



19 February 2024

Dear Councillor

You are invited to attend a meeting of the Development Committee to be held in The Chamber, Dungannon and by virtual means at Council Offices, Circular Road, Dungannon, BT71 6DT on Thursday, 15 February 2024 at 19:00 to transact the business noted below.

A link to join the meeting through the Council's remote meeting platform will follow.

Yours faithfully

Adrian McCreesh
Chief Executive

AGENDA

OPEN BUSINESS

1. Notice of Recording
This meeting will be webcast for live and subsequent broadcast on the Council's You Tube site [Live Broadcast Link](#)
2. Apologies
3. Declarations of Interest
Members should declare any financial and non-financial interests they have in the items of business for consideration, identifying the relevant agenda item and the nature of their interest.
4. Chair's Business
5. Deputation: Cairde Uí Néill (Irish Language Hubs)

Matters for Decision

- | | | |
|-----|--|---------|
| 6. | Development Report | 3 - 38 |
| 7. | DfC Letter of Variance - Active Travel & Covid Small Settlements | 39 - 58 |
| 8. | Mid Ulster Swim Academy 2023 Review | 59 - 64 |
| 9. | Communities & Place Scale of Charges 2024/25 | 65 - 92 |
| 10. | Economic Development, Tourism & Strategic Programmes Report – OBFD | 93 - 98 |

Matters for Information

11. Minutes of Development Committee held on 10 January 2024 99 - 112
12. Economic Development, Tourism & Strategic Programmes Report – OBFI 113 - 146

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

Matters for Decision

13. SHHP Bellaghy Bawn Writers Residency Project
14. Macmillan Move More Programme

Matters for Information

15. Confidential Minutes of Development Committee held on 10 January 2024
16. Food Standards Agency Audit
17. Agewell Project Update

Report on	Development Report
Date of Meeting	15 th February 2024
Reporting Officer	Claire Linney, Assistant Director of Development
Contact Officers	Philip Clarke – Neighbourhood Development Manager, Catherine Fox – Arts Development Manager, Brian McCormick – Seamus Heaney HomePlace Manager, Martina Totten – Social Inclusion Manager

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

1	Purpose of Report									
1.1	<p>The purpose of this report is to update members and seek approval for the following;</p> <ul style="list-style-type: none"> • Rolling Community Grant Awards • Hill of The O'Neill Telecommunications Mast – Update • Good Relations Plan 2024 – 2025 • Development Department -Update 									
2	Key Issues									
2.1	<p>Community Grants - Rolling Grants Programme 2023 – 2024</p> <p>Members are advised that the grants assessment panel are making the following recommendations to award grants under the Good Relations fund and Sports Representative Grant. Two Good Relations applicants did not meet the programme criteria and will receive feedback and support for a potential re-submission.</p> <table border="1"> <thead> <tr> <th>Grant</th> <th>No. of groups awarded</th> <th>Value of Grant Awards</th> </tr> </thead> <tbody> <tr> <td>Good Relations Grant</td> <td>0</td> <td></td> </tr> <tr> <td>Sport Representative Grant</td> <td>5</td> <td>£1120</td> </tr> </tbody> </table> <p>Please see attached in Appendix 1 grant award recommendations</p>	Grant	No. of groups awarded	Value of Grant Awards	Good Relations Grant	0		Sport Representative Grant	5	£1120
Grant	No. of groups awarded	Value of Grant Awards								
Good Relations Grant	0									
Sport Representative Grant	5	£1120								
2.2	<p>Hill of The O'Neill Telecommunications Mast -Update</p> <p>NI Water previously proposed to jointly develop and manage a feasibility study, facilitated by Atkens, to examine and explore all options to remove, reduce and / or better disguise the Telecommunications Mast on Hill of The O'Neill, at a cost to Council of £46k (50% of total costs). A business case was completed by NI Water in relation to securing their share of costs, however correspondence received from NI Water on 11th January 2024 advised that the business case had not been signed off</p>									

due to funding cuts and insufficient budget within NI Water, see **Appendix 2**. There may be opportunity in the new financial year for NI Water to review the costing in line with new budgets or for Council to consider covering the full cost of the feasibility study to progress before then.

2.3 **Good Relations Plan 2024 – 2025**

TEO has issued correspondence to Council to submit the Councils Good Relations Action Plan for the 2024-25 year. They have stated to present this at 100% delivery, based on the 22/23 level of funding £413,864 (75% TEO and 25% Council), however it has been advised that this could be reduced to a similar level to 2023 – 24 which included a 47% reduction in TEO funding, leaving a total action plan budget of £219,348.

A copy of the draft action plan is included at **Appendix 3**, which has been developed and evolved based on the 23/24 plan. As previously advised, Officers are currently working on the development of a new Community Development strategy for the district, which will help re-shape and maximise collaborative opportunities across all community development / community safety /good relations programmes and activities. A pilot ‘working together’ project has been included within our 24/25 Good Relations Action plan, as agreed with TEO and DFC, and this will help shape and inform this strategy going forward.

2.4 **Development Update**

Neighbourhood/Community Development

The grants has opened and officers are supporting groups with applications.

Officers are continuing to support with the Capital Delivery - Covid Small Settlement projects – Coalisland Canal and Moy, and Railway Park.

Connecting Pomeroy – The Forest building works are ongoing due to complete April 2024. The appointment of the Development officer is taking place, alongside developing the systems and procedures for opening of the new building – estimated to be June 2024.

Social Inclusion

The delivery of the Test and Learn model for Community Wealth Building is continuing. The next meeting of the working group is scheduled for Wednesday 31st January in Dungannon Council Offices.

The engagement on social housing for Mid Ulster is continuing, alongside the delivery of the poverty plan.

Good Relations & Peace

The new plan for 2024 – 25 has been developed based on 2023 – 24.

