

APPENDIX 1

Minutes of Coalisland Town Centre Forum Meeting Monday 2nd September 2019 at 5.30pm Cornmill Heritage Centre Coalisland

Present

Cllr Niamh Doris	Mid Ulster District Council (Chair)
Cllr Robert Colvin	Mid Ulster District Council
Cllr Ronan McGinley	Mid Ulster District Council
Cllr Malachy Quinn	Mid Ulster District Council
Patrick Anderson	Department for Communities
Melanie Campbell	Coalisland & District Development Association
Paul Loughran	Translink
Ursula Marshall	Mid Ulster Disability Forum
Francie Molloy MP	Coalisland Residents & Community Forum
Dermot McGirr	Translink
Raymond O'Neill	Coalisland Traders Association

In Attendance

Oliver Donnelly	Mid Ulster District Council
Colin McKenna	Mid Ulster District Council

	DISCUSSION																		
1	<p>Apologies</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>Declan Dorrity</td><td>The Venue/The Beer Shed</td></tr> <tr> <td>JP McCartan</td><td>PSNI</td></tr> <tr> <td>Mark Kelso</td><td>Mid Ulster District Council</td></tr> <tr> <td>Mark Leavey</td><td>Mid Ulster District Council</td></tr> <tr> <td>Adrian McCreesh</td><td>Mid Ulster District Council</td></tr> <tr> <td>Michael McGibbon</td><td>Mid Ulster District Council</td></tr> <tr> <td>Fiona McKeown</td><td>Mid Ulster District Council</td></tr> </table>	Cllr Dan Kerr	Mid Ulster District Council	Cllr Joe O'Neill	Mid Ulster District Council	Declan Dorrity	The Venue/The Beer Shed	JP McCartan	PSNI	Mark Kelso	Mid Ulster District Council	Mark Leavey	Mid Ulster District Council	Adrian McCreesh	Mid Ulster District Council	Michael McGibbon	Mid Ulster District Council	Fiona McKeown	Mid Ulster District Council
Cllr Dan Kerr	Mid Ulster District Council																		
Cllr Joe O'Neill	Mid Ulster District Council																		
Declan Dorrity	The Venue/The Beer Shed																		
JP McCartan	PSNI																		
Mark Kelso	Mid Ulster District Council																		
Mark Leavey	Mid Ulster District Council																		
Adrian McCreesh	Mid Ulster District Council																		
Michael McGibbon	Mid Ulster District Council																		
Fiona McKeown	Mid Ulster District Council																		
2	<p>Minutes of Previous Meeting 1st July 2019</p> <p>It was proposed by Cllr M Quinn Seconded by U Marshall and agreed</p> <p>That the minutes of the meeting held on 1st July 2019 was a true and accurate record of proceedings.</p>																		

3.	<p>Introduction</p> <p>C McKenna updated members that the agenda was amended removing the Business Rates Review Presentation. He advised, that as the Department of Finance had not yet formally commenced their public consultation exercise, this matter was deferred for discussion at a future meeting. C McKenna advised when the Business Rates Review consultation opens, businesses and members of the Town Centre Forum will be invited to attend a meeting in Mid Ulster where the Department of Finance will be present, to hear the views from local stakeholders.</p> <p>Notice to be forwarded to Town Centre Forums when a date is known for Business Rates Review Consultation. CF</p>
4	<p>Matters Arising from Previous Meeting</p> <p>M Campbell updated that at present there are no vacant units in Coalisland Enterprise Centre and they are unable to accommodate the Glass Blowing business. R O'Neill had also tried to find premises for the Glass Blowing business and had checked out potential premises in Coalisland town but was unsuccessful.</p> <p>Cllr N Doris gave an update on the road crossing near the Supervalu shop. Cllr Doris had held a meeting with DFI Roads Service regarding the issue in an attempt to progress the issue.</p> <p>O Donnelly updated members that C Fox had contacted DFI Roads Service relating to signage within the town. For example, Fr Campbell Park which is home to Coalisland Fianna GFC is a designated GAA County ground which is not signposted and they are going to contact DFI directly to request signage.</p>
5	<p>Coalisland Project Updates</p> <ul style="list-style-type: none"> • Coalisland Public Realm Scheme <p>O Donnelly provided an update on behalf of MUDC Technical team stating the scheme will commence at the end of September 2019. The materials for the scheme have been agreed and once the programme of works is finalised it is hoped the scheme will commence towards the end of September 2019.</p> <p>R O'Neill enquired as to the status of the approval to amend Main Street to a one-way system. O Donnelly informed members that the decision was currently with the DFI Permanent Secretary to sign off on the final decision.</p> <p>F Molloy asked regarding the types of material to be used in the Coalisland scheme because in Dungannon Public Realm scheme a granite stone was used which in some areas turned out to be slippery. O Donnelly updated that the material for the Coalisland scheme will be a sandstone which has undergone technical tests for slip resistance. P Anderson stated that sandstone paving is not as slippery as granite and whilst it wears faster, there is less potential for slipping when walking on it.</p>

	<ul style="list-style-type: none"> • Gortgonis Recreation Centre Redevelopment <p>O Donnelly provided an update on behalf of the MUDC Technical Team stating that enabling works for the Gortgonis project will commence January/February 2020 with a proposed completion date in May 2020. Works on the main build on the site will commence June 2020.</p> <p>F Molloy asked what was happening to the play park during the construction phase asking if the play equipment could be removed to the Apex Housing Development on the Gortgonis Rd.</p> <p>Action: C McKenna to contact MUDC Parks Dept. to ascertain if play park equipment could be relocated to Apex Housing Development. CMK</p> <ul style="list-style-type: none"> • Summer, Halloween & Christmas Events <p>O Donnelly updated that a Halloween Working Group meeting will be organized in the coming weeks similar to last year. This is to ensure the event has the buy-in from local community organisations as part of a successful partnership arrangement within the area.</p> <p>Action: O Donnelly to organise a meeting of the Halloween Working Group to finalise plans for the event. OD</p> <p>R O'Neill gave a summary of how Coalisland Fianna GFC managed the situation at the bonfire location last year. The bonfire was located in a local field close to the football grounds. Stewards from the club were present on the night to ensure that anti-social behavior was kept to a minimum.</p> <p>However, there were concerns regarding the legality of bonfires and especially the issue of burning of tyres. It was agreed that the matter be referred to Council to investigate.</p> <p>Action: C McKenna to refer matter to Council to investigate. MUDC</p>
6	<p>Town Centre Graffiti</p> <p>F Molloy raised the issue of the mural at Greenagh Bridge Road which has become unsightly. M Campbell mentioned that there is a youth group working through the Coalisland Training Services Assist programme that could potentially look at this for an art project.</p> <p>Action: M Campbell to request Assist Youth Group look at mural on Greenagh Bridge Rd as an art project under their programme M Campbell</p>
7	<p>CCTV Cameras</p> <p>M Campbell updated that she has been liaising with the Council in relation to the specification for the CCTV Cameras. There was an incident recently where a window was broken which cost £570 to fix.</p>

8	<p>Any Other Business</p> <p>C McKenna provided an update on the Town & Village Business Spruce Up Scheme which will close on Wednesday 18th September 2019 @ 4.00pm. An information session will be held on Tuesday 3 September from 10.00am-1.00pm in the Cornmill Heritage Centre and businesses were encouraged to attend.</p> <p>M Campbell raised the issue of the town boundary which currently excludes businesses within Coalisland Enterprise Centre from applying. It was agreed that C McKenna will relay the issue back to the Council and get a response for the next meeting. However, at present this was the boundaries agreed for this scheme.</p> <p>R O'Neill asked if those within the Town Centre boundary pay higher rates than those in Coalisland Enterprise Centre.</p> <p>P Anderson informed members that the <i>draft</i> Mid Ulster Local Development Plan 2030 will allow scope for amending town centre boundaries and encouraged Forum Members to feed into this process.</p> <p>Action: C McKenna to raise issue of Town Centre Boundary with the relevant Council Department to ascertain if the boundary can be amended. CMcK</p> <p>M Campbell mentioned that the Museum at Coalisland Enterprise Centre will be open for the European Heritage Days on 14th and 15th September 2019. The BBC Radio Programme 'Your Place and Mine' will also be doing a feature on the Heritage of Coal Mining in the town.</p>
9	<p>Date of Next Meeting</p> <p>Date of next meeting will be 7th October 2019 @ 5.30pm</p>
10	<p>Meeting Duration</p> <p>Meeting ended at 6.50pm</p>

Appendix 2



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

HEELS ON THE HILL EVENT

27th SEPTEMBER 2019

EVALUATION REPORT



1.0 Introduction

Mid Ulster District Council, in partnership with Style Academy Model Agency Ltd hosted the Heels on the Hill Event on Friday 27th September 2019 at The Dome, Hill of The O'Neill Ranfurly House Culture and Arts. This was the eighth consecutive year Mid Ulster District Council hosted the Dungannon style extravaganza event. The former Miss NI Joanne Salley performed MC at the event, which featured the latest Autumn / Winter collections from local retailers within Dungannon such as: - 14th Avenue, Aurora, BTSeventy, Digg Childrenswear, Bella Bleu, Cuba, Diva Accessories, Horace McMullan, Marie Curie, New Look, Tux and Tower (see Annex 1).



Tickets to the event cost £8.00 and these could be purchased from shop premises or at the ticket office in Ranfurly House, this year the event was booked to capacity. The fashion show gave guests an opportunity to view the collections and accessories up close and personal with pop-up shops on display, as models took to the catwalk.

Guests were greeted with complimentary drinks reception and received a Discover Dungannon shopping bag packed full of freebies, musical entertainment was provided during the interval.

2.0 Background

Mid Ulster is a geographically large and diverse region with equally diverse communities living and working within it. The Council straddles two counties running from Swatragh in the north to Fivemiletown in the south covering an area of some 1714km². Mid Ulster District Council's aim is to maximise opportunities to enhance the vibrancy of its district, as a place to live, do business and visit.

Mid Ulster District Council's Corporate Plan 2015 - 2019, at the heart of our community, is a blueprint for setting out the Council's strategic direction for its first term (2015-2019) detailing guidance for Councillors, staff, residents, customers, visitors, businesses and partners where we plan to go and how we plan to get there. The themes and priorities have emerged from a range of consultative events and engagement activities, which reflect the collective voice of local



people, their identified needs and their issues of importance.

