mr McCreesh, Director of Business and Communities  
Mr Browne, Head of Tourism  
Mr Hill, Head of Parks  
Ms Linney, Head of Community Development  
Mr McCance, Head of Culture and Arts  
Ms McKeown, Head of Economic Development  
Ms Grogan, Democratic Services Officer

**Others in  
Attendance**

**Agenda Item 4 – Boom Foundation**  
Leona Rankin

The meeting commenced at 7.02 pm.

**D024/20      Apologies**

Councillor Black

**D025/20      Declaration of Interests**

The Chair reminded members of their responsibility with regard to declarations of interest.

**D026/20      Chair's Business**

The Chair advised that there were two matters to be raised tonight under Chair's Business.

Councillor Kerr thanked the Chair for allowing him to raise this issue tonight as he had originally intended to bring it too the full Council Meeting.

He advised that Helen Sweeney had been in contact with him, she originally was from Coalisland but was residing in England. He said that due to the highly unfortunate circumstances she had lost her father Noel to an accident involving a tree hitting his car just before Christmas which ended Noel's life, which left Helen and her family naturally devastated. He stated that a few weeks later another tree had fallen on the same stretch of road which greatly concerned Helen and she contacted all the

relevant agencies, but she was told that responsibility with potential liable trees on a road was down to the owner's discretion to remove them.

Councillor Kerr advised that Helen and himself had several conversations about highlighting her campaign and she has now launched an online petition for people to sign and share their concerns about the lack of clarity regarding her issue. She also spoke to local and national media organisations regarding her campaign.

Proposed by Councillor Kerr

To issue an invitation to Ms Sweeney to a future meeting to help highlight her campaign and to educate Councillors throughout the district about this potential life changing ordeal.

Seconded by Councillor Monteith

Councillor Burton said that she would fully support Councillor Kerr's proposal as this was a very important issue. She said that if concerns were raised about overgrown trees and hedges on privately owned property with the DfI Roads they write to them but unless the landowner is willing to co-operate nothing happens.

The Chair said that the occupants of a car in Cookstown had a lucky escape after a tree fell on their car before Christmas. He said that the landowner was very proactive as he had all the trees removed the very next day.

The Head of Economic Development advised that the circulated Response to Consultation on the New PEACE PLUS Cross Border EU Funding Programme for the period 2021-27 was being brought tonight for decision.

The Director of Business and Communities updated members on the contents of the report and advised that this had to be submitted by 24 February 2020. He said that Mid Ulster Council welcomed the opportunity to respond to SEUPB's consultation exercise with respect to the plans for the new PEACE Plus Programme which would succeed both of the current 2014-20 PEACE IV and INTERREG VA Programmes.

He said that the combination of the PEACE and INTERREG type activities in a single programme was reflected in the name of the programme where "PLUS" represents the inclusion of wider economic, social and environmental activities. He said that the PEACE PLUS Programme would be delivered within a significantly changed landscape in NI with Brexit, new Stormont agreement and the implementation of Council led City/Growth Deals aimed at super changing economic growth.

The Director of Business and Communities advised members that this was the last chance to avail of hundreds of thousands of Euro funding. (appendix 1)

Councillor Wilson advised that he sits on PEACE IV and was a great opportunity.

Proposed by Councillor Molloy

Seconded by Councillor McNamee and

**Resolved** That it be recommended to proceed with the submission of the response to SEUPB consultation exercise in respect to plans for the new PEACE PLUS Programme as at appendix 1.

Councillor Wilson referred to the closure of Dungannon Leisure Centre last Sunday and enquired what was the reason for doing so.

He also referred to the re-opening of the new look Dungannon Leisure Centre and said that he was very unhappy regarding the short notice Councillors received in relation to this.

The Director of Leisure and Outdoor Recreation advised that last Sunday was a stormy day with wind and rain, resulting in a sheet around the skylight being blown off and water getting into the electrics in the communications room and alarms constantly going off. She said that management had made the decision to close the building for safety reasons until the roof was repaired. She stated that this was down to the consequences of the weather and no other reason.

She referred to the invitation to Councillors for the re-opening and said that she was aware that invitations should have been issued within a reasonable timeframe which was an admin error and would ensure that this does not happen again.

Councillor Molloy said he was a user of Dungannon Leisure Centre and felt that there were still a lot of teething problems as there were long queues at reception and issues around swimming lessons etc and advised that there should be procedures in place to handle these types of concerns. He also stated that there were a number of pieces of gym equipment out of use and felt that this was a poor reflection as these items were all newly purchased.

Councillor Cuddy agreed with Councillor Molloy's concerns and said that he had also been contacted by members of the public about long queues amongst other things and felt that this was unprofessional but hoped that these types of issues would ease off in time.

He said that he would have a real concern about the lift in Dungannon Leisure Centre as it was very old and not fit for public use. He felt that money should have been put into installing a new one as customers will go elsewhere where there are modern facilities.

The Chair asked that a report be brought back to the next meeting on concerns raised tonight.

Councillor Ashton said that management made the right call to close the leisure centre last Sunday due to health and safety concerns but felt that members should have availed of an email advising them of the situation to keep them up to date on matters before being contacted by the public.

Councillor Monteith said that he agreed with previous members comments as the public were of the opinion that Dungannon Leisure Centre was going to be a state of the art, with a 2020 swimming pool and it's humiliating for this Council that this was

not the case. He felt the Council should have been at the top of their game and better prepared as it was anticipated that a large crowd would be arriving to view the new look Leisure Centre. He also agreed with comments regarding the closure last Sunday and said that Councillors had got it in the neck about how the public felt that they were being treated like second class citizens in Dungannon.

The Director of Leisure and Outdoor Recreation to bring a report back on concerns raised by members tonight and the issue regarding invitations being issued at short notice to members for the reopening.

#### **D027/20      Deputation – Boom Foundation**

The Chair, Councillor Wilson advised that a presentation was being made tonight on behalf of the Boom Foundation, but firstly he wanted to acknowledge that the Chairman of the Council, Councillor Kearney had hosted a reception for Ms Shannon Whitehouse and her family regarding their fundraising for the organisation. He said that Shannon was an inspiration and that off her family also.

The Chair welcomed to the committee Ms Leona Rankin and invited her to make her presentation on behalf of the Boom Foundation.

Ms Rankin thanked the committee for giving her the opportunity to address the meeting tonight and wanted to firstly say how grateful she was to Shannon and her family as they were so inspirational and said that the organisation would support them every step of the way.

Ms Rankin said that the Boom foundation was set up in memory of her fiancé Philip Wilson who lost his battle from sarcoma on 8 March 2013. She said that Philip sadly passed away only 7 weeks before his wedding day and following a ten-year battle with sarcoma. Without complaint, Philip lived with sarcoma and the side effects of the countless periods of treatment and surgery.

The impact of losing Philip has been unimaginable but despite his passing, Philip's presence is as strong as ever through the Boom Foundation. The word 'Boom' was always used by Philip when he was enjoying something (most likely on the golf course, his favorite place) and it was never without a high five (hence their hand logo)! Boom was the perfect name because it will forever link the charity with this outstanding person whilst also signifying the impact the charity will make on the lives of those living with sarcoma every day.

She said that the money raised by Boom would be split between practical help and vital research, 50% will remain in Northern Ireland to be used by us here at Boom for the benefit of sarcoma patients in NI, whilst the remaining 50% of our funds will be sent to Sarcoma UK to try to achieve the best possible standard of treatment and care for patients with sarcoma.

She stated that sarcoma was uncommon cancers which affect any part of the body, on the inside or outside, including the muscle, bone, tendons, blood vessels and fatty tissues.



Ms Rankin provided a breakdown of issues relating to sarcoma (appendix 2):

- 15 people are diagnosed with sarcoma every day in the UK
- 100 cases in Northern Ireland each year
- 100 different sub-types of sarcoma
- Almost 8 in 10 people (78%) diagnosed with sarcoma in the UK will live up to a year
- The average percentage of people living 3 years after being diagnosed with sarcoma in the UK is 64.5%
- The five-year survival rate for sarcoma is 55%

The Chair thanked Ms Rankin for such an informative presentation and said that by watching Councillors around the room tonight, this had struck a chord with everyone and felt that this Council lobby the Health Minister on behalf of the Boom Foundation. He said that if a Notice of Motion was brought to the Council to seek a meeting with the Health Minister that consideration be given to issuing an invite to Ms Rankin also.

Councillor Kerr said that firstly he would like to thank the Whitehouse family and Leona for accepting the Council's invitation. He said that he would like to pay extreme high regard to Shannon, Pierce, TJ and all the Whitehouse family for the charity work they have carried out raising a great deal of money in such a short space of time. He stated that their noble, selfless actions and particularly Shannon thinking about others before herself was something that should be commended. He said that he would also like to praise Maurade and all her friends for the great work they have done in helping Shannon organise the recent event.

Councillor Kerr said that he would also like to thank Leona for attending tonight to make her presentation and travelling all the way to highlight the Boom Foundation to help highlight the Foundation.

He said that he would like to propose that Mid Ulster Council writes to every other Council in the North of Ireland highlighting the work carried out by Leona and the Boom Foundation and to ask each of them to consider issuing an invite for a deputation to meet them to publicise the fantastic work that is being carried out by Boom Foundation and the possibility of running a themed week on behalf of Boom.

Councillor Ashton thanked Ms Rankin for her presentation and said that she would have no difficulty bringing this forward as she wasn't aware of the issue and would certainly support the major concerns patients face in Northern Ireland.

Councillor Kearney said that everyone was humbled by Shannon and also by Ms Rankin as the Boom Foundation had achieved so much in the last 7 years and wanted to wish them well in the future.

Councillor Milne said that he wanted to wish everyone every success going forward in this campaign and enquired about the issue regarding concerns around Mobility car modifications for patients and the matter of the car being used for the carer of the dependent.

Ms Rankin referred to a patient that the organisation was currently working with and said that this patient took sarcoma in her fingers but when she went to Birmingham for

surgery, they removed her arm. This patient was a classroom assistant and has a young son and when she applied to get a specially adapted car, she was refused by PIPs system because she could walk unaided and ineligible for the mobility element. She currently drives a manual car as she cannot afford an automatic one and by the time you pay for modifications it would be impossible. Ms Rankin said that it was bazaar that a person who has lost their complete arm was deemed unsuitable to receive an specially adapted car even though she had prosthetic hand and arm and very frustrating as she wished to return to work to support her young son.

Councillor Monteith said that it may be worthwhile contacting the Law Centre as they would be only too willing to take on this kind of challenging case. He stated that the PIPs system was a complete farce which didn't show any empathy towards the vulnerable people within our society.

Ms Rankin said that it was a difficult situation for this lady as she was told that if she appealed the decision, she may lose all her benefits.

Councillor Monteith said that the Law Centre should be an option for this lady to try and seek a way forward.

The Chair thanked Ms Rankin for her attendance tonight and said that the Council would try and support the Foundation in any way they could.

He said that Shannon was an inspiration and was a very brave girl and wished to thank her and her family for attending tonight. He also wanted to thank Councillor Kearney for hosting the reception and to Councillor Kerr for suggesting the invite.

The Chair said that although he acknowledged what Councillor Kerr had previously proposed, he felt that it may be more beneficial if the proposal was brought forward as a Notice of Motion to the full Council as he didn't foresee any objections being made and would like to include that an invite be issued to meet the Health Minister or a delegation to meet him.

Proposed by Councillor Kerr

Seconded by Councillor Molloy and

**Resolved** That it be recommended to Council to provide a Notice of Motion to full Council after tonight's deputation of the Boom Foundation, that Mid Ulster Council writes to every other Council in the North of Ireland to highlight the good work they carry out, and ask for each Council to extend an invitation to the Boom Foundation for a presentation to raise awareness around Sarcoma.

That Mid Ulster District council also provides further ways of Highlighting the Booms Foundation tremendous work to the wider public.

## **Matters for Decision**

### **D028/20      Draft Response to Foras na Gaeilge Consultation Document – Strategic Direction for Foras na Gaeilge 2020 – 2025**

The Head of Culture & Arts presented previously circulated report and sought approval to issue previously attached submission (appendix 2) to Foras na Gaeilge in response to the Public Consultation on the Strategic Direction for Foras na Gaeilge 2020-2025 (draft document).

Councillor McNamee said that he was aware of an increase in Irish Language speakers but a decline in teaching in mainstream schools and was glad that this was being highlighted within the response.

Councillor Monteith referred to the response at C2 of the document and said that he welcomed the increase in Irish language but felt that Foras na Gaeilge should have a more strategic focus in this regard. He said that within his own area the local GAA was developing the language. Consideration should be given to the support of urban Gaeltachts and to signposting within the Irish Language Sector. He felt that there needs to be a more strategic direction provided by Foras na Gaeilge, towards something more stable and sustainable.

Councillor Monteith also referred C5 of the document regarding courses/classes and said there was a need for a more strategic approach, to make it easier for people to avail of refresher courses as there seemed to be a flatline once you go so far and no further option or no easily identified option for progression. There was a need for an easier identified path to follow for this wishing to develop their Irish language.

Proposed by Councillor McNamee  
Seconded by Councillor Milne and

**Resolved** That it be recommended to Council, subject to the above amendments, to approve the draft response to the Strategic Direction for Foras na Gaeilge 2020-2025 (Draft) on behalf of Mid Ulster District Council.

### **D029/20      Heart of Ancient Ulster Landscape Partnership Update**

The Head of Tourism presented previously circulated report to update on the Heart of Ancient Ulster Landscape Partnership project and sought approval to submit a Stage 1 development application to Heritage Lottery Funding.

Proposed by Councillor Clarke  
Seconded by Councillor McNamee and

**Resolved** That it be recommended to Council to contribute a maximum of £3,000 to Fermanagh and Omagh Council towards the preparation and submitting a stage 1 development application to Heritage Lottery Fund.