	<p>Council has engaged with SEUPB re the additional detail required on the Councils submitted Peace Plus Plan. The detail to support the current programmes is being progressed.</p> <p><u>Burnavon Arts Centre</u> The Winter/Spring programme has had positive impact with performances and activities selling well.</p> <p><u>Seamus Heaney Homeplace</u> The Winter/Spring programme sales are positive with many shows already at full capacity. The exhibition again is receiving increasing number; and school engagement is continuing with positive numbers.</p> <p><u>Hill of The O'Neill & Ranfurly House</u> The action plan for 2023/4 is currently being reviewed and a new plan for 2024/5 is being developed.</p> <p><u>Regional and Minority Language</u> The programme is continuing to roll out across the District.</p> <p><u>PCSP</u> No minutes this month.</p>
<p>4.1</p>	<p>Financial, Human Resources & Risk Implications</p> <p>Financial:</p> <p>Good Relations Grant Awards Nil Sports Representative Grant Awards £1120</p> <p>Good Relations Plan 2024 – 2025 £413,864 (75% TEO, 25% Council) – 100% delivery – this may be reduced by 47% funding from TEO similar to 2023-2024 leaving a budget of £219,348.</p> <p>Human: NA</p> <p>Risk Management: NA</p>
<p>4.2</p>	<p>Screening & Impact Assessments</p> <p>Equality & Good Relations Implications: NA</p> <p>Rural Needs Implications: NA</p>

5	Recommendations
5.1	<p>Members are recommended to;</p> <ul style="list-style-type: none"> (i) Approve the assessment panel recommendations under the Sport Representative grants. (ii) Note the Hill of The O’Neill Telecommunications Mast Update. (iii) Approve the Good Relations Plan 2024 – 2025. (iv) Note the update from the Development update.
6	List of Documents Attached
	<p>Appendix 1 Community Rolling Grant Awards Appendix 2 Correspondence from NI Water on Hill of The O’Neill Mast Appendix 3 Good Relations Plan</p>

Appendix 1 Community Grants Allocation

Good Relations Grants – February 2024 (Maximum £1,500)

Ineligible

No	Organisation Name	Aim	Title Of Event/project	Requested	Comment
1	Fivemiletown PS & Nursery PTFA	Community	Plant a little seed!	£1,425.00	Unsuccessful did not meet criteria
2	Liberty Church	Community	Counselling Outreach	£2,000.00	Unsuccessful did not meet criteria

Individual Sports Awards - February 2024 (Maximum £250)

No	Applicant Name	Sport discipline	Title Of Event/project	Requested	Awarded
1	Mollie Rose Brady	Taekwon-do	Identify Taekwon-do championships, Oss Netherlands	£926.00	£225.00
2	Mark Gonchar	Taekwon-do	Identify Taekwon-do championships, Oss Netherlands	£220.00	£220.00
3	Jack Haycock	Men's Hockey	Euro-Hockey Indoor Championships, Paredes Portugal	£250.00	£225.00
4	Evie Girvan	Girls Hockey	U16 Girls International, Lillesham, England	£565.00	£225.00
5	Edward Irwin	Men's Hockey	Ireland U16 RISE Squad, England Series	£300.00	£225.00
				Total	£1120.00

Bands	Score	%
7	30-39	40%
6	40-49	50%
5	50-59	60%
4	60-69	70%
3	70-79	80%
2	80-89	90%
1	90+	100%

Catherine Fox

From: Semple, Peter <Peter.Semple@niwater.com>
Sent: 11 January 2024 10:32
To: Catherine Fox
Cc: Bradley, Pearse
Subject: Castlehill

Hi Catherine

As discussed yesterday – due to current restrictions placed upon us by Dept for Infrastructure, our CEO is unable to sign off any new business cases which aren't deemed essential. Unfortunately, this business case falls into that bracket.

Hopefully this will change in the new FY.

There is an option for MUDC to pay the full costs for the feasibility study (c£100k). NI Water will gladly help with the study.

Apologies for this .

Regards

Peter

Peter Semple
CIO
Mobile: 07969 771552

northern ireland water
Westland House
Old Westland Road
Belfast, BT14 6TE

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**DISTRICT COUNCIL GOOD RELATIONS
PROGRAMME**

2024/25 ACTION PLAN

District Council: Mid Ulster District Council
Chief Executive Officer: Mr Adrian McCreesh

Please read the guidance notes provided before completing the action plan.

Section 1

1.1 Programme information

Number of programmes	11
Name/role/contact details of all staff responsible for programme management	Philip Clarke Philip.Clarke@midulstercouncil.org Tel: 03000 132 132 Ext: 24611
	Paula Kelly Development Officer (F/T) Paula.kelly@midulstercouncil.org Tel: 03000 132 132 Ext: 24605
	Sean McElhatton Development Officer (4 days) Sean.mcelhatton@midulstercouncil.org Tel: 03000 132 132 Ext: 22507
	Danielle McCann Project Support Assistant (3 days) Danielle.mccann@midulstercouncil.org Tel: 03000 132 132 Ext: 24614

1.2 Financial information

Name/contact details for staff responsible for financial management of programme	(Principal Contact) Philip Clarke Neighbourhood Development Manager Philip.Clarke@midulstercouncil.org Tel: 03000 132 132 Ext: 24611
	Albert Hogg Finance Manager Albert.hogg@midulstercouncil.org Tel: 03000 132 132 Ext: 23306

	100%	75%
Total cost	£413,864	£310,398
Total programme costs	£227,864	£170,898
Total staff costs	£186,000	£139,500
Staff cost breakdown		
GR Manager (5 days)	£57,967	£43,475.25
Officer 1 (5 days)	£48,514	£36,385.50
Officer 2 (4 days)	£38,561	£28,920.75
Assistant (3 days)	£21,670	£16,252.50
<ul style="list-style-type: none"> • Mileage £3,000 • Learning and development – provided by Council corporate • Printing, Stationary, photocopying, postage £1,000 • Advertising £3,000 (public advertisement grants) 		
Total 75% £5,250		