Our Community Plan consists of five key themes, one of which is Economic Growth. It is essential that our towns and villages are vibrant and competitive, attracting visitors, in turn resulting in local spend. Mid Ulster District Council Corporate Plan, Sustaining Our Environment a key theme strives to create and build a sense of civic pride in towns and villages across Mid Ulster. Our Plan for Growth, Mid Ulster's Economic Development Plan (2015-2020), theme 3 Enabling Town and Village Regeneration contains the action to 'Deliver and promote key signature events'.

An integral element of the aforementioned plans highlights the need to deliver signature events to create and sustain civic pride within the community. A key signature event for Dungannon was the delivery of Heels on the Hill. This event is now in its eighth year of delivery and over the years has grown and developed into an event which has created and enhanced the civic pride within the community. The fashion event aims to promote high street fashion available through local traders operating within Dungannon. This was the first year that a Charity shop had taken part in the show.

3.0 Heels on the Hill Event 2019 Outputs

- ❖ 220 attended the event
- ❖ 15 traders participated
- ❖ Social Media:-

Pre – Event

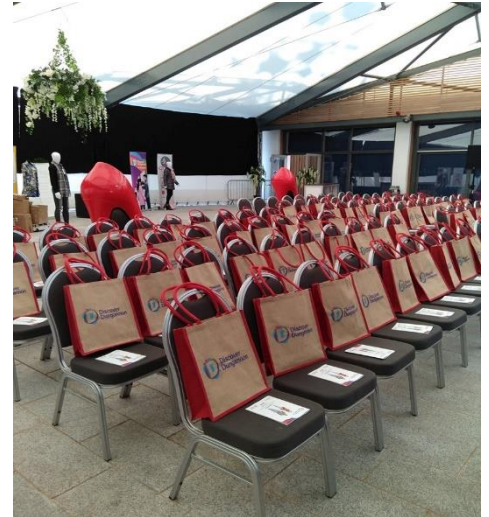
- Day event was released – 5,197 reached and 569 engagements, 43 comments and 18 shares.
- Visit Dungannon Facebook – Promoted post – 6075 reached with 214 engagements
- Visit Dungannon Facebook event page – reached 5100 people
- The Launch post of the Chair of MUDC had 1892 views with 65 engagements
- Facebook Competition - 5,197 reached on the day the competition details were released with 569 engagements, 43 comments and 18 shares.



Post - Event

- On MUDC Facebook page, the photo album was viewed by 1,923 people with 14 likes.
- On Discover Dungannon Facebook page, the album was viewed by 2,980 people with 25 likes.
- This was the 1st event profiled via MUDC's new Instagram account

- ❖ 7 trader stalls located within the event space
- ❖ 220 Goody bags with gifts and discounts supplied by local traders were given out to attendees.
- ❖ Spot Prizes with further discounts for local shops for audience.
- ❖ Best Dressed competition on the night.
- ❖ Musical entertainment was provided during the interval
- ❖ Total Cost of Delivery £6,000



4.0 Marketing & Promotion

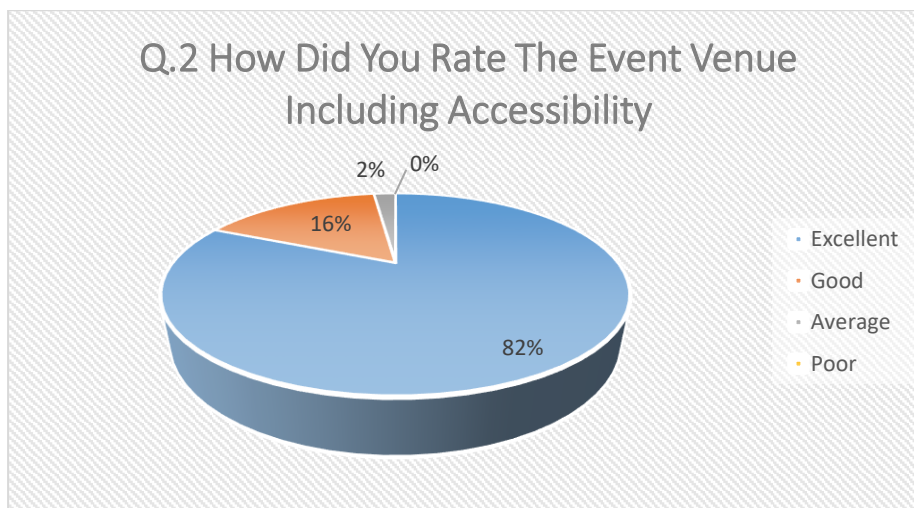
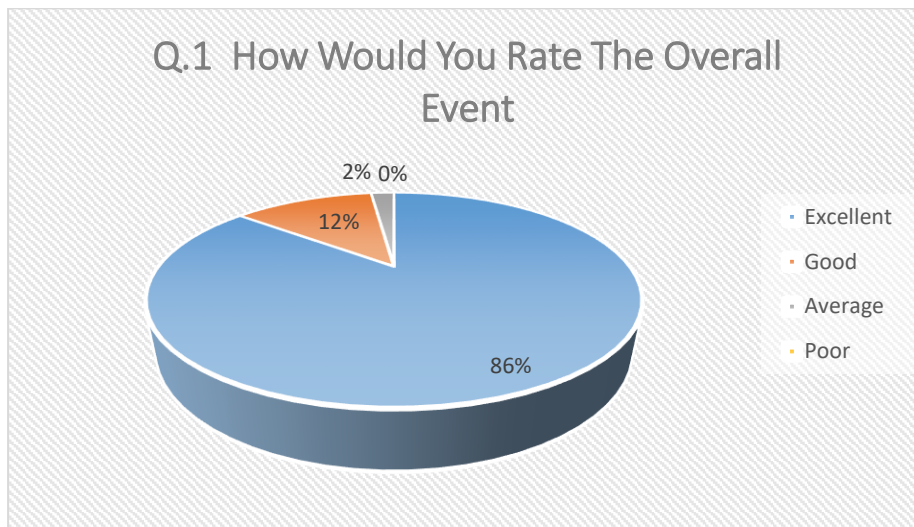
The marketing and promotion campaign was delivered over a four week period commencing 1st September 2019. A variety of marketing channels were implemented:-

- ❖ Press Release (Tyrone Courier)
- ❖ Ulster Tatler
- ❖ Local Woman
- ❖ Letter issued to local retailers (*see Annex 2*)
- ❖ Social media channels of Facebook and Twitter. Regular posts were conducted pre/during/post the event. A competition was also run with the opportunity of winning 2 tickets for entry.

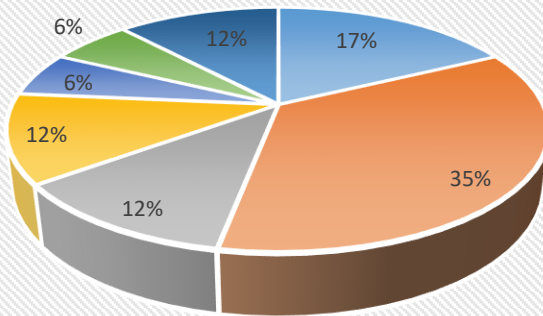
5.0 Event Planning of Heels on the Hill Event 2019

Heels on the Hill is in its eighth year and the staff of Mid Ulster District Council Economic Development department have acquired extensive knowledge of promoting, organising and managing a wide variety of events. Throughout the planning stage which commenced in early July, staff developed a good rapport with retailers in Dungannon town whilst working closely with The Style Academy Model Agency who were appointed to create a theatrical production and entertaining night out, with the aim to generate a positive vibe for Dungannon whilst maximising exposure for each participating business. Key to the success of the event was the co-ordination of the venue layout to ensure the safety of all in attendance on the night, the safe delivery and collection of goods and bulky equipment such as stages, lighting, props, clothing rails etc. This involved daily liaison with key staff from Ranfurly House and The Style Academy.

6.0 Feedback / Evaluation of Heels of the Hill (see Annex 3)

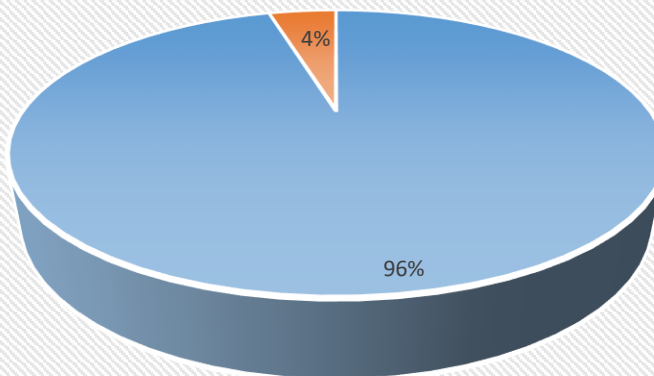


Q.4 Do You Have Any Suggestions For Improvement To Next Years Event That You Would Like To See Included



- Include more retailers
- Include local, plus size models & all ages
- Additional pop-up shops
- Makeup / skin tutorial
- Email attendees in advance of future events
- Chocolate Fountain
- Include Formal Dresses

Q.5 Where have you travelled from to attend the event



- Travel local
- Travel >30miles

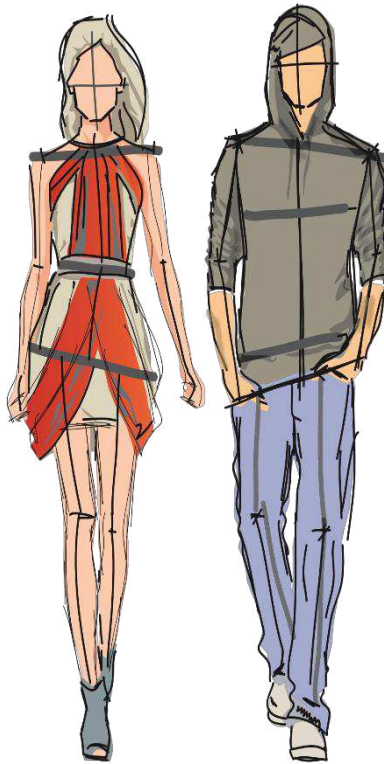
Q6. 100% of respondents stated that they would attend the event next year.