In response to Councillor Clarke's query regarding Future Search Programme, the Director of Business and Communities advised that he had been in discussions with

the Director of Derry City Council regarding the recruitment of an Officer which was unsuccessful. He said that it was anticipated to re-advertise for a candidate one last time, but it could be difficult as staff wouldn't want to give up their job for a seconded post for a year. He concluded by saying that Causeway Coast and Glens, Derry City and Strabane, Mid Ulster and Fermanagh and Omagh made a commitment to this but if needs be it may be an issue of moving forward without certain Councils.

## **D030/20      Economic Development Report – For Decision**

The Head of Economic Development presented previously circulated report which provided an update on key activities as detailed below:

- **Business Improvement District Feasibility Study (Final)**

Councillor Molloy said that the recent engagement with Reval 2020 and the impact for businesses within Mid Ulster, he would be happy to support the recommendation of not proceeding.

Proposed by Councillor Molloy  
Seconded by Councillor McNamee and

**Resolved**      That it be recommended to Council to approve the Mid Ulster 5 Towns BIDS Feasibility Study (Executive Summary) recommending that Council do not pursue BIDs in any of its 5 towns at this juncture.

- **Renewal of Membership with NI Chamber of Commerce**

Proposed by Councillor McNamee  
Seconded by Councillor Molloy and

**Resolved**      That it be recommended to Council to approve the Corporate Membership of NI Chamber of Commerce costing £2,500+Vat for the period of 1 January to 31 December 2020.

In response to member's query, the Head of Economic Development advised that within item 3.2 of the report, it highlighted a variety of supports provided by the Chamber to organisations who subscribe. She said that Council Officers are in regular engagement with the Chamber to promote events and programmes that are available to businesses in Mid Ulster. Council also works alongside the Chamber every year to host a large business event in Mid Ulster which draws upwards of 100 business briefings and updates Council on upcoming funding opportunities.

Councillor Molloy referred to an email from traders in Moy in relation to the lack of carparking facilities which was having a major impact on the village. He stated that Moy was one of the busiest villages within Mid Ulster and was outstripping other small towns by 95% and said that it was up to us to try and help with this issue.

He proposed that the Council request that engagement takes place with Department of Infrastructure and CAMDA group within the village to try and find a favourable outcome.

Councillor Monteith seconded Councillor Molloy's proposal and said that it was important to take the lead and a launching pad as DEA Councillors. He said that Moy needed urgent attention as the village had received little to nothing from this Council and needed a long term vision as this would create an opportunity to try and move things forward, otherwise it would just seem as if the village was being left behind and an afterthought. He said that this was also failing strategic transport groups also.

Councillor Cuddy said that he supported the comments from the previous two Councillors and stated that Moy had great character and was a very attractive village which was always at the front within the previous Dungannon Council. He stated that it was up to this committee to try and get the issue of appropriate carparking facilities out of the starting blocks as Moy was a village to be proud of and deserved all the help it required.

### **D031/20      Community Development Report**

The Head of Community Development presented previously circulated report and provided an update on the following:

- **Rolling Grant Awards – Good Relations and Local Community Festivals**

Proposed by Councillor McNamee  
Seconded by Councillor Milne and

**Resolved**      That it be recommended to Council to approve the Rolling Grant Awards – Good Relations (£960) and Community Local Community Festivals (£3,460) as per grant recommendations at Appendix 1 of report.

- **Community Support Plan 2020 – 2021**

Proposed by Councillor Clarke  
Seconded by Councillor Molloy and

**Resolved**      That it be recommended to Council to approve the Community Support Plan 2020 - 2021.

- **Good Relations Plan 2020 – 2021**

*The Chair, Councillor Wilson declared an interest as Chair of Mid Ulster Pipe Band Association.*

Proposed by Councillor Corry  
Seconded by Councillor Molloy and

**Resolved**      That it be recommended to Council to approve the Good Relations Plan 2020 – 2021.

- **Community Development Update**

Members noted the Community Development update.

Councillor Monteith advised that there was a need for further follow through for larger grants that include support for facilities, and to look at pricing structures for user groups which the Council is indirectly contributing towards. He said that it was vital that pricing for community usage was within a reasonable cost comparable between community locations/facilities.

The Chair agreed with Councillor Monteith's comment and said that it was important that there was equality for community accessing facilities supported by Council and pricing provided for value for money.

*Councillor Milne left the meeting at 8 pm.*

### **D032/20      Leisure and Outdoor Recreation Service Level Agreements 2020/21**

The Head of Parks presented previously circulated report and sought approval to agree proposals on Service Level Agreements (SLAs) for the financial year 2020/21.

Proposed by Councillor McNamee  
Seconded by Councillor Cuddy and

**Resolved**      That it be recommended to Council to approve the:

- 1) Proposal to extend the scope of Muintor na Mointeach Ltd current Service Level Agreement and associated payment increase of £2,000 per annum.
- 2) Proposals on Leisure and Outdoor Recreation SLAs for the 2020/21 financial year only.

*Councillor Ashton left the meeting at 8.01 pm.*

### **Matters for Information**

#### **D033/20      Minutes of Development Committee held on 16 January 2020**

Members noted Minutes of Development Committee held on 16 January 2020.

Councillor Kerr referred to item D011/20 – Cappagh issues and enquired if there was any further update regarding discussions with Fermanagh and Omagh District Council and if not, could a meeting be set up with them and make it a DEA wide meeting, with consideration being given to Councillors working full time.

The Director of Leisure and Outdoor Recreation advised that Officers had met with 3 official representatives from the Water Service who agreed that it would be good to work together to develop the area to include recreational activities. She said that over the next few weeks it was anticipated to organise a meeting with DEAs and



Fermanagh and Omagh Council to take this issue forward. She stated that the Water Service would not commit to handing the reservoirs over to the Council due to new legislation around reservoirs and the management around water matters. Councillor Cuddy advised that there was a short distance between the two reservoirs and enquired if funding was available, could consideration be given to turning them into a hydroelectric facility. He said that it was disappointing that this initiative was never progressed as it was discussed at length in the legacy Dungannon Council and was seen at the time as having great potential to generate free electricity.

#### **D034/20      Mid Ulster District Tourism Development Group**

Members noted previously circulated report which provided Minutes of Tourism Development Group meeting held on 20 November 2019.

#### **D035/20      Economic Development Report – For Information**

Members noted previously circulated report which provided an update on matters related to Mid Ulster Skills Forum Update, Mid Ulster Skill Forum – OECD Workshop, Cookstown Bypass Scheme Minute 07.01.20, Chinese Consul General's Visit to Mid Ulster, Cypriot Business Delegation Study Visit to Mid Ulster, US Consul General's Visit to Mid Ulster, Christmas Trade in Mid Ulster Towns.

Councillor Monteith requested that a DEA meeting in relation to Ann Street Development be facilitated as a matter of urgency as this was raised before Christmas by Councillor Molloy.

The Director of Business and Communities agreed that this would be arranged.

#### **Local Government (NI) Act 2014 – Confidential Business**

Proposed by Councillor Molloy  
Seconded by Councillor Cuddy and

**Resolved**      In accordance with Section 42, Part 1 of Schedule 6 of the Local Government Act (NI) 2014 that Members of the public be asked to withdraw from the meeting whilst Members consider items D036/20 to D043/20.

##### **Matters for Decision**

- |         |  |
|---------|--|
| D036/20 | Review of Culture & Arts Facility Hire Charges   |
| D037/20 | Development of Business Plan and Branding Review at Hill of The O'Neill & Ranfurly House Arts and Visitor Centre |
| D038/20 | Regional Minority Languages Bursary Programme 2020/21 and Irish Language Activity Funding Programme 2020/21      |
| D039/20 | Provision of Seasonal Security Guarding Services at Dungannon Park and Additional Sites as Required              |

**Matters for Information**

- D040/20 Confidential Minutes of Development Committee held on  
16 January 2020
- D041/20 Dark Sky Observatory Davagh – Brand Update
- D042/20 Seamus Heaney HomePlace International Linkages  
Update
- D043/20 Procurement of a Contractor to Deliver the Mid Ulster  
Gearing for Growth Programme

**D044/20 Duration of Meeting**

The meeting commenced at 7 pm and concluded at 8.30 pm.

Chair \_\_\_\_\_

Date \_\_\_\_\_

<b>Report on</b>	<b>Economic Development Report – OBFI</b> 1) Coalisland Town Centre Forum Minutes – 5.11.19 2) Mid Ulster Enterprise Week 2019 Evaluation Report 3) NI Apprenticeship Week 2020
<b>Date of Meeting</b>	12 March 2020
<b>Reporting Officer</b>	Fiona McKeown, Head of Economic Development

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To provide Members with an update on key activities as detailed below.
<b>2.0</b>	<b>Background</b>
2.1	<p><b>Coalisland Town Centre Forum Minutes – 5.11.19</b>  Coalisland Town Centre Forum was established in March 2019 along similar lines to the Forums / Partnerships already operating in Cookstown, Dungannon, Magherafelt and Maghera. The Forum is a strategic body that provides advice and guidance to town centre stakeholders regarding the growth and development of Coalisland town centre.</p>
2.2	<p><b>Mid Ulster Enterprise Week 2019 Evaluation Report</b>  To mark Global Entrepreneurship Week, the inaugural Mid Ulster Enterprise Week took place from Monday 18<sup>th</sup> to Friday 22<sup>nd</sup> November 2019. Spearheaded by the Council with support from other key stakeholders, a week-long programme of 27 free events was held across the district focused on allowing people to explore their enterprising potential, whether they're at pre-start, start or growth stage.</p>
2.3	<p><b>NI Apprenticeship Week 2020</b>  The Department for the Economy facilitated the first Apprenticeship Week in NI from 3<sup>rd</sup> to 7<sup>th</sup> February 2020 to demonstrate how apprenticeships work for individuals, businesses, communities and the wider economy. As part of the weeklong programme of activity and events, Mid Ulster Skills Forum in partnership with the Council and supported by the Department for the Economy (DfE) hosted a 'Mid Ulster Apprenticeship Employer Event' on Friday 7<sup>th</sup> February 2020 at the Glenavon Hotel, Cookstown. One of the main objectives within the Mid Ulster Skills Action Plan is to increase the quantity of apprenticeships in Mid Ulster.</p>

<b>3.0</b>	<b>Main Report</b>
<b>3.1</b>	<p><b>Coalisland Town Centre Forum Minutes – 5.11.19</b> Minutes of the meeting of Coalisland Town Centre Forum held on the 5<sup>th</sup> November 2019 are attached at <b>Appendix 1</b>.</p>
<b>3.2</b>	<p><b>Mid Ulster Enterprise Week 2019 Evaluation Report</b> The inaugural Mid Ulster Enterprise Week took place between Monday 18<sup>th</sup> and Friday 22<sup>nd</sup> November 2019, held for the most part at business venues across the district. The 27 events during the week ranged from drop-in business advice clinics to specific workshops focussed on everything from financial fitness to developing a compelling sales pitch, with four large scale events also on the agenda, including a major Job Fair, Launch of the MEGA Network, New Business Showcase and a Business Funding and Support Event. An Evaluation Report of Mid Ulster Enterprise Week is included in <b>Appendix 2</b>. A short video to encapsulate some of the business events during the week can be viewed at <a href="https://youtu.be/7tWmHU6dfzQ">https://youtu.be/7tWmHU6dfzQ</a></p>
<b>3.3</b>	<p><b>NI Apprenticeship Week 2020</b> A number of events took place right across Northern Ireland as part of the first Apprenticeship Week NI from Monday 3<sup>rd</sup> to Friday 7<sup>th</sup> February 2020.</p> <p>The ‘Mid Ulster Apprenticeship Employer Event’ was hosted by Mid Ulster Skills Forum in partnership with Council and Department for Economy (DfE) to promote awareness of the benefits, value and importance of apprenticeships to local businesses. The event was held on Friday 7<sup>th</sup> February 2020 in the Glenavon Hotel, Cookstown and was attended by more than 30 local employers across a range of key sectors in Mid Ulster.</p> <p>Speaking at the event was Michael Gould from the Department for the Economy, Ruth Moore from local company Sandvik and Colleen O’Boyle from Mallaghan Engineering and winner of the Higher Level Apprentice Award 2020, who shared their experiences from both an employer and apprentice perspective. In addition representatives from the Colleges of Further and Higher Education; South West College, Northern Regional College and CAFRE’s Loughry Campus, explained how apprenticeships work for employers and the specialisms offered at each College. Attendees enjoyed a networking lunch to round off the morning event.</p> <div data-bbox="226 1576 791 2002"> </div> <div data-bbox="810 1576 1375 2002"> </div>

<b>4.</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial:
	Human: Officer Time
	Risk Management:
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications:
	Rural Needs Implications:
<b>5.0</b>	<b>Recommendation(s)</b>
	It is recommended that Members;
<b>5.1</b>	<b>Coalisland Town Centre Forum Minutes – 5.11.19</b> <b>Note</b> minutes of Coalisland Town Centre Forum held on 5 November 2019.
<b>5.2</b>	<b>Mid Ulster Enterprise Week 2019 Evaluation Report</b> <b>Note</b> the Evaluation Report on Mid Ulster Enterprise Week held on 18-22 November 2019.
<b>5.3</b>	<b>NI Apprenticeship Week 2020</b> <b>Note</b> update on Mid Ulster Apprenticeship Employer Event held on 7 <sup>th</sup> February 2020 during NI Apprenticeship Week.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	Appendix 1 – Minutes of Coalisland Town Centre Forum – 5.11.19  Appendix 2 - Mid Ulster Enterprise Week 2019 Evaluation Report





## **APPENDIX 1**

### **Minutes of Coalisland Town Centre Forum Meeting** **Tuesday 5<sup>th</sup> November at 5.30pm** **Cornmill Heritage Centre** **Coalisland**

#### **Present**

Cllr Niamh Doris	Mid Ulster District Council (Chair)
Cllr Malachy Quinn	Mid Ulster District Council
Patrick Anderson	Department for Communities
Melanie Campbell	Coalisland & District Development Association
Francie Molloy MP	Coalisland Residents & Community Forum
Raymond O'Neill	Coalisland Traders Association
Dermot McGirr	Translink

