Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

08 February 2018

Dear Councillor

You are invited to attend a meeting of the Policy & Resources Committee to be held in
The Chamber, Magherafelt at Mid Ulster District Council, Ballyronan Road, MAGHERAFELT, BT45 6EN on Thursday, 08 February 2018 at 19:00 to transact the business noted below.

Yours faithfully

Anthony Tohill
Chief Executive

AGENDA

OPEN BUSINESS

1. Apologies
2. Declarations of Interest
3. Chair's Business

Matters for Decision

4.	External Signage: Play Areas	3 - 6
5.	Rectification of boundaries for Lands at Oaks Road, Dungannon	7 - 10
6.	Planning System Replacement Update Feb 2018	11 - 20

Matters for Information

7	Policy and Resources Committee Minutes of meeting held on 11 January 2018	21 - 24
8	Marketing and Communications Activity Update	25 - 32
9	Member Services	

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

10. Rate Estimates 2018/19
11. Lands at Ratheen Park: Request from Holy Trinity College, Cookstown

12. Proposed Leases - Pomeroy and Davagh Forests
13. Staffing Matters for Decision
14. MPLS Computer Network Improvements
15. Cisco IPT Maintenance

Matters for Information

16. Policy & Resources Committee Confidential Minutes of Meeting held 11 January 2018
17. Staffing Matters for Information
18. Contracts and DAC
19. Financial report for 9 months ended 31 December 2017

Report on	External Signage: Play Areas
Reporting Officer	Ursula Mezza
Contact Officer	Ursula Mezza

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

1.0	**Purpose of Report**
1.1	The report shows a draft design for external signage to be erected at the Council's play parks.
2.0	**Background**
2.1	The Council is undertaking a brand implementation programme, which is currently prioritising new external signage at key facilities.
2.2	The majority of boundary signage has now been installed, while depot and recycling centre signage is expected to be in place by the end of this financial year.
3.0	**Main Report**
3.1	There are approximately 112 play parks owned and maintained by the Council which require new external signage.
3.2	A draft design which would apply to all play parks (excepting those which may be part of a larger facility where a different signage approach is required), is presented in dual language, in line with the Council's policy.
3.3	If agreed, the designs will pass to the Council's technical teams for specification, procurement and installation.
4.0	**Other Considerations**
4.1	**<u>Financial & Human Resources Implications</u>** Financial: The cost of the play park signage is estimated to be in the region of £5K, although the final cost will be dependent on final sizes and any site-specific requirements.. Human: N/A

4.2	**<u>Equality and Good Relations Implications</u>** N/A
4.3	**<u>Risk Management Implications</u>** None
5.0	**Recommendation(s)**
5.1	That the Committee considers the draft design for approval.
6.0	**Documents Attached & References**
	Draft signage design for play parks.

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Fáilte go

Páirc Dhún Geanain

- Is áit súgartha do pháistí atá suas le **12 blia na d'aois** an pháirc seo.
- **Cuidigh linn páistí a choinneáil sábháilte:** déan maoirseacht ar pháistí atá faoi do chúram anseo i gcónaí.
- **Cuidigh linn ár bpáirc súgartha a choinneáil glan:** bain úsáid as na boscaí bruscair nó tóg do bhruscar abhaile.
- Tabhair faoi deara go bhfuil cosc ar mhadaí **san áit súgartha ar chúiseanna** sláinte.

Tuairisciú ar thimpiste, damáiste nó saincheist eile:

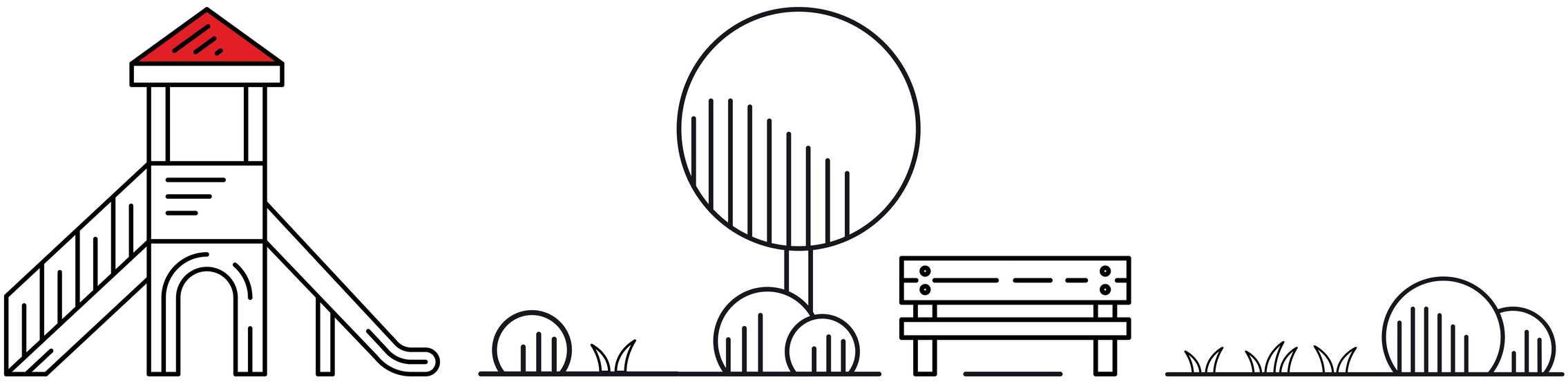
Welcome to

Dungannon Park

- This play park is for the enjoyment of children aged up to **12 years**.
- **Help keep children safe:** supervise children in your care at all times
- **Help keep our play park clean:** please use the bins provided or take your litter home.
- Please remember, for health reasons, **dogs are not allowed** in the play area.