Ref	Programme overview	100%	75%
MUC1	CYP - Art	£15,000.00	£11,250.00
MUC2	CYP - Sport	£15,000.00	£11,250.00
MUC3	CYP - Resilience	£22,000.00	£16,500.00
MUC4	CYP – Youth Voice	£12,000.00	£9,000.00
MUC5	Shared Community - Small Grants	£45,000.00	£33,750.00
MUC6	Shared Community - Shared Cultural Diversity	£3,864.00	£2,898.00
MUC7	Shared Community - Employability	£8,000.00	£6,000.00
MUC8	Shared Community - Working Together	£8,000.00	£6,000.00
MUC9	Safe Community - Bonfire	£10,000.00	£7,500.00
MUC10	Safe Community – Anti Poverty	£35,000.00	£26,250.00
MUC11	CE – Diversity Ulster Scots/Irish	£22,000.00	£16,500.00
MUC12	CE - BAME	£32,000.00	£24,000.00
	Total	£227,864.00	£170,898.00

1.3 Claim deadlines

It is extremely important that all claims for expenditure are made promptly and that full expenditure is claimed for within six weeks of the end of the financial year. The claim deadlines for 24/25 are as follows:

- Quarter 1 to be with TEO no later than end of July 2024
- Quarter 2 to be with TEO no later than end of October 2024
- Quarter 3 to be with TEO no later than the end of January 2025
- Quarter 4 to be with TEO no later than 11th June 2025

Section 2

2.01 PROGRAMME NAME		2.02 CODE	
Children & Young People’s Diversity Programme		MUC01	
2.03 KEY WORDS	Diversity & Cultural Awareness – Children’s Programme (primary school)		
2.04 Programme Summary	<p>The following outcomes have been delivered upon within this programme in the year 2024/25:</p> <ul style="list-style-type: none"> • The percentage of children who believe they have a greater understanding of diversity • The percentage of young people who have or would not have experienced other traditional cultures • The percentage of wider school community who have a greater understanding of diversity. <p>GR officers have been working with schools across the District for a number of years and in 2024/25 it is planned to deliver programmes specific for each of the school sectors post primary and primary.</p> <p>The aim will be to engage primary schools to provide an insight into cultural diversity of the region.</p> <p>The target age group is 10-11 looking at the transfer from primary schools to large post primary and the magnitude of diversity on range at large campuses.</p> <p>Facilitators will deliver workshops based on different cultures. Up to 20 primary schools will be engaged across Mid Ulster, (primary schools will be linked together where possible).</p> <p>A number of sessions will be delivered across the schools different number of workshops per programme depending upon need re numbers engaging).</p> <p>Activities delivered will include diversity around us, diversity of culture and expression, our changing environment. – Creative Facilitator to be procured through council tender process.</p>		
2.05 Contact details for programme staff	Paula Kelly/Danielle McCann		
2.06 Total budgeted cost of programme (100%)	£15,000		
2.07 Total target no. of participants	Direct	500	Indirect 500

2.08 Budgeted unit cost of programme	£30			
2.09 Targeted participant background analysis	As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15% People born outside of NI and Ireland and UK is 9%			
2.10 Name and post code of Programme HQ	Location	MUDC	Postcode	BT71 6DT
2.11 Names and post codes for main areas of programme impact	Location	Dungannon	Postcode	BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode	BT80 8PQ/8QB
	Location	Magherafelt	Postcode	BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Children & Young People			
2.13 Link to good relations audit	<ul style="list-style-type: none"> Refer to the Good Relations Audit 2021 			
2.14 Complementarity	<ul style="list-style-type: none"> Community Planning Mid Ulster Peace Plus programme in development TBUC Regional Programme CRC Regional programme EA Shared Education 			
2.15 Capacity Building	<p>An increase in the number of participants who have a greater understanding of diversity.</p> <p>An increase in the number of wider school community who have a greater understanding of diversity.</p>			

2.01 PROGRAMME NAME	2.02 CODE
Children & Young People’s – Youth Engagement Programme	MUC02
2.03 KEY WORDS	Diverse Youth Programme
2.04 Programme Summary	<p>An increase in a number of people in our areas engaged in shared activity through arts, drama or sport.</p> <p>GR officers will work in communities to engage young people and bring them together through arts, drama, music, sports and civic leadership focused activities.</p> <p>Project Engage the bespoke sports cross community engagement programme</p> <p>A project that will deliver across the region target 24 young people aged 16 – 24 yrs to participate in a training leadership course based on utilising sport to target segregation and sectarianism in detached and unattached youth across Mid Ulster.</p> <p>The programme will involve upskilling 24 young people to return to their areas and through voluntary sport sessions to reduce feelings of isolation and segregation. The programme will include a teacher training and capacity building component. The sessions will be designed to closely align with the academic curriculum for Personal Development and Mutual Understanding (PDMU).</p> <p>The young people will then deliver to 8 primary schools through a partnership approach (4 partnerships). This will include a 5 week programme on integrated good relations through sport games, conversations and team building activities - classes (primary 6 & 7) (3-4 controlled and 3-4 maintained). The schools will come from across the 5 towns in the Mid-Ulster Council area: concentrating on Cookstown, Dungannon and Magherafelt.</p> <p>Based on an average class size of 25, this will mean the project will work with at least 200 children from partner schools. In addition the project will seek to build the capacity of 8 teachers, two from each of the partner schools/classes. Based on the assumption that each direct project beneficiary will have a positive influence on 2 other people, the project will have a positive impact on an additional 416 indirect beneficiaries.</p> <p>Facilitator to be procured e.g. – Council Tender Process/Public call with grant programme.</p>
2.05 Contact details for programme staff	Paula Kelly/Sean McElhatton

2.06 Total budgeted cost of programme (100%)	£15,000			
2.07 Total target no. of participants	Direct	200	Indirect	416
2.08 Budgeted unit cost of programme	£75			
2.09 Targeted participant background analysis	As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15% People born outside of NI and Ireland and UK is 9%			
2.10 Name and post code of Programme HQ	Location	MUDC	Postcode	BT71 6DT
2.11 Names and post codes for main areas of programme impact	Location	Dungannon	Postcode	BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode	BT80 8PQ/8QB
	Location	Magherafelt	Postcode	BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Children & Young People			
2.13 Link to good relations audit	<ul style="list-style-type: none"> Refer to the Good Relations Audit 2021 			
2.14 Complementarity	<ul style="list-style-type: none"> Community Planning Mid Ulster Peace Plus programme in development TBUC Regional Programme CRC Regional programme EA Shared Education Potential to link with MUDC Leisure Services 			
2.15 Capacity Building	An increase in the percentage of young people who regularly socialise or play sport with people from a different religious community.			