#### **In Attendance**

Oliver Donnelly	Mid Ulster District Council
Catherine Fox	Mid Ulster District Council
Mark Leavey	Mid Ulster District Council

	<b>DISCUSSION</b>																										
<b>1</b>	<p><b>Apologies</b></p> <table> <tr> <td>Cllr Dan Kerr</td><td>Mid Ulster District Council</td></tr> <tr> <td>Cllr Joe O'Neill</td><td>Mid Ulster District Council</td></tr> <tr> <td>Cllr Robert Colvin</td><td>Mid Ulster District Council</td></tr> <tr> <td>Cllr Ronan McGinley</td><td>Mid Ulster District Council</td></tr> <tr> <td>Declan Dorrity</td><td>The Venue/The Beer Shed</td></tr> <tr> <td>JP McCartan</td><td>PSNI</td></tr> <tr> <td>Ursula Marshall</td><td>Mid Ulster Disability Forum</td></tr> <tr> <td>Brian O'Neill</td><td>Coalisland Credit Union</td></tr> <tr> <td>Mark Kelso</td><td>Mid Ulster District Council</td></tr> <tr> <td>Adrian McCreesh</td><td>Mid Ulster District Council</td></tr> <tr> <td>Fiona McKeown</td><td>Mid Ulster District Council</td></tr> <tr> <td>Michael McGibbon</td><td>Mid Ulster District Council</td></tr> <tr> <td>Colin McKenna</td><td>Mid Ulster District Council</td></tr> </table>	Cllr Dan Kerr	Mid Ulster District Council	Cllr Joe O'Neill	Mid Ulster District Council	Cllr Robert Colvin	Mid Ulster District Council	Cllr Ronan McGinley	Mid Ulster District Council	Declan Dorrity	The Venue/The Beer Shed	JP McCartan	PSNI	Ursula Marshall	Mid Ulster Disability Forum	Brian O'Neill	Coalisland Credit Union	Mark Kelso	Mid Ulster District Council	Adrian McCreesh	Mid Ulster District Council	Fiona McKeown	Mid Ulster District Council	Michael McGibbon	Mid Ulster District Council	Colin McKenna	Mid Ulster District Council
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Fiona McKeown	Mid Ulster District Council																										
Michael McGibbon	Mid Ulster District Council																										
Colin McKenna	Mid Ulster District Council																										
<b>2.</b>	Introductions were carried out by all present.																										
<b>3.</b>	<p><b>Minutes of Previous Meeting Monday 7<sup>th</sup> October 2019</b></p> <p>Proposed by P Anderson Seconded by F Molloy and agreed: -</p>																										

	That the minutes of the meeting held on Monday 7 <sup>th</sup> October 2019 were a true and accurate record of proceedings.
<b>4</b>	<p><b>Matters Arising from Previous Meeting</b></p> <p>A meeting has been scheduled for Thursday 7 November with Nigel Hill to discuss the relocation of the Gortgonis play park to another site and to discuss play provision in the redeveloped site.</p>
<b>5</b>	<p><b>Coalisland Project Updates</b></p> <ul style="list-style-type: none"> <li>• <b>Coalisland Public Realm Scheme</b></li> </ul> <p>M Leavey updated that there was a delay in the start of the Public Realm scheme as the contractors were waiting on the delivery of materials. These have now arrived and it is proposed that works will commence soon on Platers Hill.</p> <p>The Traders have agreed to allow the Contractors to work beyond the Christmas Embargo which was set at 23 November. Work can go beyond this into the first week of December finishing around 7 December.</p> <p>Work on road crossings at Main Street is due to commence tomorrow (6<sup>th</sup> November) and will take approximately 1 day. A lane closure will be operational on Main Street for the duration of the works.</p> <p>R O'Neill asked as to the progress of the approval of the one way system on Main Street. M Leavey updated that it is still with DFI for approval.</p> <p>F Molloy asked if there was a possibility that the updated scheme map be sent to him.</p> <p>Cllr N Doris asked if there are loading bays part of the scheme to which M Leavey stated that there are plans but there needs to be a balance between them and parking bays.</p> <p>P Anderson informed members that a Road Safety Audit was carried out focusing on three timeframes.</p> <ol style="list-style-type: none"> <li>a) Current traffic flow</li> <li>b) During Construction</li> <li>c) When the Public Realm Scheme is complete.</li> </ol> <ul style="list-style-type: none"> <li>• <b>Gortgonis Recreation Centre Redevelopment</b></li> </ul> <p>Procurement for the Contract Team will be finalised on January 2020. The Design Team are finalising drawings for the project.</p> <ul style="list-style-type: none"> <li>• <b>Halloween &amp; Christmas Events</b></li> </ul>

	<p>Cllr Doris stated that the Halloween event was extremely successful. There were good numbers attending each of the events organised by the community groups and the Council event on Halloween night at Gortgonis.</p> <p>F Molloy suggested the Town Centre Forum write to Council to show their appreciation. He also stated that the issue surrounding tyres put on bonfires needs to be addressed. There are still a lot of tyres being dropped off by local businesses at the bonfire site and there appears that there is little any organisation can do about it.</p> <p><b>Action: Cllr N Doris to write to Council to thank them for supporting the Halloween event</b></p>
<b>6</b>	<p><b>Town Centre Graffiti</b></p> <p>C Fox updated that a specification is being drafted through Property Services to remove graffiti from areas around towns.</p>
<b>7</b>	<p><b>CCTV Cameras</b></p> <p>The installation of CCTV cameras in the Cornmill is now complete.</p>
<b>8.</b>	<p><b>Department of Finance – Non – Domestic Rates Review Consultation Event – (Monday 14<sup>th</sup> October 2019, 7pm, Hill of the O'Neill &amp; Ranfurly House, Dungannon)</b></p> <p>The consultation event on Non –Domestic rates was held in Dungannon and was well attended. The final date for submission of responses is 11 November 2019 and the Town Centre Forum is to draft a response for this date.</p> <p><b>Action: C Fox to draft response and forward to Forum for comment.</b></p>
<b>8</b>	<p><b>Any Other Business</b></p> <p>Cllr N Doris raised that the bus shelter at Brackaville is not suitable and there is negotiations with a local landowner to provide land for its relocation.</p> <p><b>Action: M Leavey is to contact Eamon O'Hagan to progress this issue.</b></p> <p>Enterprise Week will be held between the 18<sup>th</sup> and 22<sup>nd</sup> November in various locations across Mid Ulster. A Job Fair will be held on 20 November in Cookstown. A broadsheet of events was circulated to all Members for information.</p>
<b>9</b>	<p><b>Date of Next Meeting</b></p> <p>Date of next meeting will be Monday 2 December 2019 @ 5.30pm.</p>
<b>10</b>	<p><b>Meeting Duration</b></p> <p>Meeting ended at 6.50pm</p>

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## Appendix 2



Comhairle Ceantair  
**Lár Uladh**  
**Mid Ulster**  
District Council

# Mid Ulster Enterprise Week Evaluation Report



## **1.0 Introduction**

To mark Global Entrepreneurship Week 2019, the inaugural Mid Ulster Enterprise Week took place between Monday 18<sup>th</sup> and Friday 22<sup>nd</sup> November 2019 at business venues across the district.

Organised by Mid Ulster District Council, with support from partners which include Mid Ulster Enterprise Partnership, Mid Ulster Skills Forum, Invest NI, Business in the Community, Department for Communities, Network Personnel and business leaders, the week's focus was on allowing people to explore their enterprising potential, whether they're at pre-start, start or growth stage.

Twenty-seven events took place across the week, from drop-in business advice clinics to specific workshops which focussed on everything from financial fitness to developing a compelling sales pitch, with several large scale events also on the agenda, including a major Job Fair, Launch of the MEGA Network and New Business Showcase and a Business Funding and Support Event.

## **2.0 Mid Ulster Enterprise Week 2019 Outputs**

- ✓ Extensive programme of 27 free events (including 4 large scale events) held across the district;
- ✓ Total of 1,147 business stakeholders attended the programme of events;
- ✓ 55 employers and 450 people attended the Mid Ulster Job Fair;
- ✓ 204 people attended the MEGA launch and engagement event;
- ✓ 100 people attended the New Business Showcase event;
- ✓ 12 funding/support agencies attended the Business Funding and Support Event;
- ✓ High Social Media Engagement:-
  - 36 twitter posts, 59,854 impressions (number of times a tweet has been delivered to twitter stream of users), 2319 engagements (Number of users that interacted with post);
  - Visit Mid Ulster facebook - 24 facebook posts, 41,515 people reached, 3826 people engaged, 1,784 video views.
  - Discover Dungannon facebook - 5 facebook posts, 5,323 people reached, 264 people engaged, 112 video views.
  - Visit Cookstown facebook event page - 5 facebook posts, 13,671 people reached, 1,359 people engaged.
  - Visit Magherafelt facebook- 5 facebook posts, 7,099 people reached, 378 people engaged.
- ✓ Council Website Analytics - 1,833 page views from 9<sup>th</sup> to 19<sup>th</sup> November 2019.



### **3.0 Marketing & Promotion**

The promotional focus was digital-first, using social media channels to push traffic to a specific enterprise week web page, with a specially created animated explainer video produced to support the week's events and an e-zine also created and issued.

Other support included an events brochure, press and radio advertising and an outdoor advertising campaign including billboards and adshells.

The events were also promoted via e-invitations to the Council's key business networks.

A promotional video has been created to capture Mid Ulster Enterprise Week 2019 in a visual format and is available to view on the Council's YouTube channel:

<https://youtu.be/7tWmHU6dfzQ>

#### 4.0 Mid Ulster Enterprise Week - Programme of Events

Event Name	Event Speaker	Venue
Developing a Compelling Sales Pitch Workshop	Una McSorley, Marcomm Training	Greiner Packaging, Killyman Road, Dungannon
'Getting to Yes' – Negotiation and Influencing Skills Workshop	Camilla Long, Bespoke Communications	Seamus Heaney HomePlace, Bellaghy
Innovate Your Business Workshop	N/A	STEM Centre, SWC
Introduction to Good Employment Practice Seminar	Patrick McAuley, Labour Relations Agency	MJM Training, Ballygawley
Selling your Business Workshop	Sarah Travers, Bespoke Communications	The Elk Complex, Toomebridge
Women In Business Panel	Panel discussion	Brew Coffee Shop, Moy
Business Bites @ CAFRE	Peter Simpson	Food Innovation Centre, Loughry Campus, Cookstown
Developing a Deeper Understanding of Mental Health in the Workplace Workshop	Dr Hugh Quigley	Emerson, Cookstown
New Business Showcase	N/A	Burnavon Theatre, Cookstown
MEGA Engagement Event	Various	Glenavon House Hotel, Cookstown
Taking Care of your Business Workshop	Mairaid McMahon, FSB	The Junction, Dungannon
Coffee with Carol	Carol Doey, The Hub BT80	Killymoon Golf Club, Cookstown
Coffee with Colin	Colin Neill, Hospitality Ulster	Café Latte @ Ranfurly House Arts and Visitor Centre, Dungannon
Coffee with Cathy	Cathy Martin, CMPR	The Terrace Hotel, Magherafelt
Bid to Win! A Tender Ready Workshop	Janis Simpson-Mahoney, Global Education Ltd	The Gables, Dungannon
Mid Ulster Job Fair	N/A	Cookstown Leisure Centre
Managing through Turbulent Times Seminar	Feargal McCormack, PKF-FPM Accountants	Bloc Blinds, Magherafelt
Instagram for Business Workshop	Emma Gribben, Digital by Emma	The Junction, Dungannon
Instagram for Business Workshop	Emma Gribben, Digital by Emma	Cookstown Enterprise Centre
Instagram for Business Workshop	Emma Gribben, Digital by Emma	Workspace, Magherafelt
Harnessing the Power of Social Media Workshop	Declan Murtagh, Brilliant Red	Specialist Joinery Group, Maghera
Financial Fitness Seminar	Sean Cavanagh, Sean Cavanagh & Co Accountants	The Edge Gym, Augher
Business Funding and Support Event	Adrian Logan	Food Innovation Centre, Loughry Campus, Cookstown

**A total of 1,147 business representatives from Mid Ulster attended the above events**

## 5.0 Synopsis of the Four Large Events

The following four large events were held as part of Enterprise Week:-

### 1. New Business Showcase 2019

The Small Business Showcase was organised in conjunction with Mid Ulster Enterprise Partnership and was held in the Burnavon Theatre on Tuesday 19<sup>th</sup> November 2019. Designed to celebrate the high level of entrepreneurial activity in Mid Ulster, it provided an opportunity for 19 recent business starts to showcase their products and sell to the public. It was also designed to encourage others considering self-employment to take the first steps by promoting the opportunities offered by the 'Go For It' business start programme and enable new potential entrepreneurs to talk to those who had already done it. Eight business support agencies were also present, including Mid Ulster Enterprise Partnership, South West College, Enterprise NI, local banks and credit unions to provide advice and guidance.

A total of 100 people attended the event and browsed the stalls; the enterprise partners present received a number of inquiries to the Programme about support on offer.

#### Quotes from Exhibiting Small Businesses:-

*'Fantastic opportunity to meet other local entrepreneurs and collaborate'*  
(Soul Insight and The Fox & Bean)

*'Fantastic event. Very grateful to Mid Ulster Council for the support and opportunity. Made some great contacts today'* (Safron's Essential Oils)

*'Delighted. I sold a lot of product and met lots of new customers'* (Molly & Me Candles)

*'This was a really well run event with lots of opportunities for networking and meeting new businesses and potential clients'. (WyseBites)*



## **2. MEGA Launch & Engagement Event**

This capacity event, held in the Glenavon House Hotel, Cooktown attracted 204 prominent stakeholders from the sector and beyond and provided a fantastic showcase for manufacturing and engineering in Mid Ulster.