To report an accident, damage or other issue:

Tel: 03000 132 132 E: parks@midulstercouncil.org
www.midulstercouncil.org/playparks

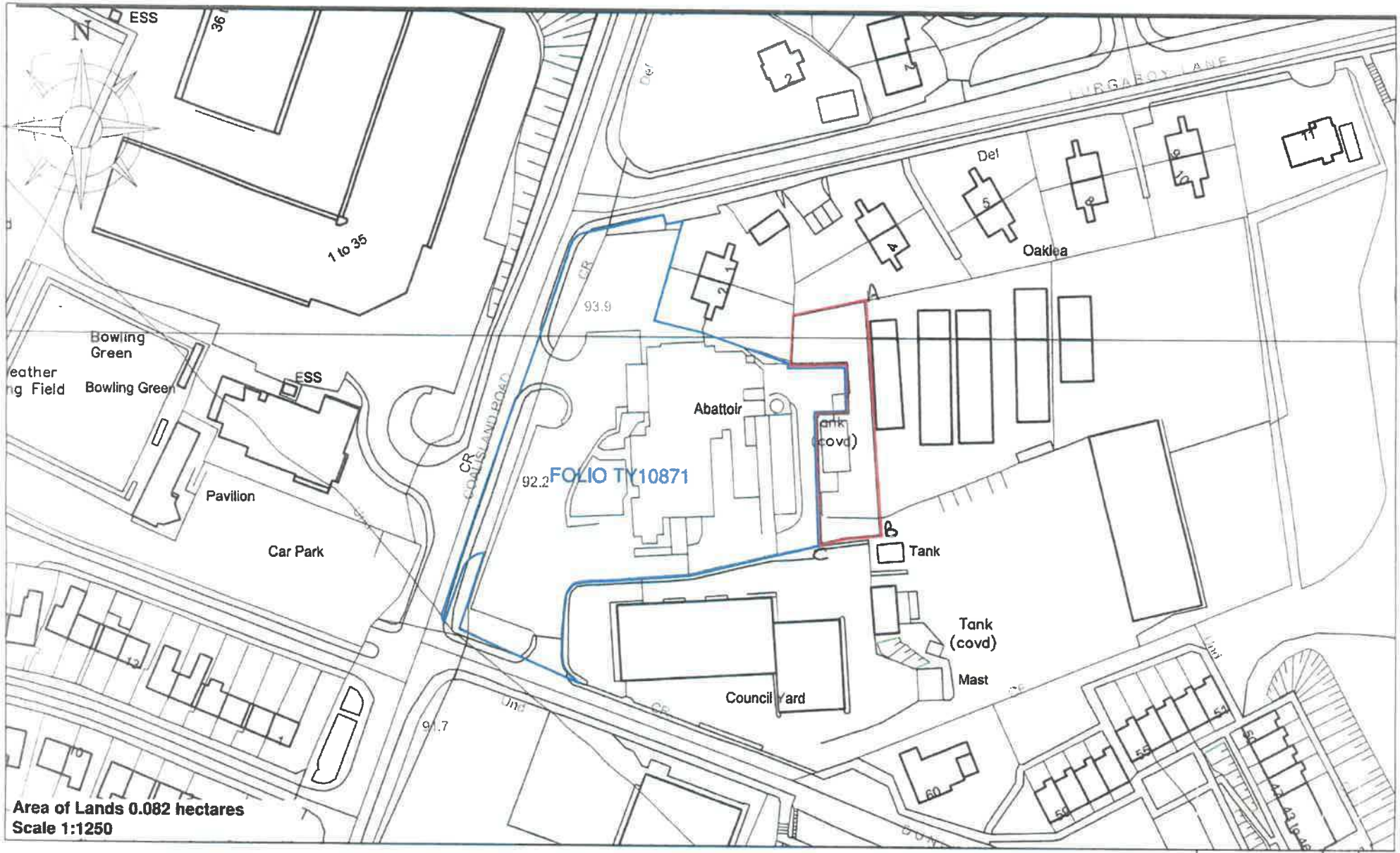


Report on	Rectification of boundaries for Lands at Oaks Road, Dungannon
Reporting Officer	Claire McNally
Contact Officer	Claire McNally

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

1.0	**Purpose of Report**
1.1	To seek members' approval to progress an application to Land Registry for the rectification of boundaries of lands adjacent to the Council's Depot at Oaks Road, Dungannon.
2.0	**Background**
2.1	In or around 1991, the then Dungannon and District Council sold the abattoir site at Oaks Road, Dungannon to Dungannon & District Co-Operative Enterprises Limited ("the Co-Op").
2.2	The abattoir site subsequently came on the market for sale in or around May 2017 and the Co-Op is progressing that sale to a purchaser.
2.3	It has come to the Co-Op's attention during the course of this sale, that the boundaries of the Co-Op's and the Council's lands are incorrectly registered with Land Registry. The area outlined in red and marked A-B-C on the map attached at Appendix 1 is the area where the boundaries require rectification, because the area outlined in red is incorrectly registered in the Council's name.
3.0	**Main Report**
3.1	A request has been received by the Co-Op's Solicitors asking that the Council agrees to apply to Land Registry to rectify the boundaries of the lands.
3.2	Council officers have carried out a number of enquiries and have ascertained the following:- • The solicitor that acted for the Council in the 1991 sale of the abattoir site has reviewed his file and provided a copy of the map attached to the signed contract between the Council and the Co-Op ("the contract map"). Refer to Appendix 2; • The Contract map shows that the parties agreed under contract that the entire site, including the area outlined in red on the map at Appendix 1, would be sold to the Co-Op; • There is nothing on his file to suggest that a lesser area to that shown in the Contract Map was to be transferred; • The Co-Op would have lodged the transfer (along with transfer map) with Land Registry and it would appear that an error arose around this stage. There isn't a copy of same on the Council's file;

	• The area outlined in blue on the map at Appendix 1 was since 1991 used exclusively by the Co-Op as packaging stores for boxes and other packaging materials; • The Co-Op also confirmed it solely maintained the area outlined in red to the exclusion of the Council and had always treated this area, for the last 26/27 years, as its own without acknowledging the title of any other party or receiving any claim from any other party in respect of title; • The fence separating the subject area and the Council property has been in situ throughout this period and the gates have been locked. There has been no vehicular access between the sites; • As the Co-Op have been in occupation and possession of the area since 1991, possessory title to the area outlined in red on the map at Appendix 1 is likely to have been acquired some time ago.
3.3	Based on the information available and considered, it would appear that an error arose in relation to the map that was lodged along with the transfer deed in Land Registry at the time of transferring the land to the Co-Op. Therefore, the boundaries have been incorrectly reflected in Land Registry and it would appear proper for the Council to agree to make an application to rectify the boundaries.
4.0	**Other Considerations**
4.1	**<u>Financial & Human Resources Implications</u>** Financial: The Council's reasonable legal costs in the application to be borne by the Co-Op. Human: N/A
4.2	**<u>Equality and Good Relations Implications</u>** N/A
4.3	**<u>Risk Management Implications</u>** N/A
5.0	**Recommendation(s)**
5.1	That the Council agrees that an application for rectification of the boundaries to accord with the map attached at Appendix 1 relating to lands at Oaks Road, Dungannon be progressed to completion.
6.0	**Documents Attached & References**
6.1	Appendix 1 – Boundary Rectification Map dated December 2017; Appendix 2 – The Contract Map dated 1991 between the Council and the Co-Op.