7.0 Recommendations

The majority of attendees and businesses gave positive feedback and have made a few suggestions to help improve Heels on the Hill returning next year. The following recommendations were submitted through the evaluation form:-

- ❖ 35% suggested including more retailers
- ❖ 17% suggested including local models, plus size and different ages
- ❖ 12% suggested including more pop ups
- ❖ 12% suggested makeup / skin tutorials possibly during the interval
- ❖ 12% suggested email attendees in advance of event next year
- ❖ 6% suggested a chocolate fountain
- ❖ 6% suggested including formal wear
- ❖ Friday not an ideal night for hairdressers/makeup artists as it is a busy day.





Programme

Heels on the Hill, Dungannon

Join the conversation

#HeelsOnTheHill



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

DIGG CHILDRENS WEAR		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Ruby	Little lord and lady unique print blouse (£48) Plum velvet skirt (£45)	
Lilly	Little lord and lady unique print dress & headband (£60)	
Bobbi	Tommy Hilfiger navy skinny jeans (£60) 1880 club white shirt (£30), grey waistcoat (£33) Bow tie (£18), mustard flower (£10)	
Luke	Little Lord and lady grey trousers (£45), white shirt with grey bowtie (£49), maroon velvet waistcoat (£53), blue checked blazer (£70)	
Molly	Guess gold black dress (£29), Guess ivory padded coat (£119)	
Aoife	Guess Marciano reversible sequin dress (£85) Guess Faux leather jacket (£69), Guess black velvet bag (£49)	
Karol	Little lord and lady green trousers (£48), unique print shirt with bowtie (£53). Brown checked waistcoat (£50)	
Jakub	Tommy Hilfiger jeans (£55), Teal checked shirt (£55) Green jumper (£55), Camel coat (£110)	

MENARYS		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Sean	Jeans (£30), check shirt (£22), navy bomber jacket (£29) (Burtons)	
Michael	Navy suit (three piece) (£99) (plus £34), white shirt (£20) yellow tie (£8) (Burtons)	
Gemma	Leather look brown skirt (£24), green print blouse (£35) (Dorothy Perkins)	
Fiona	Black /animal print cat suit (£34.99) (Quiz), purple bag (£40) (Envy)	
Lauryl	Red print dress (£33) Biker jacket (£35) (Vero Moda)	
Aine	Cream blouse (£38) Check skirt (£45), pink- purple jumper (£45) (Vero Moda)	
Sara K	Red floral blouse (£25), black skinny leathers (£30) (Quiz)	
Alice	Leather look skirt (£22), yellow jumper (£24), yellow purse (£10) Animal print coat (£70) (Dorothy Perkins)	
Jahnassa	Blue trousers (£70), zebra top (£70), red bag (£30), scarf (£30), red necklace (Betty Barclay)	
Sarah C	Red flow skirt (£25), JDY T-shirt (£10), navy puffa- (£38) (Vero Moda)	

Molly	Sparkling dress (£38) cream fur coat (£49.99) (Quiz)	
Eileen	Check trousers (£95), red wrap (£45), print scarf (£35) (Betty Barclay)	

BTSEVENTY		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Sean	Navy velvet jacket (£50), beige trouser (£25), blue/beige shirt (£25), brown brogues (£25) and belt	
Michael	Navy bomber jacket (£40), navy print shirt (£25) Orange jumper (£15), jeans (£40), navy lace up boots (£35)	

BELLA BLEU		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Gemma	Black jeans, red jacket, animal print logo T-shirt	
Fiona	Blue coat, detail jeans, green print blouse	
Lauryn	Check trouser, vogue T-shirt, orange cardigan	
Aine	Leather trousers, red print blouse, grey coat, black print scarf	
Sara K	Pink dress, sparkle belt, blue fur gilet	
Alice	Black check dress, red sleeveless coat	
Jahnassa	Blue print dress	
Sarah C	Jeans with pearl detail, green blouse, pink bag, pink fur wrap	
Molly	Green animal print skirt, green jumper	
Eileen	Green / black animal print dress	

BTSeventy		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Sean	Check grey coat (£60), white shirt (£25), black jeans (£40), check scarf (£10), grey hat (£10)	
Michael	Green blazer (£50), white shirt (£25), navy chinos-(£25), Floral dickie bow (£10), brown brogues (£40)	

HORACE MCMULLAN		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Gemma	Signature orchid jacket (£74.95) Brandtex blouse (£57.95) Anna Montana Jump in Jean (£55.95) Beret Lime (£9.95)	
Fiona	Sheep by the Sea Long Woollen Waistcoat (£85.95) Marble polo neck (£32.50) Anne Smith Trouser (£37.95) Marble scarf (£22) Jane Anne hat (£21.95)	
Lauryn	Sheep by the Sea Poncho (£72.95) Marble Turtle neck (£49.95) Azay jeans (£64.95) Hat (£44.95)	
Aine	Marble Rib collar jumper (£58.95) Sheep by the Sea Jacket (£105) Necklace (£23.50) Robell Trousers (£4.95) Hat (£44.95)	
Sara K	Brandtex Lace Jumper – (£49.99) Scarf (£14.9)5 Brandtex check trouser (£59.95) Inside out umbrella (£21.95)	
Alice	Scorzzo Tassel Trim Jacket (£85.95) Emreco Fine Polo (£18.95) Robell Trousers (£54.95)	
Jahnassa	Hermann Lang Dress (£162.95) Necklace (£9.95) Fascinator (£33.95) Occasion Bag (£16.95)	
Sarah C	Signature Top (£58.95) Brandtex Burnt Orange Cardigan (£64.95) Kallison Jeans (£36.95) Bulaggi Handbag (£68.95)	
Molly	Marble Fine Polo (£32.50) Marble Check Cardigan (£69.95) Anna Montana Magic Shape Trouser (£42.95) Sheep by the Sea Hat (£44.95)	
Eileen	Femme Top (£55.95) Barbara Lebek Coat (£199) Dents Leather Glove (£39) Brandtex Trouser (£68.95)	
Sean	Selinac Shirt (£32.95) Selinac Waistcoat (£45) Selinac - Jacket (£89.95) Kam Jeans (£29.95)	
Michael	Brooke Tavener Jacket (£225) Peter England Shirt (£34.95) Bruhl Trousers (£74.95)	

MARIE CURIE		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Gemma	Peach dress (£20), Biker jacket (£6.95) Animal print shoes (£15)	
Fiona	Strapless red dress (£30), ankle boots (£15)	
Lauryn	Backless pearl blue dress (£25), silver sandals (£10)	

Aine	Maxi two tone dress (£25), red shoes (£15)	
Sara K	Feathered dress (£25), black velvet jacket (£20), black boots (£20)	
Alice	Rose gold skirt (£10), cream T-shirt (£12), black shoes (£10)	
Jahnassa	Jeans-£20, Pink and gold blouse (£15) Frank Usher jacket-(£40), Sparkle shoes (£10)	
Sarah C	Multi coloured dress (£25)	
Molly	Strappy dress (£20), Cream jacket (£35)	
Eileen	Burgundy trousers (£10), Black shirt (£7) Cream cardigan (£18) Black fur coat (£20), burgundy shoes (£15)	

BTSeventy		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Sean	Navy hooded bomber-£40, Green T-shirt-£8, jeans-£40	
Michael	Pink half zip jumper-£20, white T-shirt-£8 Jeans- £40, scarf-£10	

Bella Bleu		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Gemma	Navy/orange print pleated dress with GG belt	
Fiona	Dark denim jeans, baby blue tweed jacket with pearl detail, white lace bardot style top. Blue GG belt.	
Lauryn	Powder blue wrap dress with pleat detail, baby blue stole	
Aine	Black sleeveless jumpsuit with silver belt, cream nude/black red stripe coat. Silk scarf in black and red.	
Sara K	Oversized print hoodie, leather look black jeans	

Aurora		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Alice	Pleat skirt & top set (£75) Hairband (£10)	
Jahnassa	Funky maxi print dress (£50) Hairband (£10)	
Sarah C	'Tara' wrap print dress (£50) Hairband (£10)	
Molly	Black day dress (£55) Hairband (£10)	

Eileen	Leopard print top & pleated skirt set (£75) Best-seller coat (£45) Hairband (£10)	
--------	--	--

BTSeventy		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Sean	Brown jumper (£16) white shirt (£25) navy jeans (£40) check scarf (£10)	
Michael	Mustard jumper (£15) navy/white print shirt (£25) Jeans (£40), yellow print scarf (£10)	

INTERVAL

Cuba		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Sean	Guess jeans (£70) Remus shirt (£55) Remus jumper (£75) Remus coat (£265)	
Gemma	Rant and Rave 2-piece bottle green suit with velvet lapels Guess black top	
Fiona	Love & Joy 2 piece floral velvet	
Lauryn	Rant and Rave blue powder coat Guess navy printed blouse with embellished collar	
Aine	Jenerique multi tonal wrap dress	
Sara k	Guess leopard Cardigan Guess Animal printed logo top Guess leather look trousers	
Sean	XV Kings (Tommy Bowe) Jeans (£75) Shirt (£50) Jumper- (£55) Sip Up (£70) Guess Scarf (£35)	
Alice	Salsa oatmeal coat, Guess leopard print blouse with leather collar, Guess Jean's with leopard print turn ups, Guess red scarf	
Jahnassa	Guess Burgundy velvet trousers (£85) Guess Logo T-shirt (£35) Guess Wet look coat with (£190)	
Sarah C	Guess tartan blazer, Guess white logo zebra print, Black leather mid-rise freddy's	
Molly	Guess pleated red and white skirt, Guess white shoe print tee, Guess leather biker jacket with scarf	

Tux & Power		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Michael	Cavani Light Blue Blazer with Fine Gold Check (£89) Vichi Tailored Shirt, Blue, Brown and White Floral Print (£69) White Label Navy Chino (£55) Cavani Tan Shoe, leather shoe with memory foam (£79.99)	
Sean	Cavani Grey Blazer with blue, orange and light grey check. (£89) White Label Print Shirt, blue with a design of orange birds (£39) Cavani Slim Fit Navy Jeans (£39) Navy Check Flat Cap (£20) Cavani– Brown leather brogue with memory foam (£79.99)	