The event was hosted by Malachi Cush and included a live Q&A with an expert panel and a host of guest speakers which included Cllr Martin Kearney (Chairman, Mid Ulster Council), Paul Maropoulos (Director & Professor of Advanced Manufacturing Innovation), Gareth Hetherington (Director Economic Policy Centre), Adrian McCreesh (Director of Business & Communities, Mid Ulster Council), Darragh Cullen (Managing Director, Edge Innovate), Angela McGeown (Director, CBI) and Rose Mary Stalker (Chairperson, Invest NI).

The high profile launch event provided an opportunity for companies and stakeholders alike to engage with each other, learn more about the MEGA initiative and how they can play a role in delivering the project's objectives. Indeed, MEGA's business membership has now grown from 8 to 22 and 4 new sub-groups have been created comprising a variety of stakeholders who attended the event.

### ***Quotes from Businesses in Attendance:-***

*'The event provided an excellent platform to garner invaluable insight to the industry, into strategies for growth and development in Mid Ulster and the opportunity to network and engage with key stakeholders in building new collaborative ways to further advance Manufacturing and Engineering in the region.'* (Darragh Cullen, Managing Director of Edge Innovate and Chair of the MEGA Collaborative Network)

*'So what do you do if you want to attract and develop skills to grow your business? You get a group of like-minded, progressive employers together; invite all of your local schools and presto! you develop a MEGA network to tackle the problem together.'* (Camilla Long, Career Encode)

*'One of the best events this year. Congratulations to Maria Curran, Darragh Cullen and the MEGA team for starting to challenge and improve the way we educate the future workforce.'* (STS Training)





### 3. Mid Ulster Job Fair

This event was organised and delivered by Mid Ulster Council, in partnership with the Department for Communities, Mid Ulster Skills Forum and Network Personnel and held in Cookstown Leisure Centre on Wednesday 20<sup>th</sup> November 2019 from 12pm to 6pm. The Job Fair aimed to offer people who are seeking employment the opportunity to meet a range of prospective employers and apply for work. Fifty five employers took part, with representatives from the manufacturing, hospitality, construction, food and agri-food, engineering, care and retail sectors on hand to answer questions and discuss employment opportunities. A number of support agencies from Mid Ulster exhibited at the event and provided advice and guidance on training and employment programmes currently available for anyone seeking to upskill or retrain.

#### *Key Outputs:-*

- ✓ 55 local employers from Mid Ulster showcased job opportunities;
- ✓ 11 support organisations and agencies from Mid Ulster exhibited on the day;
- ✓ 450 people attend the event (52% male and 48% female);
- ✓ 20% of attendees were in full time/part time employment, 46% were unemployed and 33% were in education;
- ✓ 54% of those attending were aged between 18 and 49. There were 87 (32%) people from exit survey who that were aged under 18. The remaining 16% of attendees were aged 50 and over;
- ✓ 97% of job-seekers resided within the Mid Ulster Local Government District;
- ✓ Of the total attending, 60% were qualified to the level of GCSE A\* - C or equivalent or higher. 21% possessed a higher education level qualification;
- ✓ 88% of attendees who responded to the exit survey were either 'very satisfied' or 'satisfied' with the job fair.



#### **4. Business Support and Funding Event**

The Business Support and Funding event was held in the Food Innovation Centre, Loughry Campus, on Friday 22<sup>nd</sup> November 2019 from 10am to 1pm, and proved to be a very informative and enjoyable session compered by Adrian Logan, the well known TV and Radio personality from Dungannon. The event was organised to inform local businesses both new and existing, who operate within the Mid Ulster area of the range of funding and support available from 12 local and regional support organisations (including Mid Ulster District Council, InterTradeIreland and Invest NI). There was also an opportunity to have a one-to-one with funders/support staff on how they could help businesses and social enterprises progress. The event included a 'Mid Ulster' themed quiz and prizes.

#### **Quotes from Participating Businesses:-**

*"Found the event very informative on all local organisations that provide help and support to business."* (EM Accountants)

*"Great to have funding and support services in one room – very useful and informative."* (River Bann Tours)

*"It was very informative, I did not know there was as much help for small businesses in the local area."* (McGahan Engineering Ltd)





## 6.0 Conclusion

The first ever Mid Ulster Enterprise Week in 2019 provided a dynamic programme of events for entrepreneurs, start-ups and established businesses across the district. Holding a number of the events in local business premises provided a fantastic opportunity to showcase local success stories and develop new relationships and partnerships.

Feedback from attendees and the various economic stakeholders involved in Mid Ulster Enterprise Week 2019 has been very positive indeed.

Plans are already underway for Mid Ulster Enterprise Week 2020, which we hope will build on the success of last year's event.





**I would remind you to have a look at the short video on Council's YouTube Channel below which gives a flavour of the wide range of activities and events held during Mid Ulster Enterprise Week 2019 <https://youtu.be/7tWmHU6dfzQ>**

Fiona McKeown  
Head of Economic Development  
Mid Ulster District Council

February 2020

## Highlights from the Week

Event	Feedback from Businesses	Photograph
<p>Monday 18th November 2019</p> <p>Developing a Compelling Sales Pitch Workshop</p>	<p>Leon Hughes, Artfunkle</p> <p><i>"Excellent from start to finish, Una was an amazing presenter and I was totally engaged in the workshop. Brilliant first Workshop to attend"</i></p>	
<p>Monday 18th November 2019</p> <p>'Getting to Yes' – Negotiation and Influencing Skills Workshop</p>	<p>Nicola McGeehan, Travel Ireland</p> <p><i>"I found today's event absolutely priceless. The content was excellent and I am definitely going home with food for thought and enjoyed the networking element."</i></p>	
<p>Monday 18th November 2019</p> <p>Introduction to Good Employment Practice Seminar</p>	<p>Joanne Lucas, South West College</p> <p><i>"The seminar was very interesting, a golden nugget. Great information and well organised."</i></p>	
<p>Monday 18th November 2019</p> <p>Selling your Business Workshop</p>	<p>Lisa McElroy, Kinestcomms</p> <p><i>"Quite simply, this was a fantastic, engaging and informative event. Plenty of food for thought and a room full of people who I would guess are now really fired up about the potential in their business. A great opportunity for entrepreneurs."</i></p>	

<p>Tuesday 19th November 2019</p> <p>Developing a Deeper Understanding of Mental Health in the Workplace Workshop</p>	<p>Bridie Kelly, Aware NI</p> <p><i>"This was a fantastic event, invaluable to companies. Well done to the District Council for providing this opportunity for companies. Thank you!"</i></p>	
<p>Tuesday 19th November 2019</p> <p>Bid to Win Workshop</p>	<p>Jim Crozier, Barcro Ltd</p> <p><i>"A well-structured and delivered event. This was a very informative seminar providing simple but effective approaches to helping us to further our business goals. Thank you"</i></p>	
<p>Thursday 21st November 2019</p> <p>Instagram for Business workshops</p>	<p>Sinead Crooks, VIP Gifts</p> <p><i>"A fantastic insight to starting an insta account. So much easy to follow pointers, which has, gave me the confidence to open an account. Wasn't too sure if this was too technical for me but now feel Emma has given me the tools to turn it out and be confident in doing so."</i></p>	
<p>Thursday 21st November 2019</p> <p>Financial Fitness Seminar</p>	<p>Danny Hughes, Danske Bank</p> <p><i>"Mid Ulster is leading the way in providing such seminars to the Business community. Well done!"</i></p>	



## Mid Ulster Enterprise Week

Explore your enterprising potential!

**18-22 November 2019**

[midulstercouncil.org/enterpriseweek](http://midulstercouncil.org/enterpriseweek)







### MON 18th November

#### Developing a Compelling Sales Pitch

Greiner Packaging Ltd, Dungannon  
10.00am - 12.30pm  
Una McSorley,  
Marcomm Training

This session will help you get your message, personality and credibility across clearly and consistently in every pitch. With practical demonstration as a guide, you will learn to prepare and structure an impactful pitch, learning effective use of visual aids, how to manage your body language and controlling nerves.

Dungannon

### Introduction to Good Employment Practice

MJM Training, Ballygawley  
2.00pm - 4.00pm  
Patrick McAuley,  
Labour Relations Agency

This informal seminar will provide a valuable introduction to the core elements of good employment practice and the contribution to organisational effectiveness and performance. It will also detail the services offered by the Labour Relations Agency and the ongoing support available to new and growing businesses.

Ballygawley

### Business Bites @ Loughry

Food Innovation Centre,  
Loughry Campus, Cookstown  
10.00am - 12.00pm

Are you a new or established food or drink producer?  
Come along for a coffee and talk to Loughry Campus staff, and Invest NI and see how to access key data about your product, its potential market and competitors, and hear about the specialist range of advice and guidance on offer.

Cookstown

### Innovate Your Business Workshop

STEM Centre, South West College, Dungannon  
11.00am - 1.00pm

This Workshop is designed to aid the growth of businesses by helping them realise the value of their ideas. Through specialised innovation support products can be developed, services improved, production become more efficient and new customers can be attracted. The STEM Centre, South West College can maximise the commercial potential of your innovations by offering advice, support, direction and funding.

Dungannon

### Selling Your Business

The Elk Complex, Toombridge  
7.00pm - 9.30pm  
Sarah Travers,  
Bespoke Communications

Attend this workshop with experienced TV presenter Sarah Travers to learn what it takes to pack a punch when you promote your business. You'll learn what hooks your audience in, and how to present yourself on camera. You'll walk away from this session with an elevator pitch ready for your next networking event, promotional video or sales pitch.

Toombridge

### MEGA Engagement Event

Glenavon House Hotel, Cookstown  
12.30pm - 2.30pm

The MEGA (Manufacturing and Engineering Growth Advancement) Network will officially launch at an Invitational Engagement Event. Local presenter and singer, Malachi Cush, will emcee proceedings to include a live Q&A with an expert panel and a host of guest speakers providing invaluable insight to the industry. Strategies for growth and development will be discussed, alongside the opportunity to network with key stakeholders.  
Email: [maria.curranmidulstermega.com](mailto:maria.curranmidulstermega.com)

Cookstown

### 'Getting to Yes' - Negotiation and Influencing Skills

Heaney HomePlace, Bellaghy  
2.00pm - 4.30pm  
Camilla Long,  
Bespoke Communications

Attend this fun, interactive workshop to discover the characteristics of successful negotiators. Make sure that you find your way to 'Yes' every time you step into a negotiation. Find how the power of language can influence your negotiation tactics and develop a structure that helps you to visualise and achieve the results you want.

Bellaghy

### TUES 19th November

#### Women in Business Panel

Brew Coffee Shop, Moy  
9.30am - 11.30am

Come join Women in Business for an informal panel discussion and networking event. Ask three female entrepreneurs, at various stages in business, questions relating to work/life balance, starting your own business or how to grow. Lesley McGrogan, will also provide a short motivational insight into common problems in business facing women, and explain fully funded learning programmes available.

Moy

### Taking Care of your Business Workshop

The Junction, Dungannon  
1.30pm - 3.30pm  
Mairaid McMahon, FSB

You put your heart and soul into building your business, and we want to help you identify and reduce some of the common risks you face in terms of HR and legal challenges. This session will also help you understand and deal with the impact that running a business can have on your mental health and wellbeing.

Dungannon

### New Business Showcase

Burnavon Theatre, Cookstown  
3.00pm - 8.00pm

Thinking of starting your own business? This first ever Showcase will give budding entrepreneurs the chance to meet 20 new Mid Ulster businesses who will be there with their products. Members of the public are welcome to come along to take advantage of special discounts offered for one day only and enter in free prize draws.

Cookstown



**midulstercouncil.org/enterpriseweek**

\*All information is correct at time of print. Please confirm details online when registering.









<b>Report on</b>	Regional and Minority Language Implementation Working Group minutes of meeting of 24 February 2020
<b>Date of Meeting</b>	Thursday 12 <sup>th</sup> March 2020
<b>Reporting Officer</b>	Tony McCance, Head of Culture & Arts
<b>Contact Officer</b>	Tony McCance, Head of Culture & Arts

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To receive and consider for approval the minutes of the Regional and Minority Language Implementation Working Group held on 24 February 2020.
<b>2.0</b>	<b>Background</b>
2.1	Mid Ulster District Council previously resolved to establish a Language Working Group to assist with policy development and to support the implementation of Mid Ulster District Council's Irish Language and Ulster Scots language policies and associated work.
2.2	The Working Group Terms of Reference confirms that the business of the Regional and Minority Language Working Group be reported through Mid Ulster District Council's Development Committee.
<b>3.0</b>	<b>Main Report</b>
3.1	The report of the meeting of 24 February 2020 is attached for members' consideration.
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial: As per approved Council budgets for Regional and Minority Languages
	Human: N/a

	<p>Risk Management: All risks identified and arising from the delivery of the Regional and Minority Language Programme are discussed and addressed through the Regional and Minority Language Implementation Working Group</p>
<b>4.2</b>	<p><b>Screening &amp; Impact Assessments</b></p>
	<p>Equality &amp; Good Relations Implications:</p> <p>The language policies are implemented in a way that is sensitive to the concerns of certain sections of the community, that is inclusive, and that aspires to promote good relations between all sections of the community in the longer term.</p> <p>The language policies are introduced so as to ensure that there is no adverse impact on the promotion of a good and harmonious environment, either among Council staff or within the District as a whole.</p>
	<p>Rural Needs Implications: Rural needs implications are considered as part of the implementation and delivery of the regional and minority language programme of activity</p>
<b>5.0</b>	<p><b>Recommendation(s)</b></p>
5.1	<p>Members are asked to note the minutes of the Regional and Minority Language Implementation Working group of 24 February 2020</p>
<b>6.0</b>	<p><b>Documents Attached &amp; References</b></p>
6.1	<p>Minutes of the Regional and Minority Language Implementation Working Group of 24 February 2020.</p>



**Report of**  
**Regional and Minority Language Implementation Working Group of Mid Ulster District Council**

Report of Regional and Minority Language Implementation Working Group of Mid Ulster Council held on Monday 24th February 2020 in the Council Offices, Cookstown.