2.01 PROGRAMME NAME		2.02 CODE	
Children and Young People - MU Shared Youth Resilience and Development Programme		MUC03	
2.03 KEY WORDS	Shared Youth Resilience and Development Programme		
2.04 Programme Summary	<p>Increase in number of participants who feel more comfortable socialising or working with people from another community background.</p> <p>A project that will bring young people together from across diverse schools to develop coaching skills that will support younger children and mentoring within schools</p> <p>A specialised facilitator will work across the 20 post primary schools. Schools will be clustered to ensure a diverse range of young people work together in receipt of the coaching and mentoring support. This will include resilience and development training.</p> <p>The sessions will allow for direct engagement of the young people together from different schools (in literacy and numeracy) and then direct engagement with younger children to support their development</p> <p>All post primary across the District - 250 young people participating through school partnerships</p> <p>Over 500 young people will be supported indirectly from the programme.</p> <p>Facilitator to be procured by Council tender process.</p>		
2.05 Contact details for programme staff	Paula Kelly/Danielle McCann		
2.06 Total budgeted cost of programme (100%)	£22,000		
2.07 Total target no. of participants	Direct	250	Indirect 500
2.08 Budgeted unit cost of programme	£88		
2.09 Targeted participant background analysis	<p>As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other</p> <p>Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15%</p> <p>People born outside of NI and Ireland and UK is 9%</p>		
2.10 Name and post code of Programme HQ	Location	MUDC	Postcode BT71 6DT
2.11 Names and post codes for main areas	Location	Dungannon	Postcode BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode BT80 8PQ/8QB

of programme impact	Location	Magherafelt	Postcode	BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Children & Young People			
2.13 Link to good relations audit	<ul style="list-style-type: none"> Refer to the Good Relations Audit 2021 			
2.14 Complementarity	<ul style="list-style-type: none"> Community Planning Mid Ulster Peace Plus programme in development TBUC Regional Programme CRC Regional programme EA Shared Education 			
2.15 Capacity Building	<ul style="list-style-type: none"> An increase in the number of participants who are more favourable towards people from the Catholic community. An increase in the number of participants who are more favourable towards people from the Protestant Community. An increase in the number of participants who are more favourable towards people from a different background. 			

2.01 PROGRAMME NAME		2.02 CODE	
Children and Young People – MU Youth Voice (partner EA YOUTH)		MUC04	
2.03 KEY WORDS	Youth Voice Project		
2.04 Programme Summary	<p>Project - £20,000 - The Youth voice Forum works to empower young people to participate actively in society to improve their own lives by representing and advocating their needs and interests and those of their organisation's. In the current uncertain political and social context that affects young people, they can be powerful catalysts for positive change and contributors of innovative solutions.</p> <p>To overcome the challenges faced by young people, the project will create-</p> <ol style="list-style-type: none"> 1. Greater youth participation 2. Stronger youth organisations 3. Increased youth autonomy and inclusion. <p>This specific project will create a Mid Ulster based regional youth forum. The forum will consist of a minimum 24 young persons aged 16 years to 21 years, who interact regularly with their close friendship group, sharing detail. The project will reflect the Mid Ulster region with youth representatives from across the Mid Ulster region. The project level outcome being an 'improvement in attitudes between children & young people from different backgrounds.</p> <p>The group is actively involved in advocating on behalf of young people across Mid Ulster; this includes; policy engagement on LGBTQ+, rural transport, youth engagement, employment, social media protection etc.</p>		
2.05 Contact details for programme staff	Sean McElhatton/Danielle McCann		
2.06 Total budgeted cost of programme (100%)	£20,000		
2.07 Total target no. of participants	Direct	24 young people aged 16-24yrs /100	Indirect 100
2.08 Budgeted unit cost of programme	£120		
2.09 Targeted participant background analysis	As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15% People born outside of NI and Ireland and UK is 9%		

2.10 Name and post code of Programme HQ	Location	MUDC	Postcode	BT71 6DT
2.11 Names and post codes for main areas of programme impact	Location	Dungannon	Postcode	BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode	BT80 8PQ/8QB
	Location	Magherafelt	Postcode	BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Children & Young People			
2.13 Link to good relations audit	<ul style="list-style-type: none"> Refer to the Good Relations Audit 2021 			
2.14 Complementarity	<ul style="list-style-type: none"> Community Planning Mid Ulster Peace Plus programme in development TBUC Regional Programme CRC Regional programme EA Shared Education Link with other Council's Youth Voice programme 			
2.15 Capacity Building	<ul style="list-style-type: none"> An increase in the number of participants who are more favourable towards people from the Catholic community. An increase in the number of participants who are more favourable towards people from the Protestant Community. An increase in the number of participants who are more favourable towards people from an ethnic minority background. 			