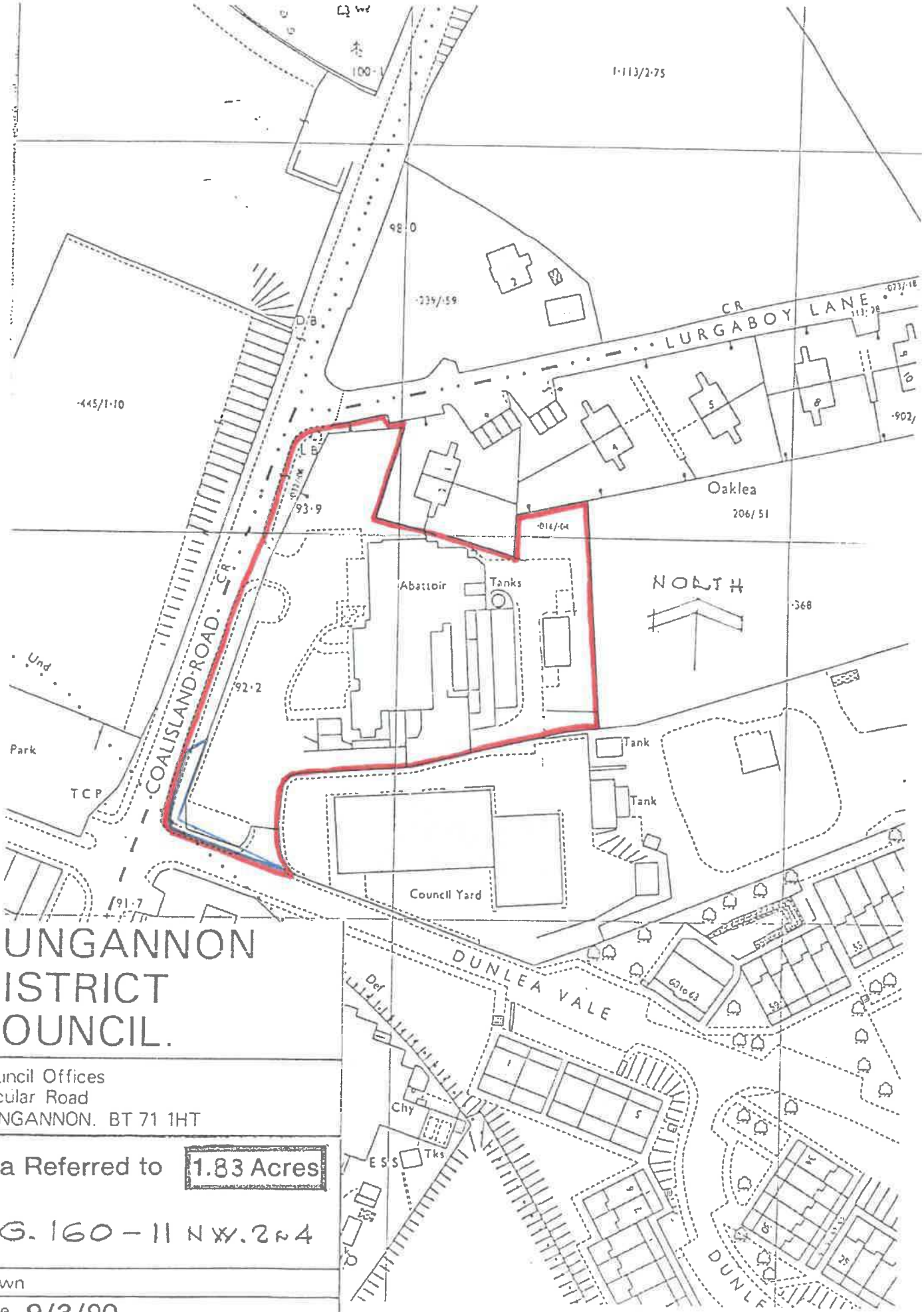


Project Title											
COALISLAND ROAD DUNGANNON CO. TYRONE	MAP OF LANDS	Drawing Title TRANSFER MAP									
		Stage	Project No.	Dwg. No.	Revision						
		3	3368	01A							
Client BDJ MANAGEMENT LTD		Scale	Date	Drawn by	Checked By						
		1=1250	DEC 17	JJM	LH						

Rev	Description	Date	Rev. By

CLARMAN
Unit 1, 33 Dungannon Road
Coalisland
TEL: 02887 747900 FAX: 02887 747901
e-mail: cm@clarman.com

APPENDIX 1



DUNGANNON DISTRICT COUNCIL.

Council Offices
Circular Road
DUNGANNON. BT 71 1HT

Area Referred to **1.83 Acres**

I.G. 160 – 11 NW. 2 & 4

Drawn

Date 9/3/90

Checked

Scale 1:1250

Report on	Planning System Replacement Update Feb 2018
Reporting Officer	Barry O'Hagan
Contact Officer	Barry O'Hagan

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

1.0	**Purpose of Report**
1.1	To update Council on the progress to date in respect of the discovery and development of a business case for the replacement of the existing planning system.
2.0	**Background**
2.1	The discovery stage has progressed towards the development and evaluation of options for consideration and recommendation on the procurement and model for the planning service.
3.0	**Main Report**
3.1	PA consulting have been engaged by the Department to complete the business case and report to Solace and the Planning Portal Governance Board in March. Market testing has been completed and initial findings and engagement with 13 suppliers identified a significant number or reasonable mature commercially of the Shelf (COTS) products that claim to meet a significant proportion of the minimum viable product requirements established during the discovery phase for the planning system to operate. The options to procure a COTS solution, develop a new solution or hybrid will be evaluated in the business case assessment. The summary and themes developed through supplier and market testing are detailed in appendix 1 to the report. The following timetable has been identified in respect of the business case finalisation and agreement by Councils and the department on the way forward to a procurement. The outcome (PA Consulting to develop a business case) will provide an impartial view of the available options and to identify a preferred option for Councils and the Department to agree a way forward.