New Look		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Gemma	Red print dress (£22.99), black leather jacket (£39.99) Flat black boots (£27.99)	
Fiona	Check suit (£32.99), red lace body (£17.99) Red bag (£9.99)	
Lauryn	Black leather look skirt (£22.99), logo T-shirt (£12.99) Grey fur coat (£45.99), black lace up boots (£22.49)	
Aine	Camel coat (£35.99), leather look trouser (£27.99) Grey logo T shirt (£6), burgundy boots (£27.99), beret	
Sara K	Black/White skirt (£19.49), logo T shirt (£9.99) Red puffa jacket (£35.99), white gold trainers (£27.99) Hat (£9.99)	
Alice	Polka dot jumpsuit (£24.99), red bag (£15.99), red block heel (£23.99)	
Jahnassa	Green print blouse (£17.99), skirt (£19.99) Pink bag (£9.99), black boots (£27.99)	
Sarah C	Denim jumpsuit (£32.99), silver shoes (£27.99) Bag (£15.99), print scarf (£7.99)	
Molly	Burgundy lace dress (£25.99), cream fur coat (£45.99) Silver block heel (£23.99)	
Eileen	Animal print skirt (£25.99), yellow blouse (£12.99) Black boots with gold trim (£27.99), belts x3 (£9.99)	

Tux & Power		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST

Sean	Cavani Light Blue Blazer with large dark blue and beige check (£89) Cavani Plain Navy Waistcoat (£49) Cavani Navy Slim Fit Trousers (£49) Cavani Blue and White Check Slim Fit Shirt (£39) Cavani– Brown leather brogue with memory foam (£79.99)	
Michael	Cavani Brown/Cream check tweed jacket with brown velvet detail at collar (£89) Match waistcoat to jacket (£49) Vichi Tailored Fit Flower Print Shirt (£69) Cavani Brown/ Cream Check Tweed flat cap to match jacket (£20)	
	Pocket Watch (£20) Cavani Tan Shoe, leather shoe with memory foam (£79.99)	

Diva Accessories		
MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Gemma	Terracotta print skirt (£22.50), print trouser (£25) Champagne brogue (£15)	
Fiona	Navy print dress (£30), navy fur stole (£17.50) Navy shoe (£20), navy bag (£20)	
Laurn	Animal print blouse (£25), leather look jeans (£30) Red court shoe (£20)	
Aine	Pink dress (£30), matching gold clutch (£15), shoe (£20)	
Sara K	Animal print skirt (£25), orange T-shirt (£15), white with colour stripe (£35)	
Alice	Yellow frilled jumper (£27.50), navy jeans (£30) Animal shoe (£20), Animal bag (£15)	
Jahnassa	Print shirt dress (£25), fur gilet (£30) Wine bag (£15), wine boot (£25)	
Sarah C	Denim sequinned jacket (£35), blue denim jeans (£30) White Planet T-shirt (£15), silver shoe (£35)	
Molly	Black two tone skirt (£25), sequinned black top (£22.50) Black shoe (£20)	
Eileen	Animal print brown matching skirt (£25) and blouse (£22.50), black court shoe (£20)	

Tux & Power

MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Sean	White Label Navy wool jacket- (£139.99) White Label Burgundy Texture Waistcoat (£59.99) White Label Navy Slim Fit Wool Trouser (£59.99) Navy Soprano Polyester Tie (£20) Pocket Watch (£20) Cavani– Brown leather brogue with memory foam (£79.99)	
Michael	Cavani Navy Poly/Wool jacket with cream stitch detail on lapel and pockets (£89) Cavani Wool Beige Waistcoat (£49) Cavani Slim Fit Navy Trousers (£49) Burgundy Tie and Pocket Square Set from Soprano (£25) Flower Pin for Lapel (£10) Whites Slim Fit Shirt (£25) Pocket Watch (£20) Cavani Tan Shoe, leather shoe with memory foam (£79.99)	

14th Avenue

MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Gemma	Lyla High Neck Midi Dress (£40)	
Fiona	Blush Flower Print Maxi £40, Pink Cross body Handbag (£15)	
Lauryn	Crocodile Faux Leather Skirt (£27), Cream Collar (£20), Mustard Knitted Jumper (£39.99), Black Handbag (£18)	
Aine	Stephanie Mix Chain Skater Dress (£36)	
Sara K	Dark Denim Ripped and Repair Jeans (£30), Cream T-shirt (£17), Navy Open hoody (£26)	
Alice	Faux Leather Trousers (£32), Peach Dalmation Print Flute Sleeve Wrap Over Blouse (£23)	
Jahnassa	Dark Denim Skinny Jeans (£44.99), Animal Print Blouse (£29.99), Cream Teddy Coat (£60), Logo Handbag (£22)	
Sarah C	Knee Rip Black Jeans £25, Mix and Match Floral Print Tea Blouse £23, Burnt Orange Cardigan £39.99	
Molly	Denim Jeans £44.99, White Monday Print Tee £17.99, Pink Teddy Bear Zip Up Hoody £40, Pink Handbag £25	
Eileen	Animal Print Midi Dress £38, Faux Fur Coat £84.99	
Sean	Super Spray On Jeans £50, White Tee £30, Grey Zip Up Hoody £27.99, Cord Jacket £59.99	
Michael	Skinny Denim Jeans £50, Check Shirt £34.99, Burgundy Knitted Jumper £34.99, Navy Puffer Jacket £34.99	

Aurora

MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Gemma	'Sophia' dress- £185. Hairband -£10 & clutch-£25.	
Fiona	Grey ruffle front & heavy embellished dress, -£120. Hairband-£20 & clutch- £25.	
Lauryn	Ochre pleated dress-£75, Cobalt fascinator-£30, floral clutch-£25	
Aine	Navy & cream crochet & pleat 'Connie' dress- £100. Navy faux fur shrug, £60. Clutch-£20 & hairband -£10.	
Sara K	Burnt orange embellished sleeve dress- £120. Clutch- £20.	
Alice	'Carrie', £60. Navy faux fur jacket- £85. Sparkle clutch- £25 & hairband- £10.	
Jahnassa	Moncho dress- £110. Black faux fur shrug, £60. Sparkle clutch, £25	
Sarah C	Metallic foil dress, £75 with embellished band, £10 & clutch £20	
Molly	'Gabriella' set-£160. black bling hairband, £20 & clutch, £20.	
Eileen	'Callie' dress- £120. Black clutch, £25	

Tux & Power

MODEL	DESCRIPTION	ADD TO MY SHOPPING LIST
Sean	White Label Slim Fit Black Dinner jacket with satin lapel £119 Torre Black Wool Scoop Waistcoat- £75 White Label Slim Fit Black Trousers- £79 Whites Slim Fit White Shirt- £25 Black Satin Bow Tie- £20 Pocket watch- £20 Cavani Black Patent Shoe- £49	
Michael	Torre Navy Slim Fit Dinner Jacket with black Satin Lapel- £199 Torre Black Scoop Wool Waistcoat- £75 Torre Navy Slim Fit Trouser with navy satin trim to leg- £95 White Label Slim Fit Shirt- £25 Pocket Watch- £20 Cavani Black Patent Shoe- £49	

Goodie bag kindly sponsored by:



STORIES
BY ELIZA GRACE

www.elizagrace.com

15% DISCOUNT CODE 'HOTH2019'
(valid until the 11th October 2019)

Thank you to our Sponsors:

West Coast Cooler	Reception
Red Bull	Reception
Savvy & Shine	Best dressed prize
Stories by Eliza Grace	Best dressed prize

Pop Up Shops

Savvy & Shine
Make-up Pro Store
Marie Curie, Dungannon
Lusso Tan

Credits

Model's Hair: David Graham
Model's Make-up: Paddy McGurgan & Make-up Pro Store.
Styling: Kate McKeogh
Models & Event Management: Style Academy
DJ & Music: Conor @ Hagan's
Host: Joanne Sally

ANNEX 2

Dear Retailer

HEELS ON THE HILL 2019

Friday 27th September 2019, 7.30pm.

Venue – Event Space, Hill of The O'Neill

This year Mid Ulster District Council is delighted that our well established fashion event once again returns to the Hill of The O'Neill.

Plans are now underway which promise to make it an even bigger and better event than previous years which will include secret surprises for audience members. The Event Space on the Hill of The O'Neill will again add an extra dimension to the event and we intend to choreograph a thrilling showcase which complements and capitalises on the stunning surroundings.

As part of the Council's commitment to the retailers', it has planned to showcase the latest trends and styles from Dungannon's outlets.

Style Academy Model Agency has been appointed to create a theatrical production and entertaining night out whilst generating a positive vibe for Dungannon and maximum exposure for each business.

We would be delighted to have your participation in this all-inclusive event. It is envisaged that each participating fashion store will provide 6-8 looks for professional models in a catwalk showcase, which will also include live music and refreshments. Each retailer will also have the opportunity to dress their own mannequin to promote their range. All mannequins will be carefully placed within the venue to help showcase your store.

We would also like to give local footwear, Jewellery and Accessory Retailers the chance to participate in this event by showcasing the latest trends and styles.

As part of this event, we are seeking your commitment to the following where appropriate:

- Supply a treat for each ticket holder that is placed into a Dungannon goodie bag. This can be in the form of discount vouchers or promotional merchandise. Approx. numbers = 350;

- Sell tickets or purchase the value of the tickets. Approx. allocation = 10 tickets per retail outlet;
- Fashion Retailers
 - Deliver 6-8 looks to Hill of the O'Neill on Wednesday 25th September 2019.
 - All security tags and any VISIBLE labels should be removed.
 - The inside brims of any hats supplied should be taped to prevent make-up soiling.
 - Please indicate if you would be willing for a local footwear supplier to supply shoes for your catwalk round.
 - Please indicate if you would be willing for a local jewellery/accessory store to showcase items alongside your clothing collection.
 - Collect all items on the night after fashion show has ended.
- Accessories and footwear retailers
 - Deliver shoes or accessories to Hill of the O'Neill on Wednesday 25th September 2019.
 - All security tags and any VISIBLE labels should be removed.
 - The inside brims of any hats supplied should be taped to prevent make-up soiling.
 - The soles of any shoes supplied should be taped to prevent scuffing.
 - Collect all items on the night after fashion show has ended.
- All retailers
 - Avail of exhibition stand to promote your merchandise on the night of the event
 - Set up of stand by 8pm Thurs 28 Aug. Collect all items on the night after fashion show has ended.

The event will be marketed similarly to previous years and we would anticipate another sell-out show.

I would be most grateful if you could advise me if you are interested in participating or not by either telephoning 03000 132 132 or 075000 38931 or email oliver.donnelly@midulstercouncil.org by **Friday 16th August 2019**.

Yours sincerely,



Oliver Donnelly

Project Officer



6 August 2019

We are inviting proposals from beauty salons in Dungannon Town to exclusively look after the models' Make up at Heels on The Hill 2019. The showcase will take place in the Events Space at The Hill of The O'Neill on **Friday 27th September 2019** and we would love you to consider being a part of the occasion.