2.01 PROGRAMME NAME	2.02 CODE
Shared Community - Good Relations Small Grant Programme	MUC05
2.03 KEY WORDS	Shared Communities
2.04 Programme Summary	<p>The grant programme has been running consistently for a number of years and was redeveloped in 18/19 to increase the use of programmes that could further enhance more shared space within Mid Ulster District Council area through activities and outcomes as noted below:</p> <p>% increase in community attitudes and perception of using and accessing shared activities in spaces.</p> <p>% increase in communities seeking funding and participation in good relations.</p> <p>A small grants programme will be managed by Mid Ulster District Council Programme will encourage community groups to come together to deliver good relations activities and shared space development.</p> <p>Approx. 20 – 30 small grants will be awarded to community organisations for shared space activity delivered over the year.</p> <p>A maximum grant up to £1,500 will be available</p> <p>Contribution towards strategic events grants programme to support range of good relations criteria re. Outreach for diversity and engagement of communities across the District see cultural expression.</p> <p>GR officers to continually engage with strategic partner projects and in partnership with the strategic community events grant with average 15 – 20 groups seeking to deliver events in partnership with good relations to develop diversity in cross community outreach and or migrant and new communities.</p> <p>GR Officers will engage with facilitators in areas where capacity is low and support groups develop and deliver projects particularly at key times of the year to engage people together.</p> <p>Public Call with MU Grants programme 3 times per year</p>
2.05 Contact details for programme staff	Sean McElhatton/Paula Kelly/Danielle McCann
2.06 Total budgeted cost of programme (100%)	£45,000

2.07 Total target no. of participants	Direct	1500	Indirect	3000
2.08 Budgeted unit cost of programme	£30			
2.09 Targeted participant background analysis	As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15% People born outside of NI and Ireland and UK is 9%			
2.10 Name and post code of Programme HQ	Location	MUDC	Postcode	BT71 6DT
2.11 Names and post codes for main areas of programme impact	Location	Dungannon	Postcode	BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode	BT80 8PQ/8QB
	Location	Magherafelt	Postcode	BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Shared Community			
2.13 Link to good relations audit	<ul style="list-style-type: none"> Refer to the Good Relations Audit 2021 			
2.14 Complementarity	<ul style="list-style-type: none"> Community Planning Mid Ulster Peace Plus programme in development TBUC Regional Programme CRC Regional programme EA Shared Education 			
2.15 Capacity Building	An increase in percentage of people who consider the area they live as welcoming to all communities.			

2.01 PROGRAMME NAME	2.02 CODE			
Shared Cultural/Heritage History	MUC06			
2.03 KEY WORDS	Shared cultural diversity			
2.04 Programme Summary	GR Officers will work with local communities interested in acknowledging Historic Perspectives and promote a series of lectures to promote events in shared Council venues that can continue to inform wider public across all communities in shared historic perspectives.			
2.05 Contact details for programme staff	Sean McElhatton/Paula Kelly/Danielle McCann			
2.06 Total budgeted cost of programme (100%)	£3,864			
2.07 Total target no. of participants	Direct	100	Indirect	300
2.08 Budgeted unit cost of programme	£38			
2.09 Targeted participant background analysis	As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15% People born outside of NI and Ireland and UK is 9%			
2.10 Name and post code of Programme HQ	Location	MUDC	Postcode	BT71 6DT
2.11 Names and post codes for main areas of programme impact	Location	Dungannon	Postcode	BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode	BT80 8PQ/8QB
	Location	Magherafelt	Postcode	BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Shared Community			
2.13 Link to good relations audit	<ul style="list-style-type: none"> Refer to the Good Relations Audit 2021 			
2.14 Complementarity	<ul style="list-style-type: none"> Community Planning Mid Ulster Peace Plus programme in development TBUC Regional Programme CRC Regional programme Potential to link with MUDC Arts & Cultural 			
2.15 Capacity Building	An increase in percentage of people who consider the area they live as welcoming to all communities.			

2.01 PROGRAMME NAME		2.02 CODE	
Employability and Development Programme		MUC07	
2.03 KEY WORDS	Shared Communities		
2.04 Programme Summary	<p>Good Relations officers will work with independent expertise from the private and public sector to deliver a mentoring program to upskill those leaving school with limited education, and this will seek to improve employability skills.</p> <p>Key elements of delivery will include:</p> <ul style="list-style-type: none"> • Personal Development • Confidence building • Employability sector and skills and links to relevant training and support • Engagement in employability skills from applications, interviews etc • Customer care, engagement, team building <p>The young people will be targeted through partnership with EA Youth, Enterprise Centres, EA Welfare etc</p>		
2.05 Contact details for programme staff	Sean McElhatton/Paula Kelly/Danielle McCann		
2.06 Total budgeted cost of programme (100%)	£8,000		
2.07 Total target no. of participants	Direct	120	Indirect 300
2.08 Budgeted unit cost of programme	£67		
2.09 Targeted participant background analysis	<p>As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15% People born outside of NI and Ireland and UK is 9%</p>		
2.10 Name and post code of Programme HQ	Location	MUDC	Postcode BT71 6DT
2.11 Names and post codes for main areas of programme impact	Location	Dungannon	Postcode BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode BT80 8PQ/8QB
	Location	Magherafelt	Postcode BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Shared Community		
2.13 Link to good relations audit	<ul style="list-style-type: none"> • Refer to the Good Relations Audit 2021 		
2.14 Complementarity	<ul style="list-style-type: none"> • Community Planning Mid Ulster • Peace Plus programme in development 		

	<ul style="list-style-type: none"> • TBUC Regional Programme • CRC Regional programme • MUDC Labour Market Partnership
2.15 Capacity Building	An increase in percentage of people who consider the area they live as welcoming to all communities.

