

Report on	Lough Neagh Partnership Core Funding 2018/19
Reporting Officer	Michael Browne
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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 2018/19 to the core running costs associated with Lough Neagh Partnership in the delivery of marketing tourism, recreational, environmental and heritage activities on Lough Neagh and the Lough Neagh shoreline on behalf of Mid Ulster District Council .
2.0	Background
2.1	<p>Lough Neagh Partnership has received Core funding from the five Council's around the Lough Shore for the co-ordination of substantial development, promotion and marketing of Lough Neagh.</p> <p>The main projects currently underway which directly affect the Mid Ulster District Council include:</p> <ul style="list-style-type: none"> • Implementation of a Marketing and Lough Neagh Destination Management Plan to promote the whole of the Lough. • 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, securing funding of £43,000 for a second year from NIEA towards development and implementation of a shoreline management plan for Special Protected Areas (SPAs) • 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 • Implementation of Lough Neagh Food Tours Programme facilitating private sector food tourism cluster • Assisting Development Trust NI to establish and develop the Lough Neagh Community Trust • Feed into Mid Ulster Community Planning and Lough Neagh Planning with Mid Ulster District Council

	<ul style="list-style-type: none"> • Advise on the development of a Rural Development Lough Neagh Co Operation Project • Assist with implementation of Interreg water quality programme Waterpro • Investigate and assist Waterways Ireland and ICBAN in development of an Invasive Species Programme
3.0	Main Report
3.1	<p>Core funding primarily contributes towards core staff (Manager, Marketing Officer and Admin/Finance Officer), development/ delivery of programme and office costs.</p> <p>Funding in condition 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> <p>As part of the funding Lough Neagh Partnership will offer Mid Ulster District Council continued coordination and marketing around Lough Neagh and its Waterways. It will continue to develop Lough Neagh as a tourism destination.</p> <p>Lough Neagh Partnership will continue to identify and apply to secure funding to the region.</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
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: £22,000 which has been identified in the 2018/19 budget and will be paid in 2 stages:</p> <p>Stage 1 payment 1 April – 30 September 18</p> <p>Stage 2 payment 1 October – 31 March 18</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p><u>N/A</u></p>
4.3	<p><u>Risk Management Implications</u></p> <p>N/A</p>

5.0	Recommendation(s)
5.1	Recommend Mid Ulster District Council fund Lough Neagh Partnership £22,000 as requested subject to funding being secured from all five Lough Neagh Council's.
5.2	Recommend that the Lough Neagh Partnership submit a quarterly update to Mid Ulster District Council.
6.0	Documents Attached & References
6.1	Appendix 1 - LNP Application Report for Funding 2018/19



APPENDIX 1

LOUGH NEAGH PARTNERSHIP CORE FUNDING 2018/19 - £22,000 MID ULSTER DISTRICT COUNCIL ANNUAL FUNDING MEASUREABLE TARGETS AND QUANTIFIABLE OUTPUTS

Targets	Target Date	Quantifiable Outputs
1. Landscape Partnership Project Deliver Year 3 of the Lough Neagh Landscape Partnership project	31/03/2019	Implement projects as agreed in HLF plan for 2018/19 e.g. signage project, Ardboe Archaeology project, Mountjoy Archaeology project. Begin progress on Brookend and Derryloughan nature reserves.
2. Destination Marketing Plan Working with Mid Ulster Council and stakeholders, identify and help develop new tourism products on Lough	31/03/2019	Develop and promote 3 major Lough Neagh Tours 2 of which relate to and promote the Mid Ulster Tourism Development product. Begin to develop a new food project for the Lough with DAERA. Help Mid Ulster with the implementation of their tourism strategy. Assist with implementation of new signage plan. Identify and apply for new marketing funding programmes.
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 01/12/2018 31/03/2019	Minimum of 20 events per District. MUDC events submitted to TNI will be featured on Discover Lough Neagh website & app 2 advertorials - Spring and Autumn 4 stakeholder newsletters - Quarterly The website & app updated weekly. Review other content on website and update through new content management system.