If you are interested in submitting a proposal, it should include the following and should be submitted to me via email tracey@styleacademy.com no later than **5.00pm on Wednesday 14th August 2019:**

- Creative ideas for A/W 2019 on-trend make-up (NB the final look must be agreed by the show stylist & producer)
- Confirmation that you would have at least one staff member available to stay until the conclusion of the show for touch ups
- Your estimated time of arrival based upon model numbers (10 female models/ 2 male models)
- Number of team members you would intend to utilise
- Any items you can supply for inclusion in 350 goodie bags
- Any items you could donate for the raffle
- Any value your participation would add to the event
- Photographic evidence of catwalk/photographic make-up you have previously created.

The show details are below:

Date: Friday 27 September 2019
Venue: Event Space, The Hill of The O'Neill
Doors open: 7.00pm
Showtime: 8.00pm
Models' arrival time: 12.30/1.00pm
Number of models: 10 female adults / 2 male adults

Make-up Artists must be based in the Events Space. (*Models will not be free to attend the beauty salon*). Your business will be promoted through the following:

- Verbal credits by the host
- Placement of branded banners around the venue
- Logo displayed via projector on screen
- Credit on event programme
- Extensive coverage on social media
- Placement of discount offers/ mini product samples in goodie bags to encourage footfall to your salon
- Exposure to 300 strong audience

Thanks for taking the time to consider this and we look forward to hearing from you!

Yours sincerely,

A handwritten signature in cursive script that reads 'Tracey Rodgers'.

Tracey Rodgers
Director

ANNEX 3

Evaluation Form For Heels On The Hill Event



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

Location: Events Space, Hill Of The O'Neill

Date: Friday 27th September 2019

1. How would you rate the overall event?

Excellent ☐

Good ☐

Average ☐

Poor ☐

Comments:

2. How did you rate the event venue including accessibility?

Excellent ☐

Good ☐

Average ☐

Poor ☐

Comments:

3. How did you rate the layout of the venue?

Excellent ☐

Good ☐

Average ☐

Poor ☐

Comments:

4. Do you have any suggestions for improvement to next year's event that you would like to see included?

5. Where have you travelled from to attend this event?

6. Would you be interested in attending the event again next year? Yes / No

Name:

Thank you for your co-operation in completing this evaluation form.



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

Invest
**Northern
Ireland**



Mid Ulster in 'MEGA' drive to address manufacturing skills and engineering



Alan McKeown, Darragh Cullen and Maria Curran: leading the 'MEGA' drive in Mid Ulster.

Mid Ulster is launching a 'MEGA' drive to address skills shortages and employability issues within the region's manufacturing and engineering sectors in a 30-month, industry-led collaborative programme jointly funded by Mid Ulster District Council and Invest NI.

The MEGA (Manufacturing & Engineering Growth and Advancement) network of businesses has its origins in the Mid Ulster Skills Forum, a 30-strong partnership which was established in 2017 to take forward a skills agenda for the area and which last year published its blueprint for delivering a workforce

with the necessary skills to drive economic growth and create an additional 2,355 new jobs.

The MEGA group of collaborative businesses is one outcome of the Forum's work and the network's commitment to developing a high performing workforce, equipped with the

right skills to meet current and future industry needs, is crystal clear with the appointment of a dedicated Project Director, Maria Curran.

Curran explains that she is delighted to lead on the MEGA project and relishes the challenge of helping to engage and attract a range of people into a rewarding

career path in the advanced manufacturing and engineering industry, something which will in turn help the local economy flourish,

“The MEGA network’s strategic vision and aims are to attract suitable talent into the industry and reduce the skills gap which currently exists across the sector. There are so many excellent potential opportunities which manufacturing companies have to offer and a core objective will be to promote the very clear benefits of pursuing a career in this field.

“This will include inspiring people into the sector through MEGA ambassadors, who will visit local schools and engage with and impress upon young people the real life experiences of a career pathway in the sector. Improving quality work experience and rolling out summer internships in businesses can add further opportunities to encourage our young people to become part of a proud workforce building great products for customers.”

The Project Director says that greater collaboration with local colleges and schools is seen by the MEGA network members as being very important to ensure curriculum content is aligned to industry needs.

“We must create a greater awareness of the value and major advantages of pursuing a career pathway through an apprenticeship model and how crucial the technical skills are to companies in this sector,” she states.

“Apprenticeships are available at all levels and will deliver an informed and skilled workforce that industry requires. A huge component in the delivery of this will be determined by how schools can embrace and administer world-class careers advice as early as possible.

“In the immediate future, MEGA will work very closely with all key stakeholders and create a pathway where potential future employees feel empowered to become part of the industry. We hope to expand the MEGA network and provide reskilling and upskilling events for businesses to meet the future requirements of Industry 4.0. With a renewed and energetic drive, I believe that this is an exciting time for the industry and I look forward to building the role and profile of MEGA in the months and years ahead.”

Network members include Mallaghan

We need to train, educate and upskill our people for the challenges and opportunities that we face today, tomorrow and into the future.”

Engineering, Specialist Joinery Fittings, Steelweld, Northern Hydraulics, Specdrum, SDC Trailers, Nugent Engineering and Edge Innovate, a global provider of materials handling and recycling equipment, which is leading the project.

Darragh Cullen, Managing Director of Edge Innovate and Chair of the MEGA Collaborative Network comments: “One of the mainstays of manufacturing in the Mid Ulster area is of course the fact that companies based here represent almost half of the global manufacturing of crushing, screening, recycling and materials handling equipment. These companies compete fiercely with each other right across the world, nevertheless, their strategic leaders have fully embraced the idea of working collaboratively to address the skills and people shortages we all face. We firmly believe that through MEGA we can attract more people into manufacturing as a whole. Indeed, we have set ourselves some ambitious targets including reducing labour turnover, attracting more females into the industry and reducing the number of companies who have difficulty in recruiting staff.

“We believe that more people need to be exposed to the opportunities that exist on our doorstep within the manufacturing and engineering sectors. Industry in Mid Ulster offers high quality, highly paid careers that are sustainable in the long-term, here at home. We need to train,

educate and upskill our people for the challenges and opportunities that we face today, tomorrow and into the future.”

Commenting on the launch of MEGA, Alan McKeown, Chair of the Mid Ulster Skills Forum, says he hoped the leading example set by MEGA would encourage more businesses to collaborate to tackle strategic issues in their sector:

“The launch of MEGA, and indeed Maria’s appointment as Project Director, are incredibly important developments led by some of the most forward-thinking businesses in our manufacturing and engineering sector in Mid Ulster. This is an excellent demonstration of how companies can collaborate in a precompetitive way to tackle significant strategic issues facing their industry. I am confident that as we continue to implement our Mid Ulster Skills Action Plan we will see many more examples of just how resourceful Mid Ulster business leaders can be in developing innovative solutions to problems that would be impossible for any single company to resolve on its own.”

MEGA is funded by Invest NI and Mid Ulster District Council.

**To know more about MEGA, contact
Project Director, Maria Curran:**
T: 07776 527855
E: maria.curran@midulstermega.com



The Border into Brexit:

Perspectives from Local Communities in the Central Border Region of Ireland/Northern Ireland



SUMMARY OF INTERIM FINDINGS

The project

- These are results from the first part of *The Border into Brexit* project run by Queen's University Belfast in conjunction with the Irish Central Border Area Network of 8 local authorities in the Central Border Region of Ireland/N. Ireland.
- It offers preliminary analysis of a large online survey of residents across the region, from both sides of the border.
- The survey asked people living and working in the region about their experiences of Brexit already, their anticipation of a hard border and their views on a No Deal Brexit, as well as the unique nature of the border region.

Impact of Brexit

- Respondents to the survey report wide and significant experience of Brexit having an impact already on their experience and on their plans. This ranges from the economic (e.g. redundancy, business downsizing) to the social (e.g. relocation, community tensions), and is worsened by the lack of political voice and speculation about the future for the border.
- Specific experiences and expectations of impact notwithstanding, many respondents share an overwhelming feeling of uncertainty, which has only negative connotations: *'Like being hunkered down waiting for a storm'* (Respondent 463).
- Just as various cross-border aspects of life in the region are interrelated and, thus, so are concerns about the impact of Brexit. For example, a concern with potential border checks is connected to fears of delays, inconvenience and loss of business, as well as to concerns about a rise of community tensions, friction and regression in the peace process.

A hard border

- *More than 4 in 5 respondents think the likelihood of a hard border has increased since last year.* The overwhelming reason given for this view is political leadership in Westminster, specifically the stance of PM Boris Johnson and the rhetoric of the British government on No Deal. Another reason given is the lack of political leadership from Stormont.
- Regardless of views of its likelihood, *a harder border is unanimously seen as a retrograde step.* This is associated with conflict in the minds of people of all generations. As a consequence, the prospect induces fear and anxiety for many: *'I am frightened. I don't think I could go back to living with the old order. Before I didn't know any better, thought it was normal; now I know [it isn't normal] and I don't want to go back.'* (R344)
- The *impossibility of separating the practical from the peace implications of a hard border* is seen in many responses, e.g. *'Possible loss of my job; increased cost of living; curtailment of my way of living; reintroduction of fear when having to approach potential border checks due to the associated dangers.'* (R168).