2.01 PROGRAMME NAME		2.02 CODE	
Shared Community - Working Together		MUC08	
2.03 KEY WORDS	Shared Community - through partnership working with local networks to develop a collaborative capacity building programme.		
2.04 Programme Summary	<p>Development of a 'Working together' Pilot Programme – which will be a collaborative approach to build a support plan for groups/individuals across the district. This will involve training and or upskilling for Community Development Officers within Council and C&V Sector. It will provide mentoring support for community groups being referred to the programme by Council and other Networks. It will be hosted as a collaborative partnership approach under the Working Together Initiative in conjunction with ABC Council.</p> <p>This Pilot Programme will be joint funded by TEO and DfC to build relationships, work in partnership to find the common aims and objectives leading to similar outcomes around integration of marginalised/excluded people within communities. It will also allow all organisations involved to make better decisions and be more sustainable and effective in regards to budget, resources & timelines.</p> <p>Development of programme to include:</p> <ul style="list-style-type: none"> • Network engagement events • Campaign and media skills • Forging effective partnership working & networks • Empowering change & taking action • Team building and development skills • Understanding your community • Advocacy training and negotiations skills <p>Specialist support will be procured to support facilitate and deliver the project.</p>		
2.05 Contact details for programme staff	Sean McElhatton/Paula Kelly/Danielle McCann		
2.06 Total budgeted cost of programme (100%)	£8,000		
2.07 Total target no. of participants	Direct	200	Indirect 400
2.08 Budgeted unit cost of programme	£40		
2.09 Targeted participant	As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other		

background analysis	Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15% People born outside of NI and Ireland and UK is 9%			
2.10 Name & postcode of Programme HQ	Location	MUDC	Postcode	BT71 6DT
2.11 Names and post codes for main areas of programme impact	Location	Dungannon	Postcode	BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode	BT80 8PQ/8QB
	Location	Magherafelt	Postcode	BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Shared Community			
2.13 Link to good relations audit	<ul style="list-style-type: none"> Refer to the Good Relations Audit 2021 			
2.14 Complementarity	<ul style="list-style-type: none"> Community Planning Mid Ulster Peace Plus programme TBUC Regional Programme CRC Regional programme Opportunity to link with ABC Council 			
2.15 Capacity Building	<p>An increase in percentage of people who consider the area they live in as welcoming to all communities.</p> <p>An increase in the number of participants who feel more comfortable using shared spaces and services traditionally associated with people from another community background.</p>			

2.01 PROGRAMME NAME		2.02 CODE	
Our Safe Community - Responding to Local Community Issues		MUC09	
2.03 KEY WORDS	Community Safety		
2.04 Programme Summary	<p>GR officers will support PCSP regarding issues identified in local communities along with our partners (recorded instances, members, PCSP, PSNI, NIHE, Probation Board, and Youth justice Agency etc.) to provide a multi-agency approach to keep spaces and communities safe and accessible and open to all.</p> <p>The activities will be both proactive and reactive in nature. Where there are known yearly issues arising then a proactive approach will be taken with local people to seek to avoid issues reoccurring.</p> <p>6 reactionary support activities working in a multi-agency approach.</p> <p>Support the ACT (Action Community Transformation) initiative £10,000 re support to communities re cultural expression and keeping areas safe at July bonfire season.</p>		
2.05 Contact details for programme staff	Danielle McCann		
2.06 Total budgeted cost of programme (100%)	£10,000		
2.07 Total target no. of participants	Direct	50	Indirect 500
2.08 Budgeted unit cost of programme	£200		
2.09 Targeted participant background analysis	<p>As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15% People born outside of NI and Ireland and UK is 9%</p>		
2.10 Name and post code of Programme HQ	Location	MUDC	Postcode BT71 6DT
2.11 Names and post codes for main areas of programme impact	Location	Dungannon	Postcode BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode BT80 8PQ/8QB
	Location	Magherafelt	Postcode BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Safe Community		
2.13 Link to good relations audit	<ul style="list-style-type: none"> Refer to the Good Relations Audit 2021 		

<p>2.14 Complementarity</p>	<ul style="list-style-type: none"> • Community Planning Mid Ulster • Peace Plus programme in development • TBUC Regional Programme • CRC Regional programme • PCSP
<p>2.15 Capacity Building</p>	<ul style="list-style-type: none"> • An increase in the percentage of participants who see town centres as safe and welcoming places for people from all walks of life. • Increase in the number of people who feel a sense of belonging to their neighbourhood and the wider area.

2.01 PROGRAMME NAME		2.02 CODE	
Our Safe Community – Overcoming Poverty and Social Inclusion		MUC10	
2.03 KEY WORDS	Shared space and services		
2.04 Programme Summary	<p>Outcomes to improve upon:</p> <p>Increase in the number of people who feel a sense of belonging to their neighbourhood and the wider area</p> <p>Increase the number of people who can access anti-poverty charities across Mid Ulster through a partnership approach</p> <p>Targeting those areas most in poverty due to the impact of the troubles and level of opportunity lost.</p> <p>GR Officers will work collectively with local foodbanks and food charities in our main towns to work together to support communities suffering from poverty and impact of the Troubles.</p> <p>Work with the identified Mid Ulster foodbanks and food charities across the District in our main towns. Model good practice as Covid hit as the foodbanks were already networked together across the 5 towns and Clogher rural area. Worked together to ensure shared service support.</p> <p>Facilitating a network of the foodbanks across the region to support continuing to work together and maximise limited resources to those most vulnerable. During Covid 19 the quick and effective response to the community need by the partner foodbanks was recognised by agencies. The foodbanks through previous support and engagement had developed partnership models in all the main towns to ensure all people from diverse communities were supported maximising partner resources.</p> <p>Reconnecting communities together after impact of Covid and Brexit and support disadvantaged communities.</p>		
2.05 Contact details for programme staff	Sean McElhatton/Paula Kelly/Danielle McCann		
2.06 Total budgeted cost of programme (100%)	£35,000		
2.07 Total target no. of participants	Direct	600	Indirect 1000
2.08 Budgeted unit cost of programme	£58		

2.09 Targeted participant background analysis	As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15% People born outside of NI and Ireland and UK is 9%			
2.10 Name and post code of Programme HQ	Location	MUDC	Postcode	BT71 6DT
2.11 Names and post codes for main areas of programme impact	Location	Dungannon	Postcode	BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode	BT80 8PQ/8QB
	Location	Magherafelt	Postcode	BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Safe Community			
2.13 Link to good relations audit	<ul style="list-style-type: none"> • Refer to the Good Relations Audit 2021 • Refer to Community Planning Mid Ulster Anti Poverty Plan and link to DFC – Government poverty plan 			
2.14 Complementarity	<ul style="list-style-type: none"> • Community Planning Mid Ulster • Peace Plus programme in development • TBUC Regional Programme • CRC Regional programme 			
2.15 Capacity Building	An increase in the percentage of participants who see town centres as safe and welcoming places for people from all walks of life.			