Date	Proposed Activity / Event	Responsible Officer
23rd January	Presentation to NILGA on development of business case	DfI & PA Consulting
25th January	Update to PPGB on development of business case including preferred option and funding model	DfI
February	Develop business case by 2nd March	PA Consulting
March	Submission of draft business case to PPGB at special meeting by 9th March	DfI
March	Circulate draft business case to DoF Supply (for early sight) & SOLACE	DfI & DJ
March	Review draft business case & return comments by 6th April (at least 4 weeks for review). These comments from officials are still subject to political agreement.	DfI & Councils
April	Revise business case & issue final business case by 20th April	PA Consulting
May	Seek agreement on final business case by 25th May (at least 4 weeks for review)	DfI & Councils
May	Issue final business case to PPGB	DfI
May	Submit final business case to DoF Supply	DfI
June	Approval of final business case	DoF Supply

4.0 **Other Considerations**

4.1 **Financial :** The cost of a potential planning portal will be estimated within the business case . The department is unable to establish solid data migration costs as they are dependant on future decisions on system models and the extent to what data is to be migrated into a new solution.

	The department is unlikely to commit to pay for the entire system and will present their position in the draft business case by 9th March.
4.2	**<u>Equality and Good Relations Implications</u>** No applicable
4.3	**<u>Risk Management Implications</u>** Not applicable
5.0	**Recommendation(s)**
5.1	None
6.0	**Documents Attached & References**
	Thematic report on Supplier engagement.

REPORT ON MARKET ENAGEMENT – SUMMARY OF KEY THEMES

The Department for Infrastructure [DfI] (with the participation of Councils, and supported by PA Consulting Group and the Central Procurement Directorate [CPD]), carried out a Market Engagement exercise in late 2017 to inform the ongoing development of the business case for the new Planning IT solution for NI, as well as any future procurement exercise. This exercise was made up of:

- A Supplier Questionnaire published in November 2017 through the eTendersNI procurement portal, with thirteen companies providing written responses
- Face-to-face presentations and discussions with each of these thirteen companies during December 2017

This report, which feeds into the business case process, summarises the key themes which emerged from this Market Engagement exercise and discusses the implications of these themes both for the development of the business case and for any future procurement exercise. It is not intended as an exhaustive account of all matters discussed.

Theme 1 – There is a mature marketplace delivering Planning IT solutions

The participation of thirteen companies in the Market Engagement exercise, coupled with the track record of participants in delivering similar solutions, indicated that there is a mature market for the authorities to access when seeking a supplier of a new Planning IT solution.

The companies that participated in the Market Engagement exercise have supplied similar solutions across a number of locations including in Northern Ireland, England and Wales, Scotland, the Republic of Ireland and Finland. Furthermore there is a range of different types of solution available, with for example different software and platforms deployed and various methods and processes proposed for development and implementation.

Implications for the development of the business case

- Outsourced development and implementation of the new Planning IT solution is a viable, and indeed desirable, option for the business case
- A set of sound assumptions can be derived from the information provided by participants, to underpin the development of shortlisted options and their assessment in the cost-benefit analysis

Implications for any future procurement exercise

- The authorities can proceed to any future procurement exercise, seeking a solution delivering the Minimum Viable Product (MVP) requirements set out in the Discovery exercise (refined and developed into requirements to be set out in tender documentation), with confidence that the market will be able to supply a viable solution meeting their needs
- Given the range of solutions available, the importance of detailed development of robust qualitative criteria for any procurement exercise is even more pronounced

Theme 2 – There are three main categories of potential solution functionality: bespoke, platform-based and COTS

The solutions outlined by participants in the Market Engagement exercise, taken along with the outputs of the Pre-Discovery and Discovery exercises, can be categorised into three main types of potential solution functionality: *Bespoke* products; *Platform-based* products and *Commercial-Off-The-Shelf (COTS)* products. Platform-based products (in which a solution which builds on a software platform, with other IT components and applications integrated with this platform) were not featured in the Pre-Discovery and Discovery outputs in the same way as bespoke and COTS solutions were.

While some companies discussed hybrid solutions, for example framing their potential solution as a combination of COTS and bespoke products, these three categories represent a complete set of the discrete types of solution functionality which are available in a new Planning IT solution

Implications for the development of the business case

- The options analysis in the business case should feature each of these three categories of solution functionality, with each being a viable solution viewed through the lens of market delivery (recognising that other factors will come into consideration)
- The business case should, within its preferred option, come to a recommendation on whether the new Planning IT solution should be a bespoke product, a COTS product, or a platform based product, informed by the submissions and discussions in this Market Engagement exercise

Implications for any future procurement exercise

- In taking forward any procurement exercise, the authorities will need to be aware of the pronounced differences between these types of solution. In going out to procurement based on the preferred option, the tender documentation will need to make clear what type of solution is required and guide potential bidders accordingly

Theme 3 – COTS products can provide 80% to 100% of the MVP requirements without any customisation

More than twice as many companies participating in the Market Engagement recommended COTS products compared to any other type of solution. Several companies expressed confidence that at least 80%, and sometimes more, of the MVP requirements set out in the Discovery exercise could be delivered by their proposed COTS solution "out of the box" (i.e. before undertaking any customisation).

Aligned to Theme 1, the Market Engagement exercise demonstrated that there are several tried and tested COTS products in the market, and that NI's needs are not greatly different from those of other Planning services elsewhere in the UK and Ireland. The requirements more particular to NI would require customisation, but that would account for 20% or less of the MVP.