A No Deal Brexit

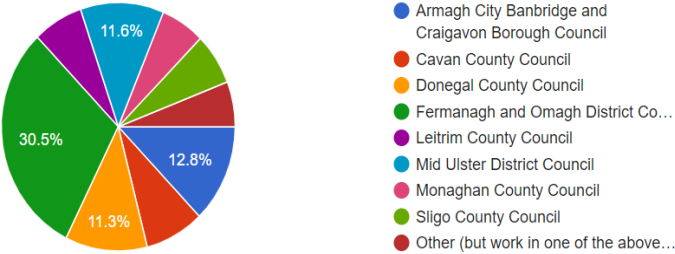
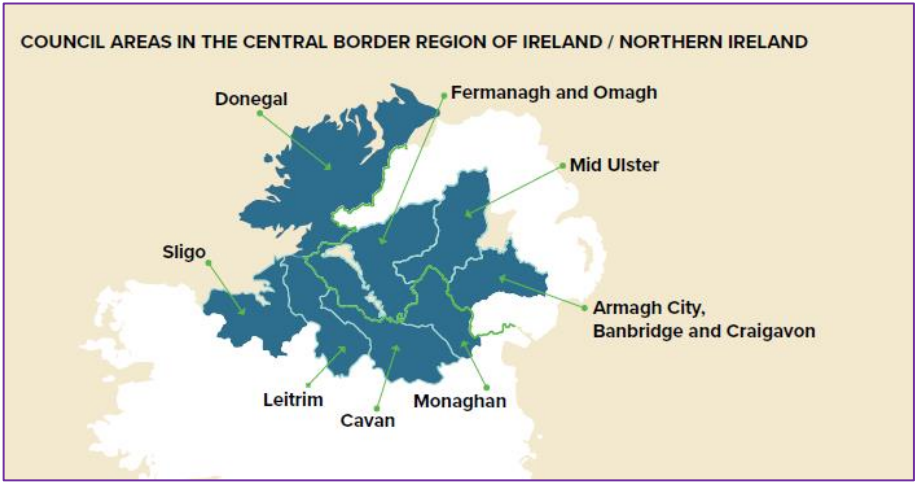
- The cross-border normality of life in the region led many respondents to view a No Deal Brexit as having a profound and wide effect, from business closure to conflict. *'A no deal Brexit means all bets are off, anything can happen'* (R2).
- The fear of a return to violence is ever-present in this survey, particularly so in relation to a No Deal.

Why is the border region most affected and most vulnerable?

- Whatever happens to the border in symbolic and in practical ways has consequences that go to the heart of politics and society in the Central Border Region, *'Because the border cuts through our parishes, neighbourhoods, farms and homes, it will affect us in every single thing we do.'* (R70)
- There is a feeling of political lack of representation and voicelessness which exacerbates the sense of anxiety: *'I feel very angry that there is no one to represent my voice in the UK Parliament - and also in our local Assembly. This is the*



area and the people that are likely to be most affected and where are the leaders representing us?



The Border into Brexit:

Perspectives from Local Communities in the Central Border Region of Ireland/Northern Ireland



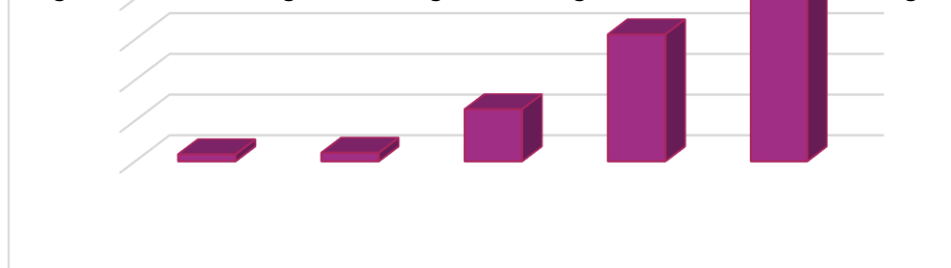
The project: These are the interim findings of a project on the impacts of Brexit and the possible implications of a 'No Deal' scenario on the Central Border Region of Ireland/Northern Ireland. This research has been conducted by a small team at Queen's University Belfast (led by Dr Katy Hayward & Dr Milena Komarova), in conjunction with the Irish Central Border Area Network (ICBAN), the cross-border partnership of 8 local authorities in the area known as the Central Border Region.

These findings are from the first part of the project, an online survey; the second phase, conducting focus groups in the region and a series of stakeholder interviews, is about to commence. The final report will be issued in December. This work contributes to ICBAN's 'Border Navigator' project (<http://icban.com/border-compass/>) funded by the Department of Foreign Affairs and Trade's Reconciliation Fund. The research analysis presented here is funded by the UK's Economic and Social Research Council through the 'UK in a Changing Europe' (<https://ukandeu.ac.uk/>).

This is the third initiative in a series of reports on Brexit and the border region. The first report, *Bordering on Brexit*, was published in November 2017 (<https://go.qub.ac.uk/bordering>) found that people in the Central Border Region felt uninformed about Brexit, unrepresented in the process, and had deep fears about the consequences of it.

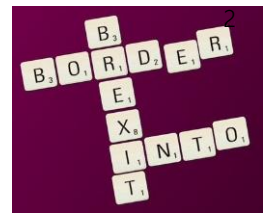
The second report, *Brexit at the Border*, published in June 2018 (<https://go.qub.ac.uk/brexitborder>), showed that ease of access to transport, health, education and other services was greatly valued by the majority of people on both sides of the border in this region. It also revealed that Leave and Remain voters in the region share a common priority for the border to remain as 'seamless' and 'frictionless' as it is today.

The Central Border Region: This cross-border region covers eight local authority areas: Armagh City, Banbridge and Craigavon; Cavan; Donegal; Fermanagh and Omagh; Leitrim; Mid Ulster; Monaghan; and Sligo.



The survey: A total of 475 responses were received for the online survey, which was open for 5 weeks. The survey consisted of 10 substantive questions, which covered the topics of what effect (if any) Brexit was having on practice and on plans, on the anticipated impact of a No Deal Brexit, and on understanding of a 'hard border'. Respondents are self-selecting and we make no claim that the cohort is a representative sample. *The purpose was to enable people to comment on these topics and share their experiences and perspectives. This is important given that those living close to the border, on both sides, will be most directly and immediately affected by Brexit.*

The respondents: The largest proportion of respondents came from Fermanagh and Omagh district, with the fewest coming from those living outside the Central Border Region but working within it (5.9%). Approximately 55% of the respondents live in Northern Ireland. 58% of respondents were male. And half were in the 46-65 age group, with 34% aged 31-45 and 9% aged 18-30.





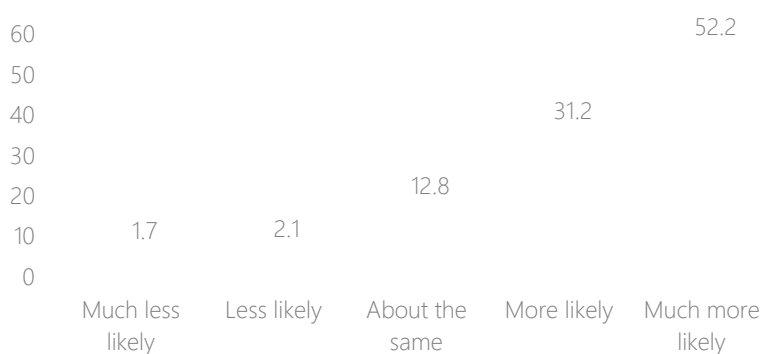
Over two thirds of respondents hold exclusively Irish citizenship. This is to be expected given that a little under half the respondents in the survey live on the southern side of the border. In patterns similar to the previous two reports, there is a disproportionate lack of response from Leave voting and British-only citizens in the region. We acknowledge this and are careful to report the spectrum of views submitted.

Around 1 in 5 of our respondents have dual citizenship (overwhelmingly British and Irish), and 1 in 10 British-only citizenship. These NI district areas voted for Remain in the 2016 and this is reflected in the breakdown of respondents, just over half of whom voted Remain. Just over 1 third had no vote. Only 9% of our respondents voted Leave. We are careful to report their views here, given that the survey is not intended to produce quantitatively representative but qualitative, illustrative findings.

Anticipation of hard border: We asked respondents whether they think a hard border (between Ireland and Northern Ireland) is more or less likely than they thought last year. In our previous report, 59% reported that they thought a hard border was more likely than they had anticipated in 2017. In asking this question again, we see now that *83% of our respondents say they*

think a hard border is more likely than they had thought in 2018.

Do you think a hard NI/IRL border is more or less likely than you thought last year?



The 4% who say that they think a hard border less likely than they previously believed come from an equal number of Leave and Remain voters (Leave voters are much more inclined to see a hard border as unlikely).

The predominant reason given for this answer by *Leave voters is that they do not believe that there will be a hard border* 'because it would suit ROI, NI & UK not

to have a hard border' (R357) or else that

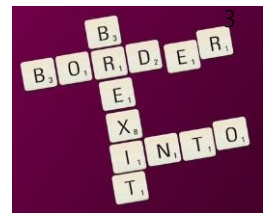
they doubt its significance: 'A hard border would not affect me in anyway' (R320). Those Remain or non-voters who also think a hard border is less likely now similarly think it inconceivable because 'The people of both countries won't allow a hard border' (R349). Other reasons given were that it is 'too expensive' (R323) or, more ominously, 'Because there will be war' (R267).

More than 4 in 5 respondents think the likelihood of a hard border has increased and the overwhelming reason given is political leadership, specifically the direction of travel taken by the British Government to the negotiations since Prime Minister Boris Johnson came into office. Blame is also placed on the lack of a functioning Stormont Assembly and Executive. Overall, *the belief that No Deal is a serious possibility drives the sense of a growing risk of a hard border.*

What would a hard border mean to you? The complexity of the Irish border lies not only in the technical and legal challenges of managing its transition to being an external boundary of the EU, but also its continued symbolic and political significance.

Fewer than 2% of responses to this question offer a more sanguine analysis, arising from their view that a hard border is unlikely and/or that its effects will be minimal. Some consider the prospect negligible because of having managed a hard border in the past, e.g. 'It means border checks & checking of goods - which used to happen & I can't remember it being any hassle.' (R376); some because they believe the threat is exaggerated, e.g. 'An unavoidable consequence of fully exiting the EU. I think the extent of disruption and disorder is over-exaggerated, but any inconvenience is the reality of the situation between any two countries not in the EU' (R8); and some because they think it simply will not occur, e.g. 'both Irish and British governments have committed to none and despite any EU intention, neither will put one up' (R144). Most such answers come from Leave voters.

Responses to the question of what a hard border would mean to those living and working in the Central Border Region reflect this. They fall under four categories: personal, peace, practical, and political.



First, there were *very personal responses*, showing the impact of the border on people's mental and emotional state. This can be explained by respondents' proximity to the border (and frequent movement across it) making them more affected by border controls and conscious of historical experience of them.

'[A hard border would mean] *The end of my world*. It will have a severe impact on my mental health. My anxiety is already very high as a result of Brexit.' (R388)

'*It's like a knife through the heart*. We don't want a border and we will not stand for one.' (R125)

'Things have been relatively positive... hearts and minds were calmer and amenable. A hard border will wreck that.' (R267)

The reality of living beside the border is reflected in the fact that *several describe a hard border in terms of feeling trapped*, 'Like

a prisoner in my own home' (R11) or 'It would make me feel like I'm living like a prisoner or in the eyes of big brother needing permission to move' (R48). For a few on the southern side, the prospect reduces confidence in cross-border movement: 'If a hard border comes in we won't be travelling into the North. It's as simple as that' (R411). The impact of this is exacerbated by (a) the current openness of the border and (b) by the historical experience of (military) surveillance and heavy security presence in the region. As well as deep anxiety, there were strong expressions of anger and resentment at the very idea of it.