**Attendees Members:** Cllr John McNamee (Chair), Cllr Seán McPeake, Cllr Martin Kearney, Cllr Wilbert Buchanan, Cllr Sean McGuigan, Cllr Ian Milne, Cllr Trevor Wilson.

**Officers:** Tony McCance, Déaglán Ó Doibhlin.

AGENDA	MATTERS AGREED	ACTIONS & RESPONSIBILITY
1.0	<b>Apologies</b>	
	Adrian McCreesh	
2.0	<b>Declarations of Interest</b>	
	Cllr Martin Kearney declared an interest in Pobal Ghleann na Banna, Clady Cllr Sean McGuigan declared an interest in Naomh Ciarán	
3.0	<b>Minutes of previous meeting held on 21<sup>st</sup> October 2019.</b>	
	A report of the minutes of the previous meeting of 21st October 2019 was presented to the Working Group. Cllr Wilson asked for clarification as to why the Bursary scheme was being advertised before being ratified at full Council. T McCance stated it had been advertised, subject to funding approval and that it was not the intention to be non compliant with Council process, but to ensure that information was	

	brought to the attention of potential applicants in a timely fashion and to allow adequate time for applications to be prepared and returned. Cllr Wilson asked if members were satisfied to proceed on this basis. Councillors agreed that requests should be brought to Council a month earlier in future to allow adequate time for full council approval before publicly advertising the Regional and Minority Language Bursary Programme.	
<b>4.0</b>	<b>Seachtain na Gaeilge update</b>	

	<p>D Ó Doibhlin presented a report to councillors outlining the progress of the Seachtain na Gaeilge 2020 preparations in Mid Ulster. 15 expressions of interest have been received from a variety of groups across the district. Officers will now assess the proposals in advance of any events being undertaken and supported.</p>	<p>D. Ó Doibhlin</p>
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	<table><tr><th>Iarrthóir</th><th>Tionscadal agus Achoimre</th></tr><tr><th>Applicant</th><th>Project Title and Summary Description</th></tr><tr><td>Granaghan Women’s Group Swatragh</td><td>Céad Míle Fáilte Irish Language Celebration Event</td></tr><tr><td>GS an tSeanchaí Magherafelt</td><td>Ceol Music classes and Instruments</td></tr><tr><td>Gaelscoil na Speiríní Ballinascreen</td><td>Ceardlann léitheoireachta le Máire Zepf Book Reading and Creative Workshop</td></tr><tr><td>Desertmartin GAC</td><td>Irish Language Day/Culture Night</td></tr><tr><td>St. Mary’s P.S. Ballinascreen</td><td>Lá Spraoi Irish Language Activity Day</td></tr><tr><td>CCÉ OanG &amp; CE Coalisland</td><td>Feis Oileán agus Cluaine Coalisland/Clonoe Feis</td></tr><tr><td>CLG Naomh Colm Cille Coalisland</td><td>Dianchúrsa leath-lae Half Day Intensive Course</td></tr><tr><td>Coláiste Chiaráin Ballygawley</td><td>Seachtain na Gaeilge i Naomh Ciarán Irish Language Celebration Event</td></tr></table>	Iarrthóir	Tionscadal agus Achoimre	Applicant	Project Title and Summary Description	Granaghan Women’s Group Swatragh	Céad Míle Fáilte Irish Language Celebration Event	GS an tSeanchaí Magherafelt	Ceol Music classes and Instruments	Gaelscoil na Speiríní Ballinascreen	Ceardlann léitheoireachta le Máire Zepf Book Reading and Creative Workshop	Desertmartin GAC	Irish Language Day/Culture Night	St. Mary’s P.S. Ballinascreen	Lá Spraoi Irish Language Activity Day	CCÉ OanG & CE Coalisland	Feis Oileán agus Cluaine Coalisland/Clonoe Feis	CLG Naomh Colm Cille Coalisland	Dianchúrsa leath-lae Half Day Intensive Course	Coláiste Chiaráin Ballygawley	Seachtain na Gaeilge i Naomh Ciarán Irish Language Celebration Event	
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	Cairde Uí Néill Coaliland	Imeachtaí SnaG Seachtain na Gaeilge Events		
	An Carn Maghera	Imeachtaí Éagsúla Month long Programme of Events		
	Pobal Ghleann na Banna Clady	Naomh Pádraig @Naomh Muire Music Event		
	Campa Chill Dreas Kildress	Imeachtaí Lá le Pádraig Irish Language Activity Day for Children		
	Naíscoil na Speiríní Ballinascreen	Léitheoireacht sa Leabharlann Reading Event in the Library		
	Gaelscoil na Speiríní Ballinascreen	Lá Gaelach agus Cumann Iarscoile Irish Language Day and Afterschool Club		
	CLG Mícheál Daibhéid Swatragh	Spórt agus Teanga Sport and Language Project		
	Cllr Wilson stated that it was good to see a spread of activities across the District			

<b>5.0</b>	<b>Signage Programme update</b>	
	<p>T. McCance provided an update on the progress of the signage programme. With regard to road signage, since the last meeting 31 applications for dual language signage have been received – all requests were for the Irish language. 24 surveys have been completed and 18 surveys are ongoing. Procurement and installation of December approved signage is up to date, January approved signage will be complete by the end of next week (week ending Fri 6 March), and February approved signage will be delivered by the end of March for installation in April. Vandalised signs continue to be cleaned or replacements ordered as and when these are identified. All incidents continue to be reported to the PSNI.</p> <p>T. McCance advised the Working Group that internal building signage for Arts and Culture venues was currently in the process of being scheduled with procurement division through Technical Services and was reliably informed that the procurement would be completed by the end of March. Cllrs Milne and McNamee requested that a timeline be provided for internal signage in Council buildings as they were concerned with the length of time the process was taking. Cllr McPeake noted a new English only sign had been erected in Polepatrick Cemetery and asked for clarification of the bilingual policy in this instance. T. McCance stated that he would make contact directly with Property Services to ascertain the nature of the new signage and to determine if there was a requirement for bilingual treatment.</p>	T. McCance
<b>6.0</b>	<b>Irish Language Programme Ulster Scots Language and cultural activity update</b>	
	<p>D. Ó Doibhlin provided the meeting with an update on the Irish Language Programme with the following information:</p> <p><b>Opportunities to Learn:</b> Monthly Tús / Nasc Bootcamps continue to be popular with the public and are attracting large numbers on the Hill of the O'Neill. Adult night classes continue at 7 locations across the district.</p> <p><b>Activity Funding</b> Most activity has at this point been completed without issue. It is expected that all 2019/20 activity will complete on budget by the end of March.</p>	T. McCance, D. Ó Doibhlin

	<p><b>Primary School Project</b> This project is nearing completion but with some delays due to unavailability of tutors in certain areas..</p> <p><b>RML Bursary Scheme</b> The 2020/21 Bursary scheme is now open to applicants from Mid Ulster – application forms are available online and from main offices with a deadline of 4pm on the 27th March 2020.</p> <p><b>Irish Language Activity Grant Scheme</b> This scheme is now open to applicants seeking to develop Irish language activities in Mid Ulster in 2020/21. Application forms are available online with a deadline of 4pm on the 27th March 2020.</p> <p>T. McCance provided the meeting with an update on the Ulster Scots Programme with the following information:</p> <p>A Council funded Ulster Scots language course was delivered at two locations in the district, with 16 attending at the Hill of the O'Neill in Dungannon and 32 at the Bridewell in Magherafelt.</p>	
<b>7.0</b>	<b>A.O.B.</b>	
	<p>Cllr McPeake asked what arrangements were in place for the delivery of Irish language tours at Council facilities. He had been approached by a local Gaelscoil in Ballinascreen who were keen to take part in the opening of the new Davagh Dark Skies facility. The local Irish language community also wanted to know if tours would be available in Irish. Cllr McPeake also asked if a bilingual service could be provided for visitor sites across the district. Cllr Milne agreed and asked if it would be possible to formalise and advertise such a service?</p> <p>T. McCance informed the meeting that Irish language officers currently provide that service on an ad hoc basis and that he would take advise with regard to the Davagh opening and the provision of ongoing bilingual tour service, but also asked members to be mindful of the staffing resources available to deliver such tours.</p>	

	<p>Cllr McNamee registered his concern at the current trend to drop Irish from the secondary curriculum, stating that this was leaving students in areas such as Cookstown without access to the Irish language.</p> <p>Cllr Wilson asked for clarification as to whether the Brexit process will have any impact on the legal standing of indigenous languages and Council's obligations in that regard. D. Ó Doibhlin replied that he presumed this not to be the case as The European Charter for Regional or Minority Languages which places language duties on local government emanates from the Council of Europe rather than the European Union. T mcCance agreed to seek clarification and report back to members on the impact of Brexit on the support of indigenous languages.</p>	
<p><b><i>Meeting concluded at 6.40pm</i></b></p>		

**Reports of Working Groups:** Finalised Reports of Working Groups should be forwarded to Democratic Services on [committees@midulstercouncil.org](mailto:committees@midulstercouncil.org) with a cover report to be scheduled on the agenda of the next available relevant committee meeting







<b>Report on</b>	Burnavon Arts & Cultural Centre 20 <sup>th</sup> Anniversary
<b>Date of Meeting</b>	Thursday 12 <sup>th</sup> March 2020
<b>Reporting Officer</b>	Tony McCance, Head of Culture and Arts
<b>Contact Officer</b>	Tony McCance, Head of Culture and Arts

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To update Council on activities and promotion to acknowledge and celebrate the 20 <sup>th</sup> Anniversary of the Burnavon Arts & Cultural Centre, Cookstown (2000-2020).
<b>2.0</b>	<b>Background</b>
2.1	The Burnavon Arts & Cultural Centre officially opened in February 2000. Since its opening, the Burnavon has been implanted in the local community. The Burnavon houses a 351-seat theatre performance space and in addition to staged production and performances the facility also delivers a range of workshops for the general public as well as providing meeting room facilities and an exhibition area.
2.2	Over the last 20 year period, The Burnavon has proven itself to be is one of the most successful Regional Theatres in Northern Ireland and after 20 years it continues to be utilised by both professional and community artists. The Burnavon will remain at the forefront of culture, arts and entertainment provision within Mid Ulster and Northern Ireland with the continued support and investment of Mid Ulster District Council.
2.3	In February 2020 the facility and its long serving staff celebrated servicing the local community for 20 years.
<b>3.0</b>	<b>Main Report</b>
3.1	February 8 <sup>th</sup> 2020 marked the 20 <sup>th</sup> anniversary of the official opening of the Burnavon. To mark this milestone a "Happy Birthday" media campaign was undertaken within local press, social media and on-stage on the night of the 20 <sup>th</sup> anniversary.
3.2	Utilising existing relationships with the two main local newspapers in the area and long-standing partners of the Burnavon, the Tyrone Courier and the Mid-Ulster Mail, four pages of coverage in each newspaper on the week of the anniversary were printed. For our wider audience, the Burnavon also featured in a double-page spreads in both the Ulster Herald (Omagh and West Tyrone) and the Dungannon Herald.

3.3	The content of these articles were a mix of nostalgia and information, reflecting on some of the key memories from the past two decades and the personalities involved, while also reinforcing the Burnavon's position going forward as a strong, stable pillar of our local community.
3.4	It included key facts on the Burnavon including visitor numbers as well as a series of birthday greetings from previous and current performers.
3.5	A soft launch of the new Burnavon website also coincided with the 20 <sup>th</sup> anniversary celebrations, informing new and existing patrons that <a href="http://www.burnavon.com">www.burnavon.com</a> now makes it easier than ever before for customers to browse Burnavon shows and to purchase their tickets across multiple mobile devices.
3.6	Facebook and Instagram channels carried well-wishing videos from some of the biggest names in entertainment, keen to stress their positive sentiments towards the venue. These achieved great interaction online, as did the videos from some of the local and community groups who have been and continue to be regular users of the venue over the last two decades.
3.7	On the night of the 8 <sup>th</sup> February, the venue was fortunate to have an act as amicable and accommodating as David Meade on stage, who made repeated references to the occasion, and helped the venue distribute five £20 gift vouchers to audience members who participated in the show. At the interval, the venue also staged a photo opportunity with a Burnavon birthday cake, joined by David and our two ticket competition winners who were present on the night following a Facebook competition, which drew almost 500 entries.
3.8	The venue will continue to celebrate the Burnavon's 20 <sup>th</sup> year throughout 2020, and will continue to roll out the specially designed logos and brandings through our publications and advertising as Council continues to mark two successful decades serving the entertainment, artistic and cultural needs of the wider Mid-Ulster community.
<b>4.0</b>	
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial:  All activity is delivered within Burnavon Arts & Cultural Centres operating budget.
	Human:  Staff time and commitment to the delivery of the project are being met from within existing budgets and staffing resources.
	Risk Management:

	N/A
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications:  N/A
	Rural Needs Implications:  N/A
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Members are asked to note the activities being delivered to mark the 20 <sup>th</sup> anniversary of the Burnavon Arts and Cultural Centre
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Appendix 1 – Coverage in local press.



theburnavon

CELEBRATING 20 YEARS

In the heart of Mid Ulster



Comhairle Ceantair  
Lár Uladh  
Mid Ulster  
District Council



The Burnavon Arts Centre, Burn Road, Cookstown is marking its 20th Anniversary.

# Burnavon takes centre stage as it marks 20th Anniversary

**IT all started with a boy from Dundrum...**

The first night an audience poured into the new Burnavon theatre in Cookstown, it was a young stand-up comedian by the name of Patrick Kielty who took to the stage to give them their very first taste of the sort of night which would become commonplace over the two decades which have followed.

From the outset, the people of Cookstown and surrounding areas took the Burnavon to their heart. Those who constructed the ambitious plans to replace the old Town Hall with an ultra-modern, fully functional and flexible event space could not possibly have envisaged the absolute success story the project would become.

There have been celebrations of culture, nights of side-splitting laughter, deep dives into history with talks and seminars. There have been functions galore, Presidents and premieres, exhibitions and emotional closing nights aplenty.