2.01 PROGRAMME NAME		2.02 CODE	
Our Cultural Expression - Celebrating Cultural Diversity		MUC11	
2.03 KEY WORDS	CULTURE DIVERSE MUSIC		
2.04 Programme Summary	<p>Reaching out to the wider community through engagement in cultural activities / events including the following (match and partner culture & arts in all activities below)</p> <ol style="list-style-type: none"> £4,000 - Ulster Scots cultural promotion (Andy Mc Gregor piping music programme). £5,000 - Pipe Band Championships (Cookstown) – engaging young people from diverse communities and promoting piping tradition £6,000 – Cultural Music in Schools programme - working with primary schools in the Cookstown area since 2007 and more recently has extended into the Magherafelt and Dungannon area, teaching children traditional music skills (guitar, tin whistle, banjo, mandolin and flute). £7,000 – partner engagement on cultural arts with Arts Section. <p>Multiple organisations linked to cultural events to work together. Delivery of the following projects;</p> <ol style="list-style-type: none"> Ulster Scots Cultural expression programme, using piping Annual Pipe Band Championships event in Cookstown, in partnership with RPBANI – 2,000 people attending Traditional Music in Schools, this programme will work with 30 schools teaching traditional music skills Good Relations officers to engage with the Arts regarding delivery of the arts and culture strategy to seek to support cultural expression and diversity across the District. Work alongside arts, literary and heritage on above and also on key activities in the 3 facilities on cultural expression via the arts & performance. 		
2.05 Contact details for programme staff	Sean McElhatton/Paula Kelly/Danielle McCann		
2.06 Total budgeted cost of programme (100%)	£22,000		
2.07 Total target no. of participants	Direct	3000 1600	Indirect 2000

2.08 Budgeted unit cost of programme	£7			
2.09 Targeted participant background analysis	As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15% People born outside of NI and Ireland and UK is 9%			
2.10 Name and post code of Programme HQ	Location	MUDC	Postcode	BT71 6DT
2.11 Names and post codes for main areas of programme impact	Location	Dungannon	Postcode	BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode	BT80 8PQ/8QB
	Location	Magherafelt	Postcode	BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Cultural Expression			
2.13 Link to good relations audit	<ul style="list-style-type: none"> Refer to the Good Relations Audit 2021 			
2.14 Complementarity	<ul style="list-style-type: none"> Community Planning Mid Ulster Peace Plus programme in development TBUC Regional Programme CRC Regional programme MUDC Arts Section 			
2.15 Capacity Building	<ul style="list-style-type: none"> An increase in the percentage who think that the culture and traditions of the Catholic Community add to the richness and diversity of Northern Ireland. An increase in the percentage who think that the culture and traditions of the Protestant Community add to the richness and diversity of Northern Ireland. Increase in the number of people who believe they have a greater appreciation and increased understanding of their own culture and our shared traditions. <p>Increased belief that culture can play a vital part in continuing to support communities in collaborating together.</p>			

2.01 PROGRAMME NAME	2.02 CODE
Our Cultural Expression - Supporting BME Communities & Diversity	MUC12
2.03 KEY WORDS	DIVERSE SOCIAL INCLUSION CULTURE
2.04 Programme Summary	<p>Outcomes to improve upon: % increase in targeted work within Section 75 groupings allowing further engagement of marginalised groups within Mid Ulster.</p> <p>Good relations Officers will build on the good work delivered to date through STEP, an Tearmann (Traveller Support Group) and the local migrant community groups (East Timorese Community Association, Lithuanian Folk Group, ant The Polish Association), working in partnership to support inclusion and integration of migrants, BME communities and travellers across Mid Ulster. Good Relations Officers continue to liaise with honorary consuls to develop actions and projects that can contribute to good integration at a local level.</p> <p>Project 1: £10,000 BME support The Good Relations Officer will work with partners the development of programmes and activities to assist in the support for migrants, BME communities and travellers across Mid Ulster to promote and encourage respect for diversity, culture and integration.</p> <p>Project 2: £10,000 Engaging diverse and new communities Develop a series of support programmes that will provide direct support to a number of migrant groups and refugees and asylum seekers now situated within Mid Ulster. Engagement with Honorary Consuls and agencies to engage diverse communities. Traveller; Newcomer; Asylum-Seekers; Refugees and Roma.</p> <p>GRO to work over the three main Council areas to target and react to BME community issues and needs. This will include engagement with the Intercultural Education Service (EA) with pupils from our target communities.</p> <p>Project 3: £12,000 Diversity Campaign Deliver a promotional campaign to address diversity and respect for diversity i.e. racism, sectarian, homophobia. Procurement through Council tender process. Support Section 75 groups to participate in an active life within Mid Ulster. GR officers will work with a series of marginalised groups including LGBT+, disability groups and Women’s groups to encourage more inclusion and</p>