Implications for the development of the business case

- A working assumption currently being made, subject to and without prejudice to undertaking the full cost-benefit analysis within the business case, is that the preferred option may be some form of COTS product. The Market Engagement exercise has indicated that there would likely be several advantages in terms of risk, cost, support and future upgrade/development

Implications for any future procurement exercise

- If a COTS solution features as part of the preferred solution, the authorities should have the reasonable expectation that both pricing and timescales are reflective of this level of "out of the box" delivery

Theme 4 – The future Planning IT solution could be delivered either as a new system or by building on and enhancing the current NIPP

While most companies participating in the Market Engagement exercise proposed to replace the existing NI Planning Portal with a new Planning IT system, some companies proposed a solution which would involve building on the current NIPP and enhancing it to meet those MVP requirements which would not be met by the NIPP "as is".

Implications for the development of the business case

- The potential enhancement of the current NIPP should be noted within a COTS-based option in the business case, and treated as a potential factor which could arise within such an option. The business case should not seek to decide between delivering a completely "new" system (i.e. one not currently in use for Planning in NI) or a solution based on enhancing the current NIPP.

Implications for any future procurement exercise

- It will be for a procurement exercise to select a "new" system or a solution based on enhancing the current NIPP, based on the merits of a bidders proposed solution. The authorities should therefore give careful consideration as to how this will be accounted for within tender

documentation and handled by an evaluation panel.

Theme 5 – Use of existing NICS IT components forms part of some proposed solutions

A number of companies discussed how their proposed solution would (re-)use existing IT components within the NI Civil Service (NICS) landscape. These included, for example GIS, EDRMS and Gazetteer. It was suggested that this would make best use of investment already made within the NI public sector, and therefore not require purchase of these as separate items from the supplier of the new Planning IT solution.

Implications for the development of the business case

- The business case will need to build in assumptions regarding the use (or otherwise) of existing NICS IT components, and factor these into costing shortlisted options

Implications for any future procurement exercise

- Procurement documentation should make clear to potential bidders whether it will be an acceptable (or even mandatory) approach to propose the re-use of NICS IT components, and how this will be factored into the evaluation of tenders

Theme 6 – Most suppliers which expressed a view on solution design recommended a shared system with local control

Most suppliers expressed a particular preference or recommendation in relation to solution design (shared system with centralised control; shared system with local control; individual systems for each authority, or; shared application portal with individual [back office] systems). Of these, most suppliers recommended that authorities should proceed with a shared system with local control, which they tended to interpret as offering local configurability of the front end rather than extensive customisation of the underlying code. This was seen by these suppliers as most efficient and manageable solution to deliver while still allowing for the fact there are twelve autonomous Planning authorities.

One supplier believed that this blend of standardisation and local autonomy would best be achieved by a shared portal with individual local systems underlying it. The remaining suppliers that expressed a view either recommended a shared system with centralised control or viewed this as equally preferable along with a shared system with local control. This tended to be for reasons of ease of implementation and of managing and updating the system after go-live.

Implications for the development of the business case

- The business case should factor the four types of solution design into the options analysis. The recommendations and reasoning put forward in Market Engagement will be brought into consideration along with a number of other factors.

Implications for any future procurement exercise

- Procurement documentation will need to make clear which type of solution design is preferred and required by the twelve authorities.

Theme 7 – Cloud solutions based on Software-as-a-Service (SaaS) emerged as a potential delivery model for further consideration

A number of participating companies proposed Cloud-based solutions, in which their software applications would be deployed as a suite of SaaS applications, and a managed service would be offered to the authorities. These companies suggested that this would be quicker, more efficient and better value for money, and would offer a fixed-price annual fee while reducing up-front costs.

Some companies proposed providing hosting services within a supplier-owned private Cloud solution, while discussions also covered hosting on an NICS private Cloud.

Implications for the development of the business case

- The business case should discuss and keep open the potential for different models of hosting (by the supplier, by DfI or by IT Assist)
- Cost-benefit analysis of the shortlisted options will need to take account of the potential for a SaaS model which should shift expenditure towards an annual service payment (i.e. revenue expenditure)

Implications for any future procurement exercise

- The authorities will need to decide whether to mandate a particular hosting model within procurement documentation or to leave this open for the procurement exercise to decide
- In framing the procurement exercise, the authorities will need to give consideration to how different costing models, including SaaS-based annual payments, will be compared and evaluated

Theme 8 – The timeline for suppliers' implementation activities is largely in the 10-12 month period

With the exception of outliers of 3 months and 18 months, those suppliers that indicated a programme timeline tended towards a projection in the range of 10 to 12 months. It should be noted firstly that this includes a range of different models of delivery, and also that this includes only the timeline from the supplier starting work until go-live, rather than any preparatory work the authorities will need to carry out prior to the supplier beginning activities.

A number of suppliers did not provide a projected timeline, citing the need for further information on matters such as data migration before being able to properly consider timescales.

Implications for the development of the business case

- This likely timeline will be built into analysis in the business case, with appropriate optimism bias calculations and sensitivity analysis taken into consideration

Implications for any future procurement exercise

- The authorities should consider setting some expectation regarding timescales within procurement documents
- The authorities will need to give full consideration to what information needs to be supplied within procurement documentation to enable bidders to make reasonable assumptions regarding timescales

Theme 9 – Data migration was raised by many suppliers as a key risk and area for clarification

A number of participating companies were clear that they regard data migration as a key risk for the delivery of the new Planning IT solutions, and were aware of the issues to be managed. Potential models of managing data migration discussed in the Market Engagement exercise ranged from the supplier of the new Planning IT solution being tasked with (and paid for) data migration, to DfI and Council staff managing data migration, to the existing NIPP supplier being responsible, through to data migration being unnecessary if the solution was based on enhancing the existing NIPP.

Suppliers were also clear that this is an area they will require further detail on to be able to supply more accurate costs and timescales.