Some staff faces have moved on, others have stayed to give customers the same smiles which for two decades have contributed to the famous "Burnavon Welcome." It's why people from Omagh to Magherafelt, Dungannon to Dungiven, and everywhere in between keep coming back for more.

Long gone are the days of locals having to travel to Belfast, Dublin or other cities in order to see their favourite acts. The fact that the Burnavon brings these acts to people's own doorsteps underlines the important role which the theatre plays in helping bring the arts to the rural population of mid-Ulster.

Ballet Ireland can sell out a run of ten shows in the Gaiety Theatre in Dublin, yet year after year choose to also bring their amazing performances to Cookstown and the stage of the Burnavon. That is testament to the high esteem in which the

Burnavon is held not just across Ulster, but throughout Ireland as a whole.

In 2018/19, over 125,000 people passed through the doors of the Burn Road centre, an incredible number in a town listed as having a population of just under 40,000.

Over the past 20 years the Burnavon has not only become part of the furniture of Cookstown, but part of the very fabric of the town. It has firmly established its place in the hearts and minds of locals, and 20 years from it first opened its doors, the Burnavon plays a more important role now than at any point over the past two decades.

And the best news of all is... we're only getting started!

## Famous faces who have graced Burnavon's stage



**IT IS TO the credit of the Burnavon, its staff and its patrons that the venue, for 20 years now, has been punching above its weight in terms of the acts which are brought to the Mid-Ulster town.**

Did you know for example that comedian Jack Dee once performed at the Burnavon?

Down through the years the likes of Philomena Begley and Brian Kennedy have been regular visitors, with patrons of an older vintage sure to still remember the nights when Isla Grant, Roly Daniels and Dickie Rock came to their town.

Phil Coulter wowed audiences with his soulful mix of piano and vocals, while Foster and Allen, Peter Corry and Cara Dillon have proven to be consistently big successes.

The Burnavon was at the forefront of the new wave of Country superstars like Nathan Carter, Lisa McHugh and Derek Ryan drawing crowds of eager young jivers through the doors.

Of course there are some of the previous acts who have since passed away, with the laughter caused by the likes of Brendan Grace and Gerry Anderson still echoing in the ears of those who were fortunate enough to attend their shows.

**Entertainer Patrick Kielty was the first act in the Burnavon.**

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In the heart of Mid Ulster

Comhairle Ceantair  
**Lár Uladh**  
**Mid Ulster**  
District Council

# Burnavon plays a variety of important roles in the local community

**WHAT HAPPENS** in the auditorium is only one component of the Burnavon's role in the local community, with a packed arts and cultural development programme helping educate, skill and entertain thousands of participants each year.

The diverse range of activities and workshops which offers holistic benefits including physical, mental, social

wellbeing and playing a part in reducing social isolation for the residents of Mid Ulster and further afield.

Participation in the arts creates more involved citizens and contributes to community cohesion, making communities feel safer and stronger. The arts also help to break down barriers between different social groups within our community, and serve a key role in helping shape our society.

So far in 2019/20 workshops and classes delivered include: Introduction to Cake Decorating; Basket Weaving; Lego Animation with iPads;

Pastel Painting; Candle Making; Creative Writing; Textile Art; Card and present making; Burnavon Summer Scheme; Coding; Ballet Ireland Summer School; Design & Print Your Own T-Shirt (ASD Friendly); Traditional Music Summer School; Watercolours and Advanced Watercolours; Furniture Upcycling; Minecraft; Jiving; Arm Knit Blanket; Halloween Masks; Old Time Dancing; Bath Bomb and Soap Making; Floral Art; Felt Making for Kids (ASD Friendly); Make-up Masterclass; Christmas Crafts for Kids; Silk Painting;

Fused Glass; and Macramé.

The 2019 Winter Craft Fair was the biggest to date, welcoming 3,000 visitors over the two-day event, while plans are already in place for the Easter Family Fun Day 2020, another highlight of the calendar.

The Burnavon also facilitates the likes of the hugely-successful Traditional Music in Schools programme and the Cookstown Youth Choir, which have helped many thousands of young people locally develop new skills and boost their confidence through public performances on the Burnavon stage.



Mid-Ulster District Council Chairman Martin Kearney celebrating The Burnavon's 20th Anniversary with Cllr Trevor Wilson, Caroline Sheehy and Tony McCance.



Mrs Meta Bell MBE and the Cookstown Youth Choir.

## The Burnavon taking on a brand new online look

**THE BURNAVON** will celebrate entering its 21st year with a brand-new online look.

The culmination of 12 months of work behind the scenes was propelled into the public domain this week with a revamped burnavon.com

website, one which will serve the venue well for years to come.

The launch of the new site was timed to coincide with the 20th birthday celebrations, and this weekend will be the first time the public will get the opportunity to utilise the new and improved website.

Burnavon manager

Caroline Sheehy believes that the new-look online presence will prove to be a winner with customers.

"The feedback from our own staff and those who have had a sneak peek at the site has all been hugely positive, and we can't wait to let our customers try it out for themselves.

"As well as being aesthetically pleasing and much more interactive with video content and other modernisations, it also serves the very practical purposes of being much easier to navigate and more accessible to people of all ages and abilities. Just like our venue, we wanted a site

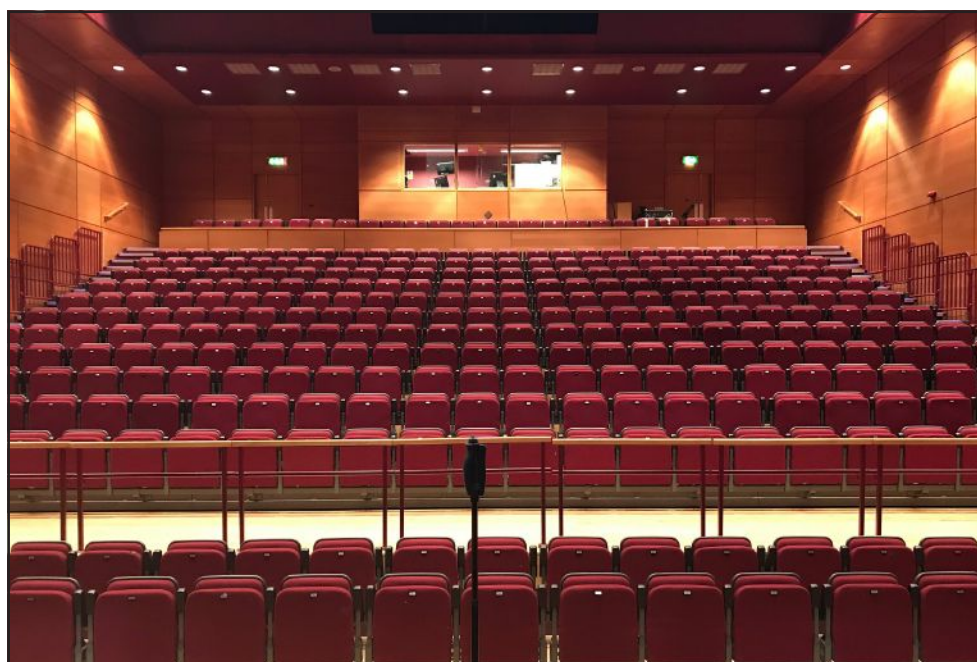
which makes everyone feel welcome, and one which they will want to come back to time and again."

The new website provides a crucial link between the Burnavon and its customers, and fits with Mid-Ulster Council's 'Digital First' approach, utilising new technologies to help the shift towards a more carbon neutral and 'green' mindset as to how the venue goes about its business.

"I suppose one of our most utilised marketing methods in the past would have been letters and flyers distributed by post, a traditional and successful method

deployed by theatres worldwide. In recent times, our customers may have noticed a shift towards more targeted email marketing and a lean towards digital alternatives, and that will continue to be the case for us."

"We believe that it is what the public have become accustomed to, and the growing public awareness of Green issues means we will do all we can to keep ahead of the curve, exploring all options and emerging technologies available to us, while continuing to deliver the high standard of customer service that our many patrons associate with the Burnavon over the past two decades."



The impressive interior of the Burnavon Arts and Cultural Centre, Cookstown.



# The Burnavon caters for people of all tastes and people of all ages

## OPPORTUNITIES FOR EVERYONE

ONE OF THE REASONS for the Burnavon's incredible levels of success over the past 20 years is the fact that it really does cater for people of all tastes and ages. From kids shows and pantos to cutting-edge dramas and plays, there is little which the Burnavon stage hasn't seen down through the years.

While the staple diet

of the Cookstown venue at present may be country and comedy, that has certainly not always been the case, and highlights how the Burnavon reflects the changing trends and tastes of the public which it serves.

While some of the biggest acts in showbusiness have brought themselves to the Cookstown venue, most important of all is the opportunities the

Burnavon affords for the local community to have their time in the spotlight.

Whether it's the long-running January pantomime by Stewartstown Amateur Drama Society, the Christmas Celebrations concert involving the Traditional Music in Schools and Cookstown Youth Choir programmes, or the multitude of locals who have taken part in the many amateur drama

productions which the Burnavon has hosted down through the years.

The sense of pride felt by parents, grandparents, friends and families as their emerging stars strut their stuff on the Burnavon boards is truly immeasurable, and shows little sign of declining with the opportunities for those local talents continuing to come thick and fast.



### Music youth in The Burnavon.

**The Burnavon can proudly  
take a bow for its many  
prestigious awards**

Over the years, the Burnavon has picked up some of the most prestigious awards available for a venue.

The venue holds the Royal National Institute of Blind People Northern Ireland Model of Excellence award, recognising the contribution

organisations make to enhance access for blind and partially sighted people.

We were also honoured to receive a Prestigious Access Award from the William Keown Trust, in recognition of the Burnavon's contribution to an accessible, user-friendly environment.

The Burnavon Arts and Cultural Centre has

also been awarded the Arts and Disability Equality Charter and Plaque in recognition of their ongoing commitment to the promotion of access to the arts for all. The Charter award was made in recognition of work that the Burnavon has undertaken to provide access for disabled people to the arts, either as audience members, artists, participants or

employees.

Assessors examined five areas of operation of the arts centre, including the accessibility of all aspects of the centre to people with disabilities, participation by people with disabilities in the arts and in the audiences for events, as well as the development of policies and the employment of people with a disability.



***The Burnavon will celebrate entering its 21st year with a brand-new online look.***

**‘Wonderful staff and  
equally wonderful public  
secret to theatre’s success’**

**ONE OF the longest-serving supporters of the Burnavon is Cookstown-based Councillor Trevor Wilson.**

As Chairman of Mid-Ulster Council's Development Committee, Councillor Wilson has also been part of the Burnavon committee from the outset. As the venue marks 20

years serving the local community, he is keen to praise the ongoing work which keeps the Burnavon at the top of its game.

"We have been very fortunate over the past two decades that we have had some wonderful staff and individuals, each bringing their own skills to the mix and helping push the Burnavon towards even greater heights.

What I think has remained consistent though, and this is crucially important, is the ethos of the venue. It is welcoming, it is respectful, and it understands its place in Cookstown and within the bigger Mid-Ulster picture.

"We are also indebted to the public who continue to show such fondness for the Burnavon and who ensure that visiting

performers all get to  
experience that  
special Burnavon  
welcome, keeping  
them coming back  
year after year.

"The Burnavon is a credit to Cookstown and to its people, and something of which we can all feel rightly proud. And I firmly believe that the Burnavon will continue to serve us well for many, many years to come."



***The Burnavon's season programme is a must for arts enthusiasts.***



# Lafarge Cement among proud sponsors of the Burnavon Arts Centre

**THE COOKSTOWN** plant of Lafarge Cement is the long-standing main sponsor of the Burnavon, the annual income received helping the venue to excel and maintain the high standards with which it has

become accustomed.

According to Lafarge's Cookstown Plant Manager Russell Larmour, the arrangement has been one which has served his organisation well over the years.

"We are very proud of our long-standing support of the Burnavon, and have thoroughly enjoyed working alongside

their staff through the years. I know not only from personal experience but also from the positive feedback from our employees, and indeed our customers, who have attended shows and performances that the facility is at the very fore when it comes to the Arts and entertainment in this region.

"We celebrated the

50th anniversary of our Cookstown plant back in 2018, and we know that the Burnavon is now as synonymous with Cookstown as the cement plant is. Hopefully both will continue to serve this local area well for future generations, and that both continue to prosper and overcome any challenges they may face."



Cookstown Folk Club in The Burnavon.

## History in the making... how the Burnavon Arts Centre got its name

### DID YOU KNOW? - BURNAVON FACTS

1. The Burnavon name was the brainchild of former Coagh Primary School Principal and published author Eddie McCartney, 'Burn' being the Scots for stream, paired with the Gaelige for the same word, 'Abhainn.'

2. The Burnavon has hosted more than 2500 shows/performance in 20 years.

3. The Burnavon was built at a cost of £1.6million. £1.1million of which was accessed through the Arts Council Lottery Funding Programme.

4. The first internet booking for a Burnavon event was in May 2006. The online transaction was made from Germany for two tickets to attend a performance by Eric Bogle and Rosemary Woods, while the recipients were on vacation in Northern Ireland

later that same month.

5. In 2019, 51% of all bookings were completed online, a rise from just 25% ten years ago. The other 49% of sales come through our Box Office staff in the form of walk-ins and telephone bookings.

6. The Burnavon programme of events is posted to almost 10,000 households three times each year.



Capacity crowds are a regular feature in the Burnavon Arts Centre, Cookstown.

