

Report on	Lough Neagh Partnership Core Funding 2019/20
Date of Meeting	3 rd July 2019
Reporting Officer	Michael Browne
Contact Officer	Allison O'Keefe

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

1.0	Purpose of Report
1.1	To approve annual contribution for year 2019/20 to the core running costs associated with Lough Neagh Partnership (LNP) in the delivery of marketing tourism, recreational, environmental and heritage activities on Lough Neagh (LN) and the shoreline on behalf of Mid Ulster District Council .
2.0	Background
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. Funding is sought to operate a continuous marketing plan for LN, including areas 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> <p>The main projects LNP currently coordinate and help to implement directly impacting MUDC include:</p> <ul style="list-style-type: none"> • Implementation of a marketing and Lough Neagh Destination Plan developing heritage and food tours. • Management and administration of the HLF Lough Neagh Landscape Programme, worth £3.5million and overseeing the programme with Mid Ulster staff to implement projects in the Mid Ulster area. • Implementation of the Lough Neagh Natura 2000 Shoreline Plan. Funding of £43,000 secured from NIEA towards development and implementation of a shoreline management plan for Special Protected Areas (SPAs) and looking to source additional EU funding • Management and administration of a new £230,000 DAERA Group Farm Scheme for Lough Neagh focusing on providing assistance to over 20 farmers along the Mid Ulster area/western shores over 5 years. • LNP staff provide advice on major LN projects applying for planning permission with MUDC

	<ul style="list-style-type: none"> • LNP Manager provides advice at MU Community Planning meetings, feeding into issues and concerns relating to LN. • Work with councils and LAGS around the Lough to develop a RDP LN Co-Operation Project. • Develop a new LN Navigation subcommittee to investigate and assist development of a new marker system. • Implement new Coalisland Heritage project in co-operation with MUDC. • In co-ordination with MUDC, develop a new interdepartmental policy body for LN and host a major symposium. • In co-ordination with MUDC, promote local recreational facilities and increase usage. • Funding will contribute to employment of LNP staff and core running costs.
3.0	Main Report
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 will 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 will 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>The overall cost of the project is £73,000 and funding is conditional to requests being made to the other five Councils around the Lough Shore, pro-rata in accordance with the approximate amount of shoreline and/or activity hubs.</p> <ul style="list-style-type: none"> • Mid Ulster District Council £22,000 • Antrim and Newtownabbey Borough Council £22,000 • Armagh City, Banbridge and Craigavon Borough Council £22,000 • Mid & East Antrim Council £3,500 • Lisburn & Castlereagh Council £3,500 <p>Measurable targets and quantifiable outputs attached in Appendix 1.</p>
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: £22,000 which has been identified in the 2019/20 budget and will be paid in 2 stages:</p> <p>Stage 1 payment covering period 1 April – 30 September 19</p> <p>Stage 2 payment covering 1 October – 31 March 20</p>

4.2	<p><u>Equality and Good Relations Implications</u></p> <p>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.</p>
4.3	<p><u>Risk Management Implications</u></p> <p>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.</p>
5.0	<u>Recommendation(s)</u>
5.1	Recommend Mid Ulster District Council fund Lough Neagh Partnership £22,000 as requested subject to funding being secured from all five Councils on the shores of Lough Neagh.
5.2	Recommend that the Lough Neagh Partnership submit a quarterly update to MUDC.
6.0	<u>Documents Attached & References</u>
6.1	Appendix 1 - LNP Application Report for Funding 2019/20



LOUGH NEAGH PARTNERSHIP CORE FUNDING 2018/19 - £22,000

MID ULSTER DISTRICT COUNCIL ANNUAL FUNDING MEASUREABLE TARGETS AND QUANTIFIABLE OUTPUTS

APPENDIX 1

Targets	Target Date	Quantifiable Outputs
1. Landscape Partnership Project 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.
2. Destination Marketing Plan 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"> • Develop and promote three new major Lough Neagh Tours two of which relate to and promote the Mid Ulster Tourism Development product. • Begin to develop a new food project for the Lough and Lough Beg. • Implement Seamus Heaney tours. • Assist MUDC with implementation of their tourism strategy.
3. Marketing and Promotion 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.	31/03/2019 01/12/2019 31/03/2020	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.
3.3 Blog Competition	31/12/2019	Electronic Christmas Colouring competition for schools.

3.4 Trade fairs and exhibitions		<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>
4. Lough Neagh Cycle Trail Monitor condition of Lough Neagh Cycle Trail as part of the establishment of a Heritage Trail under the HLF Landscape partnership project	31/03/2020	Lough Neagh Partnership will help promote the cycle trail and Lap the Lough event throughout 2019/20.
5. Lough Neagh Cooperation Project Help LAGS and Mid Ulster District Council develop Lough Neagh Cooperation Project	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>
6. Lough Neagh Food Programme 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.
7. Liaison with MUDC Ongoing liaison MUDC	31/03/2020	Minimum of 3 meetings with MUDC officers in 2019/20 to update on progress and provide general advice.
8. NIEA Shoreline Plan 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.
9. New Group Farm Scheme Set up new Group Farm Scheme on western shores of Lough Neagh and Mid Ulster Council area	31/03/2020	<p>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.</p> <p>Arrange training and best practice for an additional 20 farmers for 2019/20</p>

		Attract over £200,000 EU EFS funding into the area through uptake of new EFS plans and attract new EFS investment.
10. Lough Neagh Navigation Help develop new markers and navigation for LN	31/03/2020	LNP staff will meet regularly with stakeholders to develop dredging and marker proposals
11. Mid Ulster Community Planning Meetings 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
12. Mid Ulster HLF 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.
13. Moyle Cattle Project	31/03/2020	LNP staff will apply to DAERA to develop a Moyle Cattle Food Chain project including partners in Mid Ulster.
14. Coalisland HLF Great Places Project 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.