Secondly, related to the above, the majority of statements focused on the sense of it being a '*retrograde*' step. One describes it as '*The end of a truce*' (R399). Most statements centre on the perceived implications of a hard border for the peace process:

'[A hard border would mean] The loss of everything I thought we'd achieved in the Good Friday Agreement: shared space; goodwill and cooperation; mutual acceptance of identity and aspirations; and a chance finally, to put the past behind us. We are at grave risk of being dragged back 20 years or more and I find that both appalling and heart-breaking.' (R12)

As we found in previous reports, many in the border region associate the openness of the border with the 1998 Agreement:

'The Good Friday Agreement has given me the right and the reassurance to express my Irish identity and as a result my family and I have enjoyed many years of peaceful co-existence with our Protestant neighbours in N. Ireland. You could rightly enjoy living here, accepting that this is quite a good place to live. Brexit distorts all that - it challenges my identity, makes us feel uneasy and now seriously think about our future.' (R279)

Thirdly, respondents summarised the *inconvenience and the personal cost* of a hard border. 'I will be out of business overnight'

(R398); 'fewer [B&B] guests, less money' (R330); 'A lot more red tape' (R163). That said, most of the responses in this section focused on more abstract than economic consequences, e.g. 'A loss of friendship' (R148). Others used singular words to describe the prospect: 'disastrous', 'chaos', 'nightmare', 'hell', 'devastating', 'war', 'damage', 'suffering'. One respondent put it succinctly: a hard border would mean 'Disaster. Pain. The past. Broken.' (R255).

Finally, there are some '*political*' responses to this question. A portion either state their opinion as to the need for Irish unity or simply express the expectation that a hard border will lead to Irish unification – and some view this as unequivocally a good thing or a natural response to a hard border, e.g. 'I would become proactive in seeking a United Ireland' (R17). Another set of responses articulate a severe loss of trust in the British government or in the political establishment at large – a fact which some connect to the absence of a functioning Assembly and Executive in Stormont.

A 'No Deal' Brexit: We asked about the perceived difference between a No Deal Brexit and Brexit with a Deal. One notable finding is that the responses to this question show how *wide a range of aspects of everyday life are seen as being affected by*

'No Deal'. There were multiple themes and issues covered in the majority of responses to this question, often within one answer.

A neat example is from Respondent 264: 'Breaking the Good Friday Agreement. Tariffs and travel disruptions. Uncertainty for future on industry, tourism.' This shows how the practical is intertwined with the existential, if you will, for the border region.

The overwhelming responses to this question were negative, in many cases extremely so. But there were a handful of answers (all from Leave voters) that suggested that, although No Deal would not bring any benefits, it would be better than not having a good deal (R32) or that it was preferable to a deal '*given the intransigence of the EU*' (R258) and what PM May had secured.

We can summarise the majority of responses here under three broad themes. First, *socio-economic and practical concerns* predominate, reflecting the importance of cross-border movement and also the value placed on stability for economic growth in the region. Many respondents raise concerns about the impact of tariffs. Others predict a long-lasting recession, in which a

few predict that they will emigrate (e.g. R201). Many summarise it in general terms:

'Increased and long-term damage to local economies on both sides of the border. More changes to work, living and travel patterns. Less safe place to live and work.' (R29)

'Instability for business, tourism development and economic development. Price increases. Shortages of food, medicines and other products currently transported north and south and through Britain... Job losses and loss of population.' (R286)

Farming and agri-food is a frequently-mentioned concern: 'It will flatten agricultural sales of meat, milk and dairy produce. Here in Omagh our local dairy stand to lose 60% of their overseas markets creating unemployment almost at once.' (R319)

A slightly different perspective, in a series of questions, is offered by a veterinarian in Fermanagh and Omagh:

'Can my clients bring their pets from Ireland for their veterinary care to me? Can I prescribe medications that are to be transported across this border and used in Ireland at the client's residence? Can my northern clients happily travel to Ireland with their pets (this is part of many clients' daily routine)? Lots of veterinary medicines are manufactured in the EU or have ingredients originating in the EU, will these still be available?' (R328)

Also mentioned as a particular concern in NI is the loss of competitiveness vis a vis those in the Republic of Ireland; much of this view comes from trends already emerging and noticed: 'Business in a No Deal could go under if customers decide not to send us their business as we [in NI will be] outside EU which has already stopped new potential clients already. Brexit is not good for business on the border or in Ireland and my business is built on free movement across Ireland and UK'. (R315)

Secondly, there are *major concerns expressed for security* in the border region if there is a No Deal. This is in part because the socio-economic conditions of the border region are connected to the environment in which terrorism is fostered:

'[No Deal v Deal] is the difference between being a stable prosperous area and being a jobless depressing place that encourages those most unfortunate to turn to the habits of the past' (R79).

The word 'devastating' appears a lot in responses, often combined with a sense of powerlessness:

'It would be emotionally devastating. A sense that my country didn't care about us at all and was willing to sacrifice the peace and prosperity of N. Ireland for some nebulous "making Britain great again". It will cost us our peace' (R13).

There is a connection made between the expectation of checks, the changed symbolic and practical status of the border, the anticipation of a rise in dissident republican activity, and an expected rise in criminality. It is not necessarily in the fact of the risk but in the anticipation of the risk and in the subsequent adjustment of behaviour that terrorism can have its greatest impact.

Finally, as we would expect, an overriding theme was that of *uncertainty*:

'As a result of the lack of certainty, it is very difficult to plan for the future in terms of continuing to live in the border region, ascertaining whether community safety will become a big issue and determining whether our family business will improve its fortunes. Our family business is in hospitality, and we have identified already a drop in the number of people coming to our area on account of the political uncertainties associated with Brexit and the potential trouble that it brings.' (R245)

What have you not been able to do/plan as a result of Brexit? Knowing from our previous report that Brexit has already had a fallout in the border region, we asked for specific examples of how (if in any ways) people have been affected. About 1 in 5 respondents say that they have not yet noticed an impact yet (at the time of writing, the UK is still in the EU). However, the majority of respondents recount specific examples of a direct impact of Brexit already. We summarise them under key themes:

Change in business/trade plans: 1 in 10 describe a change to own business/trade plans. This covers such examples as no longer planning to import to NI market from EU countries, to delaying investment in NI. There are other examples given of deals falling through, including farming businesses, selling of houses and offering of jobs.

'Brexit has a major negative impact on our daily lives and on our future As farmers the uncertainty does not allow for expansion or investment in diversification at any level If subsidies are not maintained at current levels of CAP [Common Agricultural Policy] we will not survive as land mostly [here designated] SDA [Severely Disadvantaged Area]. ...If there was no Brexit threat we would have continued our expansion plans as was before 2016'. (R362)

'We have had to put serious plans into our business to accommodate us if there is a No Deal... We work in insurance and we have to issue renewal notices 30 days in advance of renewal therefore we have to make arrangements from the 1st of October and not the 31st.' (R57)

Loss of work and business: many people commented on the effects of Brexit on their work and business. Most brutally this includes *redundancies*: 'Lost my job last year. Company pulled out of NI moved job to the EU.' (R101); 'Already made redundant. business decision by large employer.. majority European customer base.. apparently our plant was still profitable.' (R19), 'I have been made redundant' [R377] or 'Will have to be laid off from work' (R157), 'Staff redundancies' (R473). A British citizen living in Ireland and working in the NHS in NI summarises the spread and the consequence of such uncertainty:

'I am applying for an Irish passport after 30 years of living in Donegal [as a British citizen]. ...I've been worrying about other things I have no control over – my British occupational pension, whether my qualifications will continue to be recognized, whether I can still apply for jobs in HSE [in the ROI], how will I travel to work in Dublin. I haven't applied for a senior level job in my field in NI that I might have without Brexit'. (R24)

Deterrence of business investment, expansion: Respondents also describe withholding of personal investment or spending plans (for anything from renovating one's kitchen to going on holiday, buying house, taking a loan or doing bigger purchases. Specific examples include: problems in data sharing, in recruiting employees, and the downside of the devaluation of sterling. These decisions will have long-term consequences, regardless of the final outcome from the changed UK/EU relationship.

'I own a business and take data from Ireland, France, USA and UK. But now with Brexit I need a Standard Clause Contract to receive this information/data from all my EU customers outside the UK. It's deterring these customers from sending us their business and data and looking elsewhere. I may have to open a premise in Ireland and the cost associated with that'. (R315)

'The Craigavon industrial base, particularly food processing is heavily dependent on migrant labour. The workforce has a high turnover and in the event of a hard Brexit / restrictions on EU workers coming in to NI, industry is facing a resourcing cliff edge. Fewer people coming in means potential factory closure, leading to economic depression in the area.' (R12)

Travel: about 1 in 6 respondents described the effect of cancelling plans to travel to/from or through the other side of the border as a result of Brexit. This gives a sense of the extent to which cross-border 'travel' is not so much an activity of its own but rather a way of life, weaved into everyday life, with people travelling across the border to/from work, to shop, visit family and friends (socialize) for leisure and sporting activities. 'What costs me no thought today, travelling across what used to be the border, will now become a "thing". Likely to cause me to hesitate' (R63). 'Travelling across the border is easy so I tend to [do it] alot. If it becomes difficult we are less likely to do that' (R68).

Regression in social relations: Some report considering a change in employment, residency or place of study in a way that minimises the need for cross-border travel. Many describe personal/family decisions in expectation of Brexit that recall 'back to back' experience in the past, which was only overcome by the slow embedding of the peace process:

'Two of my children have decided not to do 3rd level education in NI due to Brexit threat as they want to remain connected to Europe-this threat is making the brain drain from border counties even worse than it was' (R38)

'It is causing me and my family untold stress. My Protestant work colleagues are openly supportive of the no deal and saving the union whilst the Catholic staff try not to say much to avoid tensions building. I am actively seeking work opportunities in ROI.' (R17 – a respondent who abstained in the 2016 referendum).