## Birthday greetings from the great and the good as The Burnavon turns 20!

### Birthday Greetings from...

"I have loved taking my tour there every single year. The team in the theatre are outstanding, the audiences are unbelievable, and from everyone on my team I want to wish you a big Happy Birthday... and we can't wait to get back up to Cookstown soon!" **David Meade**

"A very Happy Birthday to the Burnavon. The

Burnavon is, without doubt, the finest theatre in... Cookstown. And you're 20 years old... Celebrate in style! Go buck mad, it's your birthday, enjoy yourself! The Hole in the Wall Gang are back at the end of February, and we can't wait!" **Tim McGarry**

"I just want to wish all the very best to the Burnavon theatre in Cookstown as they celebrate their big birthday bash. Many a

great show I've had up there with the team, the staff and management, so congratulations once again. And I'm looking forward to many more shows there too! Happy Birthday!" **Gary Gamble**

"Happy Birthday Burnavon! 20 years? Wow... where does the time go! I'm back again in 2020 for a very good reason... it's a great, great venue. Only problem

is the audience, they're weird! Anyway, Happy Birthday!" **Colin Murphy**

"Congratulations, Happy 20th Birthday to the Burnavon. I always love playing there, so much so that I'm actually there twice this year! My passport's in order, and I'm heading for the border! See you all soon, and congratulations again everyone." **Conal Gallen**



Donaghmore singer Malachi Cush and Mid-Ulster Council Chairman, Cllr Martin Kearney extend their congratulations to the Burnavon Arts Centre on its 20th Anniversary.

<b>Report on</b>	Corporate Events Programme 2020
<b>Date of Meeting</b>	Thursday 12 March 2020
<b>Reporting Officer</b>	Michael Browne
<b>Contact Officer</b>	Sharon Arbuthnot

<b>Is this report restricted for confidential business?</b>	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	✓

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To provide information on the 2020 Corporate Events Programme.
<b>2.0</b>	<b>Background</b>
2.1	<p>Council's programme of events contribute to increased footfall and visitor numbers to our town centres which stimulates the growth of tourism and other businesses in our town centers and villages linking with our Regeneration Action Plan.</p> <p>In addition to the direct impacts; Events can also have indirect impacts on our local community. The social benefits are less visible, but they are just as important. Events raise community pride, teach people new experiences, strengthen relationships and bring communities together.</p>
<b>3.0</b>	<b>Main Report</b>
3.1	<p>Although events may vary, the planning process, considerations and management issues are similar. We aspire to be at the heart of our community, our aim is to:</p> <ul style="list-style-type: none"> <li>• Consistently strive to exceed the expectation of our customers by knowing what to do, how to do it, when to do and why we do it.</li> <li>• Delivering quality driven events, making the best use of the resources we have.</li> <li>• Working together to achieve the best results possible with a team focussed approached.</li> <li>• Design and deliver customer focussed events, in response to and around the needs of our customers within our resources.</li> </ul>
3.2	The Council's events team are involved in the planning; delivery and management of the corporate events programme. This report includes events that are outside the normal scheduling of facilities.

3.3	<p>Without the instrumental support of other departments it would be impossible to provide the high standard of events delivered. It was evident that the various interdepartmental teams take pride when involved with corporate events. Departments involved with the delivery of events include:</p> <ul style="list-style-type: none"> <li>- Tourism and Events</li> <li>- Economic Development</li> <li>- Leisure</li> <li>- Outdoor and Leisure</li> <li>- Environmental service</li> <li>- Property Services</li> <li>- Environmental Health</li> <li>- Building Control</li> <li>- Marketing and Communications</li> </ul>
4.0	<b>Other Considerations</b>
	<b>Financial, Human Resources &amp; Risk Implications</b>
4.1	<p>Financial: Delivered within departmental budget allocation.</p>
	<p>Human: Delivered within Council</p>
	Risk Management: Risk Assessments carried out.
	<b>Screening &amp; Impact Assessments</b>
4.2	<p>Equality &amp; Good Relations Implications:</p>
	Rural Needs Implications:
5.0	<b>Recommendation(s)</b>
5.1	n/a
6.0	<b>Documents Attached &amp; References</b>
6.1	Appendix one - Corporate Events List



Date of Event	Name of Event	Location
30-31 May 2020	Continental Market	Cookstown
26-Jun	Coalisland Summer Event	Coalisland
20 June 2020	Tafelta	Magherafelt TC
22 August 2020	Walled Garden Event	Maghera
29 October 2020	Dungannon Halloween	Dungannon
30 October 2020	Maghera Halloween Hooley	Maghera Leisure Centre
30 October 2020	Maghera Fireworks	Maghera
31 October 2020	MUSA Halloween	MUSA
31 October 2020	Coalisland Halloween	TBC
27 November 2020	Cookstown Switch On	Cookstown
28 November 2020	Dungannon Switch On	Dungannon
28/29 November 2020	Dungannon Magical Kingdom	Hill of The O'Neill
28 November 2020	Magherafelt Christmas Lights Switch On	Magherafelt
28-29 November 2020	Magherafelt Market	Magherafelt
04 December 2020	Coalisland Christmas Lights	Coalisland
05 December 2020	Maghera Switch On	Maghera





<b>Report on</b>	Lough Neagh Partnership Core Funding Progress Report
<b>Date of Meeting</b>	Thursday 12 March 2020
<b>Reporting Officer</b>	Michael Browne
<b>Contact Officer</b>	Allison O'Keefe

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To update on Lough Neagh Partnership (LNP) Core funding activities, marketing tourism, recreational, environmental and heritage activities on Lough Neagh (LN) and the shoreline on behalf of Mid Ulster District Council.
<b>2.0</b>	<b>Background</b>
2.1	<p>LNP is the main co-ordinating body for tourism, environmental, heritage and marketing activities on LN, delivering projects and programmes on behalf of local and central government. Mid Ulster District Council agreed an annual contribution of £22,000 towards core running costs and to operate a continuous marketing plan for LN, specifically within Mid Ulster.</p> <p>LNP receives funding toward core running costs from five Council's around the Lough Shore for the co-ordination of substantial development, promotion and marketing of LN.</p>
<b>3.0</b>	<b>Main Report</b>
3.1	<p>Funding primarily contributes towards core staff costs (Manager, Marketing Officer and Admin/Finance Officer), development/ delivery of programmes and office running costs.</p> <p>LNP continue to identify and secure additional investment to the region to assist in addressing social, environmental and economic issues around the Lough. As part of the funding LNP offer Mid Ulster District Council continued coordination and marketing around LN and its Waterways and continue to develop Lough Neagh as a tourism destination.</p> <p>Measurable targets and quantifiable outputs are attached in Appendix 1.</p> <p>£22,000 was identified in the 2019/20 budget, with £10,143.08 having been drawn down for the period April – August 2019.</p>

	A second claim has been received to for period September 19– January 20 at a cost of £9,802 leaving a balance of £2,050.
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b><u>Financial &amp; Human Resources Implications</u></b>  Financial: £9,802.00 towards Core running and salary costs.
<b>4.2</b>	<b><u>Equality and Good Relations Implications</u></b>  Ensure effective co-ordination of activities on LN and its shoreline and deliver social, economic and cultural benefits within MU. LNP is committed to the promotion of equality of opportunity in all its activities with a focus on all citizens living within the Mid Ulster area of LN.
<b>4.3</b>	<b><u>Risk Management Implications</u></b>  LNP has been in existence since 2003 with experience in managing risk. Funding has been secured with 4 Councils surrounding Lough shore therefore minimising risk to MUDC. Monitoring and verification of original invoices, payslips and corresponding bank statements, as well as, quarterly reports and site visits will be carried out to minimise risk.
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Appendix 1 - LNP Progress Report

**LOUGH NEAGH PARTNERSHIP CORE FUNDING 2019/20 - £22,000 Aug – Jan 2020**  
**MID ULSTER DISTRICT COUNCIL ANNUAL FUNDING MEASUREABLE TARGETS AND**  
**QUANTIFIABLE OUTPUTS**



Comhairle Ceantair  
**Lár Uladh**  
**Mid Ulster**  
 District Council

<b>Targets</b>	<b>Target Date</b>	<b>Quantifiable Outputs</b>	<b>Progress to up to 31 Dec 2019</b>
<b>1. Landscape Partnership Project</b> Deliver Year 3 of the Lough Neagh Landscape Partnership project	31/03/2020	Implement projects as agreed in HLF plan for 2019/20 e.g. signage project, progress on Brookend Reserve and Derryloughan nature reserves.	Projects implemented as agreed. Derryloughan. Reserve in process of changing and major conservation work carried out on Brookend Farm.
<b>2. Destination Marketing Plan</b> Working with Mid Ulster Council and stakeholders, identify and help develop new tourism products on Lough	31/03/2020	<ul style="list-style-type: none"> <li>Develop and promote three new major Lough Neagh Tours two of which relate to and promote the Mid Ulster Tourism Development product.</li> <li>Begin to develop a new food project for the Lough and Lough Beg.</li> <li>Implement Seamus Heaney tours.</li> <li>Assist MUDC with implementation of their tourism strategy.</li> </ul>	<p>EU Food Project application submitted, application was declined. Lough Neagh Artisans project is now underway (includes Bakehouse NI &amp; Rosehill House)</p> <p>Assisted with implementation of MU tourism strategy with focus on WW2 heritage</p> <p>Irish Thatch Tour Developed &amp; operational, includes Rosehill House</p> <p>New Boat Tours (x3) developed in partnership with River Bann Tours &amp; local fisherman (departing from Ballyronan to Lough Neagh and Toome along the River Bann)</p> <p>Seamus Heaney Tour itinerary has been developed and included in the tour portfolio for group bookings</p>

			New Game of Thrones Itinerary developed to include Ballyscullion park – awaiting sign off from HBO
<b>3. Marketing and Promotion</b> 3.1 Ensure that VICs provide event information to Tourism NI on regular basis  3.2 Co-ordination of Tourism NI marketing features for LN Work includes co—ordination of marketing features for Tourism NI productions/ advertorials.          3.3 Blog Competition          3.4 Trade fairs and exhibitions	31/03/2019   01/12/2019  31/03/2020          31/12/2019	Minimum of 20 events per District. MUDC events submitted to TNI will be featured on Discover Lough Neagh website & app  2 advertorials - Spring and Autumn  3 stakeholder newsletters - Quarterly   Review content and update website & app weekly.  Issue of event updates and minimum of 6 press releases. 200 consumer and trade posts on Facebook and Twitter.	Events linked with TNI   Advertorials no longer placed by TNI  Stakeholder newsletters issued: 17 <sup>th</sup> April, 15 <sup>th</sup> May, 10 <sup>th</sup> June, 26 <sup>th</sup> July, 16 <sup>th</sup> September, 3 <sup>rd</sup> October  Website content reviewed & updated by LNP team: <a href="http://www.loughneagpartnership.org">www.loughneagpartnership.org</a> <a href="http://www.discoverloughneagh.com">www.discoverloughneagh.com</a> <a href="http://www.loughneaghtours.com">www.loughneaghtours.com</a> <a href="http://www.loughneaghlp.com">www.loughneaghlp.com</a>  Social Media updated weekly from April to September and less frequently out of season: <ol style="list-style-type: none"> <li>1. Lough Neagh Tours (Facebook, Twitter &amp; Instagram)</li> <li>2. Lough Neagh &amp; Its Waterways (Facebook)</li> <li>3. Lough Neagh Partnership (Facebook)</li> <li>4. Lough Neagh LandscapePartnership (Facebook)</li> </ol> Lough Neagh Brand Impact 2019 Report compiled by NB Chartered Communications attached providing a breakdown of brand reach, including media coverage and social media engagement.

		<p>Electronic Christmas Colouring competition for schools.</p> <p>Blog Competition. LNP will feature the top 10 blogs on the destination website, which will have significant SEO value for the destination website and also for the individual visitor attractions featured in the blog. A link can also be included to Mid Ulster Council on the relevant blogs.</p> <p>LNP will attend trade fairs and exhibitions where opportunities arise to promote the destination and its events. Do not envisage taking destination stands of their own as this would be cost prohibitive.</p>	<p>Christmas colouring competition complete, winner selected from Anahorish Primary School</p> <p>Blog competition was replaced with our own blogs – this was to ensure we got the content we required to achieve SEO. The blogs did include tourism stakeholders from each council area including MUDC</p> <p>LNP attended Meet the Buyer Belfast (April 19), ITOA, Belfast (September 19) and World Travel Market, London (November 19). Attendance is also planned at the Seamus Heaney event in Christ Church, Dublin 6<sup>th</sup> February with MUDC.</p>
<p><b>4. Lough Neagh Cycle Trail</b> Monitor condition of Lough Neagh Cycle Trail as part of the establishment of a Heritage Trail under the HLF Landscape partnership project</p>	31/03/2020	<p>Lough Neagh Partnership will help promote the cycle trail and Lap the Lough event throughout 2019/20.</p>	<p>Partnership continues to work with promoters to raise profile of event</p>
<p><b>5. Lough Neagh Cooperation Project</b> Help LAGS and Mid Ulster District Council develop Lough Neagh Cooperation Project</p>	31/03/2020	<p>Help and assist Lags to develop Rural Development Programme Cooperation project.</p> <p>Continue to provide help and advice on the implementation of this project for the LAGs and Councils around the shores of the Lough</p>	<p>LNP involvement in Co-operation project rejected.</p> <p>No common marketing aspect of Lough Neagh Co-operation project</p>

<b>6. Lough Neagh Food Programme</b> Apply to DAERA and develop strategy for Lough Neagh food with particular emphasis on Lough Neagh fish with a view to securing EU or RDP funding for a food programme.	31/03/2020	Implement new food programme with DAERA including partners from Mid Ulster e.g. Bakehouse.	Artisan food group continues to be developed and set up with reps from Mid Ulster (Bronagh's Bakehouse, Bellaghy & Rosehill House, Stewartstown). The group collaborated on Christmas Hampers which were promoted and sold prior to Christmas (pilot). New members will be recruited in 2020. An artisan study trip has been arranged to Northern Italy for the group 24 <sup>th</sup> – 28 <sup>th</sup> Feb 2020.
<b>7. Liaison with MUDC</b> Ongoing liaison MUDC	31/03/2020	Minimum of 3 meetings with MUDC officers in 2019/20 to update on progress and provide general advice.	LNP Manager has regular meetings with Head of Tourism in MU Council to discuss how new projects could be developed on Lough but as part MU Tourism Strategy.
<b>8. NIEA Shoreline Plan</b> Attract new funding and engage with farmers and landowners on western shore to improve condition of western shore	31/03/2020	LNP staff will assist in implementation and administration of £54,000 per annum over 3 years which has been secured from NIEA towards the development and implementation of management for Special Protected Areas (SPAs). Part of this project will relate to the Mid Ulster District Council area.	Project has commenced with all islands on the Lough having been visited. Important beaches have also been surveyed. New boats provided and for Island and beach conservation. Both plans were printed and provided to NIEA for comment and signing off
<b>9. New Group Farm Scheme</b> Set up new Group Farm Scheme on western shores of Lough Neagh and Mid Ulster Council area	31/03/2020	LNP will continue to implement, manage and administer the existing £200,000 DAERA Group Farm Scheme for LN with main focus in western shores/ mid ulster area giving help and assistance to over 30 farmers along the Mid Ulster shoreline.  Arrange training and best practice for an additional 20 farmers for 2019/20	95 farmers now involved in the scheme. New programme set up for east side of Lough.  Training arranged