Implications for the development of the business case

- Project management recommendations and implementation timescales within the business case will need to include data migration
- Assumptions regarding data migration for the will need to be built into the cost-benefit analysis

Implications for any future procurement exercise

- The authorities should provide as much clarity as possible regarding data migration in procurement documentation
- The authorities will need to decide whether to include data migration services provided by supplier of the new Planning IT solution within any invitation to tender for the solution

Theme 10 – Suppliers recognise the pros and cons of different procurement routes, and some recommend the use of existing government frameworks

Participating companies discussed the pros and cons of a number of different procurement routes (such as Open Procurement and Competitive Dialogue), with some expressing a particular preference. Some suppliers also expressed a preference for procurement of a single supplier or consortium.

A number of suppliers recommended that the authorities should make use of UK government procurement frameworks such as G-Cloud, Digital Outcomes & Specialists 2, Corporate Software Solutions and Technology Solutions

Implications for the development of the business case

- The business case will need to make a recommendation on the procurement route, taking the factors discussed by suppliers, among other factors, into consideration

Implications for any future procurement exercise

- A procurement strategy will need to be developed, setting out decisions on factors such as procurement route, use of frameworks and single versus multiple lots.

Theme 11 – A range of costs and different models of costing are envisaged by suppliers

Costs did not converge around a particular average cost point or a specific costing model. The capital costs provided, for example, ranged from less than £250k up to a potential £6.5m, while annual revenue costs ranged from c.£130k per annum to over £3.8m per annum. Costing models spanned large capital costs up front with some annual service charges, to models entirely based on annual licence costs. Most suppliers that provided costs included day rate costs (as requested) for changes/enhancements.

A number of suppliers also did not provide costs, or costed only certain elements such as implementation, citing the need for more information on matters such as storage requirements and data migration.

Implications for the development of the business case

- A series of assumptions will need to be developed to enable shortlisted options to be costed, covering matters such as split of up-front development and implementation costs versus annual charges.

Implications for any future procurement exercise

- Prior to procurement, the authorities will need to decide on matters such as:
    - i. Preferred pricing model (if any)
    - ii. Means of evaluating between different prices, particularly if open to allowing a range of pricing models from bidders
- The authorities will need to clearly document as much information as possible that will enable bidders to provide robust pricing

Theme 12 – Suppliers will require assurance on programme governance arrangements

A number of participating companies raised their need for assurance with regard to the programme governance arrangements that will be in place for implementation of the new Planning IT solution, particularly given the complex nature of delivery for twelve Planning authorities. This focussed around ensuring that fit-for-purpose governance and decision-taking processes and structure are in place to enable, amongst other things:

- Timely sign-off of programme deliverables with the agreement of all authorities
- Timely approval of payments to the supplier

Implications for the development of the business case

- Within the 'Project Management' chapter of the business case (chapter 11), recommendations will be made on appropriate governance arrangements

Implications for any future procurement exercise

- The authorities will need to jointly provide both (a) appropriate detail about the programme governance arrangements and (b) commitment that these governance arrangements will be adhered to by all parties within the tender documentation in order to assure bidders in relation to the level of risk in regard to this specific issue.

Minutes of Meeting of Policy and Resources Committee of Mid Ulster District Council held on Thursday 11 January 2018 in the Council Offices, Burn Road, Cookstown

Members Present	Councillor Molloy, Chair Councillors Ashton, Bateson, Buchanan, Cuddy, Doris, Elattar, Forde, Gildernew, Kearney, S McGuigan, McKinney, McLean (7.13 pm), M Quinn, Totten
Officers in Attendance	Mr A Tohill, Chief Executive Mrs Canavan, Director of Organisational Development Mr Cassells, Director of Environment and Property Mr Kelso, Director of Public Health and Infrastructure Ms McNally, Council Solicitor Ms Mezza, Head of Marketing and Communications Mr Moffett, Head of Democratic Services Mr JJ Tohill, Director of Finance Miss Thompson, Committee Services Officer
Other Councillors In Attendance	Councillor Burton (7.04 pm)

The meeting commenced at 7.00 pm.

PR001/18 Apologies

Councillor McPeake.

PR002/18 Declaration of Interest

The Chair reminded members of their responsibility with regard to declarations of interest.

PR003/18 Chair's Business

The Chair, Councillor Molloy wished Members and Officers a Happy New Year and extended the sympathies of the committee to the Director of Business and Communities on the recent death of his Father.

Matters for Decision

PR004/18 Customer Service Policy Review

The Head of Marketing and Communications presented previously circulated report which considered revisions to Council's Customer Service Policy.

In response to Councillor M Quinn's question the Head of Marketing and Communications advised that there were no timescales in place previously and the revisions cited would help to strengthen the process.

Proposed by Councillor M Quinn
Seconded by Councillor S McGuigan and

Resolved That it be recommended to Council to adopt the revised Council Customer Service Policy as set out in appendix to report.

PR005/18 SIF Capital Build Programme for Moneymore Recreation Centre – Funding requirement with regard to Deed of Dedication

Councillor F Burton entered the meeting at 7.04 pm.

The Council Solicitor presented previously circulated report which sought approval to enter into a Deed of Dedication with the Executive Office which is a requirement of the funding from OFMDFM's Social Investment Fund Capital Build Programme (SIF) for Moneymore Recreation Centre.

Proposed by Councillor Buchanan
Seconded by Councillor Forde and

Resolved That it be recommended to Council to enter into a Deed of Dedication with the Executive Office on the terms set out in appendix to report.

Matters for Information

PR006/18 Minutes of Policy and Resources Committee held on Thursday 7 December 2017

Members noted minutes of Policy and Resources Committee held on Thursday 7 December 2017.

PR007/18 Improvement Audit and Assessment Report 2017-18: Northern Ireland Audit Office

Members noted previously circulated report which provided detail on the Northern Ireland Audit Office Improvement Audit and Assessment Report 2017-18.

The Chief Executive advised there was significant drift to what Councils were now being asked to do in respect of Performance Improvement compared to the responsibilities required at the outset. The Chief Executive advised that Council already spends significant time on Performance Improvement but felt that what was now being asked for was unsustainable. The Chief Executive advised he had a number of concerns which were shared by other Councils and stated that meetings had been requested with the Department and Auditor in which it was hoped to get a better understanding of what was now being asked for.

Councillor S McGuigan asked if there were penalties for not fulfilling Performance Improvement responsibilities and if there was any methodology of sharing information between other Councils.