3.3 Blog Competition	31/12/2018	<p>Issue of event updates and minimum of 6 press releases. Consumer and trade pages on Facebook and Twitter.</p> <p>Electronic Christmas Colouring competition for schools.</p> <p>Blog Competition. LNP will feature the top 10 blogs on the destination website, which will have significant SEO value for the destination website and also for the individual visitor attractions featured in the blog. A link can also be included to Mid Ulster Council on the relevant blogs.</p>
<p>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</p>	31/03/2019	Lough Neagh Partnership will help promote the cycle trail throughout 2018/19 and the Lap the Lough event 26/08/2018
<p>5. Lough Neagh Community Trust LNP staff to work with Development Trust NI to ensure that new Community Trust (which was established in March 2016) becomes operational and new funding attracted from DAERA</p>	31/03/2019	<p>To have new Lough Neagh Community Trust operational by 2018/19</p> <p>Drawdown new funding for DTNI from DAERA</p> <p>Attend Community Development Trust meetings</p> <p>To continue to provide marketing management and environmental advice to Lough Neagh Community Trust.</p>
<p>6. Lough Neagh Cooperation Project Help LAGS and Mid Ulster District Council develop Lough Neagh Cooperation Project</p>	31/03/2019	<p>Help and assist Lags to develop Rural Development Programme Cooperation project.</p> <p>Continue to provide help and advice on the implementation of this project for the LAGs and Councils around the shores of the Lough</p> <p>Help facilitate the securing of a Rural Development Project in conjunction with Mid Ulster Council and Mid Ulster Local Action Group to bring benefits to the Mid Ulster District in terms of lough-shore facilities owned by Council.</p>

<p>7. 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.</p>	31/03/2019	<p>Meet with DAERA Identification of partners Development of funding proposal Submission of proposal when programme opens Identify benefits specific to Lough Neagh</p>
<p>8. Liaison with MUDC Ongoing liaison MUDC</p>	31/03/2019	Attend a minimum 3 meetings with MUDC officers in 2018 to update on progress
<p>9. NIEA Shoreline Plan Attract new funding and engage with farmers and landowners on western shore to improve condition of western shore</p>	31/03/2019	<p>LNP staff will help implement and administer funding of £43,000 which has been secured for a second year 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.</p>
<p>10. New Group Farm Scheme Set up new Group Farm Scheme on western shores of Lough Neagh and Mid Ulster Council area</p>	31/03/2019	<p>LNP intends to receive, manage and administer new £200,000 DAERA Group Farm Scheme for Lough Neagh with the main focus in western shores /Mid Ulster area giving help and assistance to over 20 farmers along the Mid Ulster shoreline of Lough Neagh.</p> <p>Receive funding and start programme in 2018/19</p>
<p>11. Lough Neagh Plan Help with Mid Ulster Council planning Group for Lough Neagh to develop new planning zone designation for Lough Neagh</p>	31/03/2019	LNP staff intend to attend Lough Neagh planning meetings led by Mid Ulster District Council and give advice and assistance on the development of new coordinated Lough Neagh plan
<p>12. Mid Ulster Community Planning Meetings Help and assist with development of Mid Ulster Community Plan</p>	31/03/2019	Lough Neagh intends to attend Mid Ulster Community Planning meetings and feed into Lough Neagh issues and concerns

13. THOULP Help give advice and help with Mid Ulster HLF Landscape Project AHOULP	31/03/2019	LNP staff intend to provide advice and assistance to help with Ulster HLF landscape proposal
14. Implement Water Quality Project Lough Neagh Water Quality Interreg Project	31/03/2019	LNP staff intend to assist with implementation and administration of Interreg Water Quality Programme (Waterpro) relating to whole of Lough but parts will relate to the Mid Ulster area
15. ICBAN and Waterways Ireland Life Plus Project Help develop project for Mid Ulster	31/03/2019	LNP intend to investigate and assist Waterways Ireland and ICBAN in the development of an Invasive Species Program for the Lough Neagh Shoreline of Mid Ulster Council. Will help Mid Ulster Council with project
16. Coalisland HLF Great Places Project Make application	31/03/2019	LNP manager will apply for funding and work with partnership to develop a Great Place Project in Coalisland and the wider area. Potential grant of up to £500,000. All within Mid Ulster area.
Total Income Generated		<ul style="list-style-type: none"> • DAERA Group Farm Scheme estimated £150,000 will benefit MU • HLF Landscape Partnership estimated £150,000 will benefit MU • £25,000 funding available through Waterpro project
Creation of Strategic documents to stimulate economic development		<ul style="list-style-type: none"> • Help implement Destination Management Plan • Community Trust operational documents and business plan for purchase of Lough • New implement Lough Neagh Development Plan • Will help with Mid Ulster Community Dev Plan • Will help develop Lough Neagh Planning Strategic Plan led by Mid Ulster District Council