		Attract over £200,000 EU EFS funding into the area through uptake of new EFS plans and attract new EFS investment.	Final figure to be calculated but at present exceeding target
<b>10. Lough Neagh Navigation</b> Help develop new markers and navigation for LN	31/03/2020	LNP staff will meet regularly with stakeholders to develop dredging and marker proposals	Set up new navigation authority sub group for lough  New meeting held with DFI and correspondence sent
<b>11. Mid Ulster Community Planning Meetings</b> Help and assist with development of Mid Ulster Community Plan	31/03/2020	Lough Neagh intends to attend Mid Ulster Community Planning meetings and feed into LN issues and concerns	Liaised with staff regarding CP input
<b>12. Mid Ulster HLF</b> Advise and assist with Mid Ulster HLF Landscape project THOAULP		LNP staff intend to provide advice and assistance to help with MU HLF Landscape proposal.	Regular meetings with Mid Ulster staff regarding HLF projects. HLF projects developed in this period.
<b>13. Moyle Cattle Project</b>	31/03/2020	LNP staff will apply to DAERA to develop a Moyle Cattle Food Chain project including partners in Mid Ulster.	Moyle Cattle application developed with members now agreed. Initial application accepted  Application successful and being implemented
<b>14. Coalisland HLF Great Places Project</b> Submit application	31/03/2020	LNP staff will implement Great Place project in Coalisland and wider area. Will spend £150,000 this year within MUDC area.	Project now operating with steering group. Major event held to celebrate opening of Coalisland Museum. Halloween event also held. New Museum group set up.



<b>Report on</b>	VE Events 2020
<b>Date of Meeting</b>	Thursday 12 March 2019
<b>Reporting Officer</b>	Michael Browne/Tony McCance
<b>Contact Officer</b>	Michael Browne/Tony McCance

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	Purpose of the report is to update the Council regarding the events that will be delivered directly or in partnership with other groups to commemorate the 75 <sup>th</sup> anniversary of VE Day, 8 <sup>th</sup> May 2020.
<b>2.0</b>	<b>Background</b>
2.1	This year's May bank holiday will be moved forward by four days to coincide with the 75 <sup>th</sup> anniversary of VE Day. The May Day Bank holiday is traditionally held on a Monday, but will be moved forward to Friday 8 May 2020 to allow for commemorative events to be held over the holiday weekend.
2.2	VE Day, or Victory in Europe Day, marks the day towards the end of World War II when fighting against Nazi Germany came to an end in Europe.
<b>3.0</b>	<b>Main Report</b>
3.1	To commemorate the 75 <sup>th</sup> anniversary of VE Day a series of events have been proposed to take a place before and during the weekend of the 8 <sup>th</sup> May 2020.
3.2	<p><b>Friends of Killymoon – VE Day Celebrations</b></p> <p>The Friends of Killymoon Castle are planning a three day event to take place between Friday 8<sup>th</sup> &amp; Sunday 10<sup>th</sup> of May 2020. Over the weekend a comprehensive series of activities events will be delivered at Killymoon, consisting of talks, period dress and vehicles along with wreath laying ceremonies in Cookstown and Stewartstown on Friday 8<sup>th</sup> @ 2.45pm.</p>
3.2	<b>Hidden Heritage and Living History Tours</b>
3.3	<p>Killymoon Castle and Benburb Priory Hidden &amp; Living History Tour</p> <p>Date: Saturday 2 May 2020</p> <p>Time: 10.45am – 4.00pm</p> <p>Cost: £10 per person (booking essential)</p>

	<p>Lough Neagh – VE Day Boat Tours  Date: Sunday 10 May 2020  Time: First tour: 11.00am – 12.30pm  Second tour: 1.00pm – 2.30pm  Third tour: 3.00pm – 4.30pm  Cost: £10 per person (max 12 persons per tour - booking essential)</p>
3.4	<b>VE Day Talks</b>
3.5	Monday 4th May - Bridewell Tourist Information Centre, Magherafelt. Speaker - Richard Collins “Darkness into the Light” talk on the GI’s in Mid Ulster with Q&A.
3.6	Tuesday 5th May - Burnavon - John McCann (Talk on the US 52nd Diversion with - Q&A
3.7	Wednesday 6th May – Seamus Heaney HomePlace - Eoin McNamee Book Launch - Book based on the US Airdrome in NI - Q&A
3.8	Thursday 7th May - Ranfurly House -Vivienne Quinn, local lady, to give a talk to mark VE Day. - Q&A
3.9	Fivemiletown – Venue (TBC) @ 7pm Speaker - Richard Collins “Darkness into the Light Talk on the GI's in Mid Ulster with Q&A
3.10	<b>App Development</b>
3.11	Council are producing a GuidieGo, Self-Guided augmented reality app that will give the visitor a district wide tour outlining and detailing some of the significant sites in Mid Ulster, where the GI's were location.
3.12	<p><b>Marketing</b></p> <p>Council will also be publishing marketing material in the form of flyer that will be designed in house with a print run of 3,000 units. The Council have been approached by other organisations, such as Newmills &amp; District VC Group and The British Legion who are also organising VE Day Celebrations and therefore it would prudent to include their events in this leaflet.</p>
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
4.2	Financial: Costs will be meet within Tourism and Arts & Culture current budgets. Total cost to Council £6,000.

	Human: Tourism & Arts and Culture staff required to deliver events. .
	Risk Management: Risk assessment will be carried at the stand.
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	For information.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	<p>In addition to the events listed, the Council staff are assisting the Killeeshil &amp; Clonaneese Historical Society with a Memorial Project for Ft Lt Fred Barton USAF who was killed in Air Crash at Eskragh, Killeeshil 1 July 1945.</p> <p>Date: 1 July 2020</p>





<b>Report on</b>	Update on the reopening of Dungannon Leisure Centre
<b>Date of Meeting</b>	12 <sup>th</sup> March 2020
<b>Reporting Officer</b>	Anne-Marie Campbell, Director of Leisure and Outdoor Recreation
<b>Contact Officer</b>	Ann McRoberts, Area Manager Dungannon.

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

1.0	<b>Purpose of Report</b>									
1.1	To update members on the various aspects raised at the last Development Committee regarding the reopening of Dungannon Leisure Centre.									
	<b>Background</b>									
2.1	<p>Dungannon Leisure Centre reopened on the 31<sup>st</sup> January after significant refurbishment works were completed to the facility. From the 1<sup>st</sup> February to 9<sup>th</sup> February, the centre experienced a significant level of usage as indicated below in the till transactions:</p> <table><tr><td><b>Till Transactions</b></td><td><b>1<sup>st</sup> Feb to Sunday 9th Feb 2020</b></td><td><b>10th to 16th Feb 2020</b></td></tr><tr><td><b>Total Transactions</b></td><td><b>3908</b></td><td><b>3057</b></td></tr><tr><td><b>The largest transactions being Tickets with include swims and health suite entry</b></td><td><b>2557</b></td><td><b>2096</b></td></tr></table>	<b>Till Transactions</b>	<b>1<sup>st</sup> Feb to Sunday 9th Feb 2020</b>	<b>10th to 16th Feb 2020</b>	<b>Total Transactions</b>	<b>3908</b>	<b>3057</b>	<b>The largest transactions being Tickets with include swims and health suite entry</b>	<b>2557</b>	<b>2096</b>
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<b>The largest transactions being Tickets with include swims and health suite entry</b>	<b>2557</b>	<b>2096</b>								
2.2	The reopening of the leisure centre resulted in many positive comments and reactions as illustrated below.									
2.3	“Well done guys well worth the wait, facilities and centre look fantastic.” DW									
2.4	“great revamp 2 kids & toddler had a ball.thanks for the free wee day. thank u.defo b bk ❤️❤️❤️❤️” HG									
2.5	“Very impressed. Something for everyone.” (On new class timetable), PC									
2.6	“Went today, great refurb of the entrance and pool area.” AC									

2.7	<p>"I've been in the leisure centre twice this weekend and have been extremely impressed!! A lot of work has been put in to improve it's appearance and amenities, and those who complain have clearly never used a leisure centre (for the right reasons!!). There will always be haters who thrive on negativity, so please stay where you are!!"</p> <p>JW</p>
3.0	Main Report
3.1	<p>With the opening of any facility, there were a few teething problems that the centre and staff team experienced as detailed below:</p> <ul style="list-style-type: none"> <li> <p><b>Access to the pool for customers with a disability</b> – The centre has a pool hoist, but initially it was not able to be put up due to the retiling. This has been rectified for the main pool, and work is ongoing for the small pool. Unfortunately, the pool in Dungannon is not suitable for a 'POD' system, similar to what was installed in Cookstown, due to the high deck level. The manufacturer is currently developing a proposal for these types of pool. Customers have indicated they do not like using the DLC hoist as they wish to be as independent as possible when using the facility. The steps into the pool are steep to climb. There are angled steps available for the small pool which cannot be used in the main pool, due to pool design. Again we are currently looking at options for temporary steps which can be fitted in the main pool on request.</p> </li> <li> <p><b>Answering of phones</b> - The Leisure Centre has two phone lines. If a call is not picked up at reception it will forward to an office phone extension. If all three phones are in use the customer will continue to get a ringing tone until the call is dropped. Unfortunately, this leaves the customer with the impression that phones calls are not being answered as they do not get an engaged tone. Statistical data indicates there were 1,200 calls between 31/01/2020 to 16/02/2020 with 408 calls missed. The majority of the missed calls occurred between 31<sup>st</sup> January 2020 and 5<sup>th</sup> February 2020 - the date of reopening coinciding with a high number of customers making enquires at reception and public swimming lessons being on sale. The majority of enquiries related to opening times, swimming lessons and fitness suite membership usage. The phone system has since been updated to enable customers to obtain opening times without the need to talk to reception. Information is also available at reception and on the Council's website.</p> </li> <li> <p><b>Swimming lesson enrolment</b> – Public lesson enrolment took place from 10.00am Wednesday 5<sup>th</sup> February 2020. A 10.00am enrolment was selected to reduce disruption to customers who used the facilities first thing in the morning. There was a number of people at reception prior to 10.00am waiting to book lessons but they were not served until 10.00am. By 10.45am all customers were served. On Wednesday 5<sup>th</sup> February 2020 there were two receptionists taking bookings at reception and an additional two members of staff worked with customers helping them to make bookings on live via their smart phones. Where possible customers who wanted to use the facility were identified and sold activity without having to queue. To ensure expediency the two reception tills were used during busy periods to reduce waiting time for all customers.</p> </li> </ul> <p>The installation of the kiosk at reception, in the near future, will enable customers to use the facility without the need to queue at reception.</p>

Please see below table indicating number of lesson enrolments from Wednesday 5<sup>th</sup> February 2020 to 16<sup>th</sup> February 2020.

	<b>Wed 5<sup>th</sup> Feb to Sunday 9th Feb 2020</b>	<b>10th to 16th Feb 2020</b>	
<b>Places enrolled at reception</b>	<b>361</b>	<b>137</b>	
<b>Places booked on-line</b>	<b>97</b>	<b>2</b>	
<b>Total Places booked</b>	<b>458</b>	<b>139</b>	<b>Total places enrolled over the 2 weeks 597</b>

In addition 550 customers were contacted Friday 1st January, Monday 3rd February and Tuesday 4th February 2020, by phone and/or email offering them a place on the swimming programme prior to them going on public sale.

Below are details of the take up of swimming lessons, memberships etc. from 1st February 2020 at reception.

<b>Usage of Youth Swim Lessons, Membership sales and class up take at reception</b>		
<b>Activity</b>	<b>1<sup>st</sup> Feb to Sunday 9th Feb 2020</b>	<b>10th to 16th Feb 2020</b>
<b>Youth lesson booked at reception</b>	<b>361</b>	<b>137</b>
<b>Places booked on-line for youth lessons</b>	<b>97</b>	<b>2</b>
<b>Membership sales at reception</b>	<b>185</b>	<b>112</b>
<b>Fitness Classes booked at reception</b>	<b>86</b>	<b>195</b>

- **Notification of opening event** - In the week prior to opening there were several operational plant issues which created a significant risk to the opening date. Staff gained access to the site on Monday 27<sup>th</sup> January with the Centre opening the following Friday. An administrative oversight resulted in the invitation to the opening event not being issued earlier.

	<ul style="list-style-type: none"> <li>• <b>Gym equipment faults</b> - two treadmills developed a fault soon after Dungannon gym reopened. The supplier has attempted to fix these a number of times including replacing the monitors on both treadmills. This worked temporarily but subsequently broke down again. The supplier has agreed to completely replace the treadmills. This does appear to be a one-off as the same treadmills are in CLC and there has been no downtime since installation.</li> <li>• <b>Notification on pool closure on Sunday 9th February 2020</b> – As explained previously, the pool had to close early for Health and Safety reasons due to storm damage causing water ingress into the building and electrics. This was an operational closure and Council currently does not have a communication protocol in place for the temporary closure of facilities.</li> </ul>
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial:
	None.
	Human:
	None
	Risk Management:
	None
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications:
	None
	Rural Needs Implications:
	None
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	Members are requested to note the content of this report.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	None