The Chief Executive advised that Council are legally obliged to carry out the Performance Improvement function. He stated that he wanted Mid Ulster Council to be a Council that was improving but he had some concerns over the bureaucracy of the process of achieving this.

Councillor McLean entered the meeting at 7.13 pm.

Councillor S McGuigan asked if it was possible to put on paper what was agreed to be done at outset of process and what was now being requested.

The Chief Executive stated that more time was needed for further conversations with the Department and Auditor but that this may be done in the future.

The Chair, Councillor Molloy commented that if Council do not achieve a certificate of compliance it may be difficult to get loans etc.

Councillor Cuddy stated that the Auditor appeared to be tightening up on a number of processes.

PR008/18 Concepts on Capturing the Legacy of Former Councils

Members noted previously circulated report which provided concepts on how Council will capture the legacy of the former Cookstown, Dungannon and South Tyrone and Magherafelt Councils.

PR009/18 Member Services

No issues.

Local Government (NI) Act 2014 - Confidential Business

Proposed by Councillor S McGuigan
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 PR010/18 to PR022/18.

Matters for Decision

PR010/18	Merchandise Agreement (for the use of Seamus Heaney's signature)
PR011/18	Development of Ann Street – Heads of Agreement
PR012/18	Staffing Matters for Decision 1
PR013/18	Staffing Matters for Decision 2

PR014/18 Treasury Management Update
PR015/18 Collective Claim for Compensation from Truck Manufacturers
PR016/18 Capital Programme – Resource Allocation

Matters for Information

PR017/18 Confidential Minutes of Policy and Resources Committee held on Thursday 7 December 2017
PR018/18 Report on Rate Estimates 2018/19
PR019/18 Financial report for 8 months ended 30 November 2017
PR020/18 Contracts and DAC
PR021/18 Staffing Matters for Information
PR022/18 Sickness Absence Update for the period 1 April 2017 – 30 November 2017

PR023/18 Duration of Meeting

The meeting was called for 7 pm and ended at 8.11 pm.

CHAIR _____

DATE _____

Report on	Marketing & Communications Activity Update
Reporting Officer	Ursula Mezza
Contact Officer	Ursula Mezza

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

1.0	**Purpose of Report**
1.1	The report provides an update on key areas of recent marketing and communications activity.
2.0	**Background**
2.1	The Marketing & Communications service works corporately as well as across departments and services, to develop and deliver effective external and internal marketing and communications activity which supports the Council's vision, values and strategic direction.
3.0	**Main Report**
3.1	There report records core activity levels and key areas of recent work undertaken by the Marketing and Communications service, which in recent months has centred on the delivery of pre, during and post event support for Christmas events, delivery of a seasonal recycling campaign, a Christmas campaign for Seamus Heaney HomePlace, together with on-going support for other arts and leisure facilities.
3.2	The service's current input into communications planning for strategic projects is also outlined.
3.3	Headline evaluation figures are also included where applicable.
4.0	**Other Considerations**
4.1	**<u>Financial & Human Resources Implications</u>** Financial: N/A Human: N/A
4.2	**<u>Equality and Good Relations Implications</u>** N/A

4.3	**<u>Risk Management Implications</u>** None
5.0	**Recommendation(s)**
5.1	That the Committee notes the content of the report.
6.0	**Documents Attached & References**
	Marketing & Communications Update

Marketing & Communications Update

Service Marketing

Strategic Events: Christmas
Final evaluation reports were compiled and issued to event owners in December, with further discussion undertaken at an events review meeting in late December.

The headline statistics are below for information.

Coalisland
PR: 3 articles with Mean Advertising Value Equivalent (MAVE) of almost £6.5K.
Post-event coverage achieved in 1of 2 target newspapers (Tyrone Courier 1.5 pages).

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	9,753	564	4,724
During-event	28,840	2,938	
Post-event	2,707	584	

Cookstown Winter Craft Fair (Burnavon)
PR: 9 articles with Mean Advertising Value Equivalent (MAVE) of £8.7K.
Post-event coverage achieved in 1 of 3 target newspaper (Dungannon Herald). Note: competing with post-event coverage for lights switch on (see below).

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	58,103	2,535	9,504
During-event	38,766	3,719	
Post-event	1,958	592	

Cookstown Christmas Lights
PR: 9 articles with Mean Advertising Value Equivalent (MAVE) of £24K.
Post-event coverage in 2 of 2 target newspapers (Mid Ulster Mail front page and 2 pages, including 1 in South Derry edition; Tyrone Courier 1 page).

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	47,611	4,843	26,109
During-event	69,464	15,283	
Post-event	7,743	2,646	

Dungannon
PR: 5 articles with Mean Advertising Value Equivalent (MAVE) of £22.6K
Post-event coverage in 3 of 3 target newspapers (Tyrone Courier front page & 4 pages; Dungannon Herald 3 pages; Tyrone Times 2 pages)

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	32,673	3,325	49,015
During-event	183,333	23,478	
Post-event	5,602	1,267	

Maghera
PR: 4 articles with Mean Advertising Value Equivalent (MAVE) of £3.8K.
Post-event coverage in 1 of 1 target newspaper (Derry Post, 2 consecutive weeks, 2 pages).

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	22,873	1,759	4,643
During-event	30,554	3,141	
Post-event	2,501	657	

Magherafelt
PR: 9 articles with Mean Advertising Value Equivalent (MAVE) of over £14K.
Post-event coverage in 2 of 2 target newspapers (Derry Post 1 page; Mid Ulster Mail, both editions, front page & 3 pages)

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	41,178	4,644	28,330
During-event	89,155	11,514	
Post-event	4,035	708	

Please note social media statistics reflect:

- the number of channels used, e.g. Dungannon where posting was taking place from 2 Facebook channels as well as the Council's Twitter account.
- the perceived geographic proximity of the channel to the event e.g. Dungannon Life is the Facebook channel used for Coalisland, Visit Magherafelt is used for Maghera.
- the perception of the channel itself and its association with the event, e.g. in Dungannon, posting from HOTON Facebook page achieves greater reach and engagement than posting from the Dungannon Life Facebook page.
- the limitations on the use of the Council's twitter account over the weekend of 24-27 November when 3 x 3 day events were taking place. This required careful scheduling to ensure tweets from multiple places were not posted on top of one another with the risk of issuing confusing and conflicting messages.