Others emphasise a fear of associated isolation, risks to community cohesion and the threat of a resurgence of violence: 'Not visiting NI, for shopping & social events, as often as I would like because of rising social tensions.' (R255); 'Fear of being divided again, it controlling us and leaving it harder to cross the border. Also the fear of violence starting up again'. (R48)

What makes the border region unique: The interconnectedness of the border region means that the ramifications of Brexit are not confined to N.Ireland: 'The predictions of job losses and recession in Northern Ireland will mean the whole border region will suffer the same, and they had no say in the decision' (R81). Fundamentally, the uniqueness of the region centres on the ways in which the border is a connection between the UK and Ireland, permeating political, social, cultural and economic life: 'if the border goes through your farm or your town, then it's part of your everyday reality' (R9). As another explains: 'To just exist, like going to school, the shops, church, work or socialise we will have to cross between two different jurisdictions with separate compliance regimes, encountering extra surveillance, accountability, checks on a daily basis.' (R70)

One respondent summarised the reason why change to the border will have such an impact in this region: 'Pain is more intense closer to the wound' (R101). In all the answers, and in the anticipation of Brexit, from respondents on both sides, there is a recognition that the border means that the UK's withdrawal from the EU is far more than an economic decision. 'We are at grave risk of being dragged back 20 years or more and I find that both appalling and heartbreaking' (R12).

Thinking of starting a business in the Mid Ulster District Council Area?

GO
for it

Free business mentoring available in your area.

call 0800 0270639
visit goforitni.com



This project is part funded by Invest Northern Ireland and the European Regional Development Fund under the Investment for Growth & Jobs Northern Ireland (2014-2020) Programme.



MEGA - enhancing Manufacturing & Engineering Growth & Advancement in Mid Ulster



MEGA Network aims to.....

- ◆ Attract Suitable Talent
- ◆ Inform Careers Education
- ◆ Inspire Young People into the Sector
- ◆ Provide Work Experience
- ◆ Influence Training Needs
- ◆ Create APPRENTICESHIPS
- ◆ Attract Women into Manufacturing & Engineering
- ◆ Reduce the Skills Gap



Supported by



For further details contact
Project Director Maria Curran
maria.curran@midulstermega.com
Tel: 07776527855

Mid Ulster Enterprise Week

Explore your enterprising potential!

18-22 November 2019

midulstercouncil.org/enterpriseweek



Register Online

#GEW2019
#MidUlsterDC



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

Innovate Your Business Workshop

InnoTech 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 attracted. The InnoTech Centre, South West College can maximise the commercial potential of your innovations by offering advice, support, direction and funding.

Dungannon

'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

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

Selling Your Business

The Elk Complex, Toomebridge

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.

Toomebridge

More Overleaf



Register Online



midulstercouncil.org/enterpriseweek

* All information is correct at time of print. Please confirm details online when registering.

£1.1m Suite of New Mid Ulster Business Programmes launching in 2020

Gearing for Growth | Transform | Digital First
Tender Ready | Social Enterprise

Mid Ulster Businesses - don't miss out on these free programmes and other business funding, events, and support opportunities... sign up to receive regular updates from us at:

www.midulstercouncil.org/business

For more information on the new business programmes contact t: 03000 132 132 and ask to speak to our economic development team or e: business@midulstercouncil.org



TUES 19th November

Women in Business Panel

Brew Coffee Shop, Moy

9.30 am - 11.30 am

Come and 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.

Business Bites @ Loughry

Food Innovation Centre,
Loughry Campus, Cookstown

10.00 am - 12.00 pm

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.

Developing a Deeper Understanding of Mental Health in the Workplace

Emerson, Cookstown

9.00 am - 11.00 am

Dr Hugh Quigley

Mental health issues affect one in five people in Northern Ireland, costing the economy £790m per year. As more and more people experience mental health issues, this has an impact on employers and their duty of care. This workshop will help identify strategies and policies that could help and support your business in managing issues affecting mental health in the workforce.

New Business Showcase

Burnavon Theatre, Cookstown

3.00 pm - 8.00 pm

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 to showcase their products. Members of the public are welcome to come along to take advantage of special discounts offered for one day only and enter the free prize draws.

MEGA Engagement Event *

Glenavon House Hotel, Cookstown

12.30 pm - 2.30 pm

The MEGA (Manufacturing and Engineering Growth Advancement) Network will officially launch at an Invitational Engagement Event. Local presenter and singer, Malachi Oush, 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.

* Invitation Only Event

Taking Care of your Business workshop

The Junction, Dungannon

1.30 pm - 3.30 pm

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.

WED 20th November

Coffee with Carol

Killymoon Golf Club, Cookstown

9.30 am - 11.30 am

Carol Doey

Call in for a coffee, scones and a chat with Carol Doey, Manager of The Hub BT80, one of Mid Ulster's best known and thriving social enterprises. Hear from Carol about what it takes to start and grow a successful social enterprise and how she ensures it continues to evolve to meet the needs of the community.

Coffee with Colin

Café Latte @ Ranfurly House Arts
and Visitor Centre, Dungannon

9.30 am - 11.30 am

Colin Neill, Hospitality Ulster

Coffee with Colin brings the Hospitality Ulster boss to Dungannon with an open invite to anyone in the trade seeking Hospitality Ulster's help or advice on issues they may be experiencing. This event is aimed at giving members of the Hospitality industry an opportunity to air opinions and share issues directly to CEO Colin Neill.

Coffee with Cathy

The Terrace Hotel, Magherafelt

9.30 am - 11.30 am

Cathy Martin, CMPR

Come and join Cathy Martin, one of Ireland's leading PR & events industry players, for coffee and a chat. Cathy will offer business advice to SMEs and retailers from across the district on influencer marketing and social media. Cathy has over 20 years' experience across PR, events, marketing, journalism, fashion, TV and influencer-brand match-making.

Bid to Win! A Tender Ready workshop

The Gables, Dungannon

10.00 am - 12.00 pm

Janis Simpson-Mahoney,
Global Education Ltd

Sourcing and writing high quality bids and tenders is one of your greatest allies in securing new business. This session will give you an insight into how you can improve your tender writing skills and help breakdown your barriers to achieve success.

Mid Ulster Job Fair

Cookstown Leisure Centre

12.00 pm - 6.00 pm

Are you looking for work? Fancy a change in career? Interested in upskilling? Then the Mid Ulster Job Fair is the place to be. This is a brilliant opportunity to meet with more than 50 local businesses with live job and apprenticeship opportunities. A number of support organisations and agencies from the Mid Ulster area will also be exhibiting on the day.

Managing Through Turbulent Times

Bloc Blinds, Magherafelt

3.00 pm - 5.00 pm

Feargal McCormack,
PKF-FPM Accountants

Listen to Feargal draw on his experience to see how you can steer your business through turbulent times. Sharing the PKF-FPM Experience of growth from a one person operation to an international business, operating in five offices in a very competitive and changing market.

Mid Ulster Business Awards

Corick House Hotel, Clogher

7.00 pm - 10.00 pm

The 9th Annual Mid Ulster Business Excellence Awards are aimed at recognising the talent, entrepreneurship and excellence that exists across the full range of business and commerce in the Mid Ulster area. The fifteen award categories covers all aspects of business and industry. This event is coordinated and delivered by JPI Media and tickets can be booked directly from Mid Ulster Business Awards website.

THURS 21st November

Instagram for Business workshop

The Junction, Dungannon

9.00 am to 11.00 am

Emma Gribben, Digital by Emma

This workshop will provide you with all the information you need to develop your Instagram profile for your business. With over 1 Billion users on the platform, Instagram offers massive potential for businesses to reach new customers. This workshop will show you how to use Instagram to drive brand awareness, encourage brand interaction, generate sales leads and conversions.

Harnessing the Power of Social Media

Specialist Joinery Group, Maghera

10.00 am - 1.00 pm

Declan Murtagh, Brilliant Red

With an abundance of social media platforms and new trends, this workshop outlines a simple step by step process you can follow to help you select the best social media channels for your business. The workshop will provide businesses with insights into each social media channel, social media strategy, audience analysis, best practice examples and case studies. Social Media Channels covered will include Facebook, Twitter, Snapchat, LinkedIn and YouTube.

Instagram for Business Workshop

Cookstown Enterprise Centre

12.00 pm to 2.00 pm

Emma Gribben, Digital by Emma

This workshop will provide you with all the information you need to develop your Instagram profile for your business. With over 1 Billion users on the platform, Instagram offers massive potential for businesses to reach new customers. This workshop will show you how to use Instagram to drive brand awareness, encourage brand interaction, generate sales leads and conversions.

Financial Fitness

The Edge Gym, Augher

2.00 pm - 4.00 pm

Sean Cavanagh,
Sean Cavanagh & Co Accountants

The session will cover most aspects of a business's life cycle with good practice and advice highlighted at each stage, including: The basics on how to start up a business including the notorious pitfalls | Good financial management as well as current economic issues and challenges facing businesses | Tax planning, pensions and investment strategies

Instagram for Business workshop

Workspace, Magherafelt

3.00 pm - 5.00 pm

Emma Gribben, Digital by Emma

This workshop will provide you with all the information you need to develop your Instagram profile for your business. With over 1 Billion users on the platform, Instagram offers massive potential for businesses to reach new customers. This workshop will show you how to use Instagram to drive brand awareness, encourage brand interaction, generate sales leads and conversions.

Business Start Drop In Clinics

Three events:
Workspace, Magherafelt

Ranfurly House Arts & Visitor Centre,
Dungannon

Cookstown Enterprise Centre

5.00 pm - 7.00 pm

Considering self-employment? Don't know where to start? Then call in for a cuppa and a chat with our business advisors who have a wealth of experience helping new start-ups. They will discuss the FREE specialist support on offer from the 'Go For It' Programme to help you take the first step to making your dream a reality. Choose from one of the three local venues.

FRI 22nd November

Business Funding and Support Event

Food Innovation Centre,
Loughry Campus, Cookstown

10.00 am - 1.00 pm

Comperre Adrian Logan

A fantastic opportunity to hear about the range of business support and funding on offer from 12 local and regional organisations (including Mid Ulster District Council, InterTradeIreland and Invest NI) and avail of the opportunity to have a one-to-one with their staff on how they could help your business or social enterprise. An enjoyable session uniquely compered by Adrian Logan, the well known TV and Radio personality. Come join us and have the opportunity to win some prizes at the event.

Register Online



Denotes events where prizes can be won

midulstercouncil.org/enterpriseweek