Route Optimisation
Changes to bin collection days and/or the combination of bins being collected for over 16,000 homes in Mid Ulster will come into effect w/c 27 January 2018.

This equates to roughly a third of the district's households experiencing a change to a core service.

Timescales to deliver a communications plan have been extremely tight and complicated by planned changes to service (Christmas and New Year) and unplanned service disruption as a result of weather.

Direct communication with residents has seen a total of 13 variations in routes have been documented on information cards, highlighting the changes and including the first 3 months' of new collection days and combinations. These have been distributed by bin collection staff during the month of January.

Elected members have been briefed and relevant front-facing staff have also received briefing notes and FAQs.

The change is being aided by the online collection calendar which allows affected residents to look up their new collection arrangements in advance and with push notifications via the binovation app.

The Visit Magherafelt Facebook page is being used as the key online channel and, if the level of reach and engagement thus far is any indication – 1 post has generated organically a reach of 25.2K and engagement of 9.3K - it should help to reduce the level of queries and confusion which naturally arise from such a significant service change.

Recycling Campaign
The Christmas recycling campaign (7 – 29 December) was digital first, using video and focussing on a range of seasonal recycling messages, as well as targeting specific contaminants in Mid Ulster (glass and food in black bins).

Combined social media statistics for the campaign are:

No of Posts	Reach	Engagement	Video Views
28	44,095	1,032	5,018

In terms of future focus, planning has begun for the 2018 campaign, which will be tied to the results of quarterly waste composition analysis at the NI level (for general trends and to support regional messaging) and at the Mid Ulster (to address local and specific contaminants).

Funding opportunities look likely to aid in the on-going communications work, with applications to target direct mail and film production for social media and cinema advertising.

Culture & Arts

Burnavon

- The Burnavon spring programme was completed in November and the associated promotional plan has been developed and is now at implementation stage.
- Work has begun now on the summer programme.

Seamus Heaney HomePlace

- The Christmas campaign (12 December – 6 January) at Seamus Heaney HomePlace centred on an exclusive exhibition of bespoke Christmas cards which the poet had created every year. The centre-piece of the exhibition was a long-forgotten poem. The marketing and communications approach was structured as low cost-no cost and focussed almost exclusively on content creation for owned digital platforms, optimising PR opportunities and using some limited local advertising.

- The campaign aimed to encourage visitors over a traditionally slow period and to continue to build awareness of the offering. Over the target period (18 Dec – 7 Jan) there were 529 visitors to the exhibition.

- High level social media results (below) show significant reach, particularly on Twitter, and link click through rates were among the highest achieved (over 3,000 combined to SH Estate web site for Christmas card piece by Catherine Heaney and to SHHP web site for information on the exhibition). A full evaluation has been passed to the Head of Service and Centre Manager.

Facebook

No of Posts	Reach	Engagement
18	58,587	5,548

Twitter

No of Tweets	Impressions	Engagement
19	119,879	4,421

- A marketing plan for the current season's event programme (Jan – April) has also been developed and is now at implementation stage.

- The Year 2 Marketing Action Plan continues to be implemented via a cross-service team (marketing & communications, culture & arts and tourism).

Leisure

General
The service continues to work to support the delivery of existing programmes, but also as part of both the leisure improvement objective working group and the leisure review working group.

Key pieces of current work include data analysis to support the development of a new and more evidence-based marketing strategy, and the implementation of customer survey which will assess both current views and gaps in provision.

Greenvale Leisure Centre

- Significant support has been provided for the roll-out of the household membership campaign for January, the first one since the centre transferred back to Council management. The centre had already exceeded its new membership target for January by mid-way through the month which augers well for larger membership campaigns later this year.

- Centre information, booking and online forms have now all been transferred or created on the Council's main web site and the previous www.greenvale.co.uk is now redirecting to www.midulstercouncil.org/greenvalelc.

Social Media
Following completion of a social media review, meetings are taking place with relevant staff and on-going training is being provided to ensure quality and consistency of approach across channels and facilities.

Progress will be subject to on-going review.

Core Service Activity Levels

News releases issued in November and December

Note: news releases are not an end in themselves and are often simply the core script. Further creative content and messaging evolves to suit different audiences and translates into activity across channels.

	No issued	**Breakdown by service area:**
Nov 17	30	Events 12; Econ Dev 6; Leisure 3; Environmental Services 3; Environmental Health 2; Community Development 2; Capital Projects 1; Planning 1.
Dec 17	17	Arts & Culture 5; Chair 3; Tourism 2; Events 2; Capital Projects 1; Community Development 1; Economic Development 1; Environmental Services 1; Planning 1.

Media Enquiries

	No received	**No answered in 4hrs**	**Fastest response time**	**Slowest response time**	**Top Topic(s)**	**Top Source(s)**
Nov 17	36	29	Immediate	48hrs 16mins	Christmas trees (13)	BBC (6)
Dec 17	17	10	Immediate	9hrs 35mins	Car parking (3) SHHP (3)	Derry Post (4) Tyrone Courier (4)

<u>Corporate</u>

Internal communications
The online staff engagement survey closed in December. Results and analysis will be presented to the Policy & Resources Committee in March.

Brand implementation: signage

The majority of gateway signage was successfully erected pre-Christmas and the remainder is to be erected by mid-February.

Depot and recycling centre signage has been approved and final designs are being passed to Technical Services for procurement. These should be in position before the end of this financial year.

External leisure facility signage is progressing with Technical Services.

Play park signage designs are being considered by the Policy & Resources Committee in February.

Strategic Projects

Dungannon Leisure Centre – communications approach is agreed. No further movement with the exception of a staff briefing to inform employees about the outcome of the consultation exercise.

Coalisland Public Realm – no further movement beyond initial consultation stage.

Gortgonis Redevelopment – development of a detailed communications plan, based on initial scoping of communications issues, is underway.

Moneymore Recreation Centre – closing w/c 5 February for refurbishment. A communications plan in place and implementation has begun.