	equality. Engage partner organisations within these sectors to deliver meaningful programmes that can change attitudes toward the more marginalised within our society.			
2.05 Contact details for programme staff	Sean McElhatton/Paula Kelly/Danielle McCann			
2.06 Total budgeted cost of programme (100%)	£32,000			
2.07 Total target no. of participants	Direct	500	Indirect	2000
2.08 Budgeted unit cost of programme	£64			
2.09 Targeted participant background analysis	As per population breakdown 50% Female, 50% Male, 62% Catholic, 27% Protestant, 10% Other Age 22% under 14, 15- 39 32%, 40 – 64 31%, over 65 15% People born outside of NI and Ireland and UK is 9%			
2.10 Name and post code of Programme HQ	Location	MUDC	Postcode	BT71 6DT
2.11 Names and post codes for main areas of programme impact	Location	Dungannon	Postcode	BT71 6LJ/6LS/4AA/4NW
	Location	Cookstown	Postcode	BT80 8PQ/8QB
	Location	Magherafelt	Postcode	BT45 6AX/5DB/6HQ
2.12 T:BUC Key Aim	Our Cultural Expression			
2.13 Link to good relations audit	<ul style="list-style-type: none"> Refer to the Good Relations Audit 2021 			
2.14 Complementarity	<ul style="list-style-type: none"> Community Planning Mid Ulster Peace Plus programme in development TBUC Regional Programme CRC Regional programme EA Shared Education Mid Ulster Arts & Heritage PCSP MU Pride 			
2.15 Capacity Building	<ul style="list-style-type: none"> An increase in the percentage of participants who feel a sense of belonging to their neighbourhood. An increase in the percentage of participants who feel a sense of belonging to Northern Ireland as a whole. 			

APPENDIX 1

Section 3

Action Plan Programme Outcome Summary Table 2024/25

Programme name (2.01)	Code (2.02)	Key Aim (2.12)	Key Words (2.03)	No. direct participants (2.07)	Total Cost (2.06)	Post Codes (2.11)
Children & Young People's Diversity Programme	MUC1	CYP	Diversity & Cultural Awareness – Children's Programme (primary school)	500	£15K	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ
Children and Young People – Youth Engagement Programme	MUC2	CYP	Diverse Youth Programme	200	£15K	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ
Children and Young People - MU Shared Youth Resilience and Development Programme	MUC3	CYP	Shared Youth Resilience and Development Programme	250	£22K	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ
Children and Young People – MU Youth Voice (partner EA YOUTH)	MUC4	CYP	Youth Voice Project	100	£16K	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ
Shared Community - Good Relations Small Grant Programme	MUC5	Shared Comm	Shared Communities	1500	£45K	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ
Shared Community - Shared Historic Perspectives Lectures Programme	MUC6	Shared Comm	Shared Cultural Diversity	100	£3,864	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ

Employability and Development Programme	MUC7	Shared Comm	Shared Communities Employability	120	£8K	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ
Our Shared community partnership working with our local networks	MUC8	Shared Comm	Working Together	300	£8k	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ
Our Safe Community - Responding to Local Community Issues	MUC9	Safe Comm	Community safety	50	£10K	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ
Our Safe Community – Overcoming Poverty and Social Inclusion	MUC10	Safe Comm	Shared space & services	600	£35K	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ
Our Cultural Expression - Celebrating Cultural Diversity	MUC11	Cul Exp	Cultural Diverse Music	3000	£22K	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ
Our Cultural Expression - Supporting BME Communities & Diversity	MUC12	Cul Exp	Diversity Social Inclusion Culture	500	£32K	BT71 6LJ/6LS/4AA/4NW BT80 8PQ/8QB BT45 6AX/5DB/6HQ

Section 4 T:BUC Strategic Outcome

	C&YP	Shared community	Safe community	Cultural Expression	DCGRP Total
Total no. of programmes	4	4	2	2	12
Total no. of direct participants	1050	2020	650	3500	7220
Unit cost of programme activity	£68.50	£28.00	£70.00	£15.50	£31.50
Total cost of programmes	£72K	£56,864	£45K	£54K	£227,864

Annex A to be completed to cover the Section 75 categories and UN Sustainable Goals that are linked to each programme. This is a spreadsheet that has been embedded for ease of reference. Once completed it can be returned as a separate document along with the Action Plan template.

ANNEX A



Section 75
Categories.xlsx

Report on	DfC Letter of Variance - Active Travel & Covid Small Settlements
Date of Meeting	15 th February 2024
Reporting Officer	Kieran Gordon, Assistant Director Health, Leisure & Wellbeing
Contact Officer	Martin Conlan, Recreation & Countryside Officer

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 provide Members with an update on Covid19 Recovery Revitalisation Programme – Active Travel, and to seek approval to accept Letter of Variance.
1.2	To provide Members with an update on Covid Recovery Small Settlements Regeneration Programme, and to seek approval to accept Letter of Variance.
2.0	Background
2.1	<u>Covid19 Recovery Revitalisation Programme:</u> Council previously received a letter of offer from the Department for Communities for £1,452,000 to deliver Tranche 1 & Tranche 2 Business Support Grants and an Active Travel Scheme for designated areas. The Business Support Grant element was completed within the stipulated timeframe and all Active Travel Scheme elements have been completed with the exception of a scheme in Clogher. Previously, in July 2023, Members at the Development committee considered and approved acceptance of a Letter of Variance with the intention that the Clogher scheme would complete by March 2024.
2.2	<u>Covid Recovery Small Settlements Regeneration Programme:</u> In January 2022, Council previously received a letter of offer from the Department for Communities (on behalf of DFC, DFI & DEARA) for £2,781,000 under the COVID Recovery Small Settlements Regeneration Programme with Council agreeing to match fund with £309,000. Furthermore, in January 2023, DFC provided Council with a letter of variance for an additional allocation of £371,000 under the Scheme.
3.0	Main Report
3.1	<u>Covid19 Recovery Revitalisation Programme:</u> Within the Covid19 Recovery Revitalisation Programme there is one remaining Active Travel scheme to be completed, which is the Clogher footpath scheme.
3.2	This Clogher project is the development of a new footpath to complete a full loop from Station Road to Ballymagowan Road / McCreagh Park (approximately 400 metres). This section of road has remained incomplete and is unsafe for walkers in the area. DfI will adopt this path on completion.
3.3	There has been a delay in gaining the necessary consent to progress with the scheme. Council were required to have additional vehicular access points included and therefore had to formally submit a planning application with approval received in August 2023.

	<p>No formal objections have been raised against this application, this project is now widely supported by the local residents and the officer team have been building momentum recently in the landowner discussions. As the officer team navigate the final stages of the governance process regarding landowner negotiations, an assessment has been made that this scheme will not be deliverable by March 2024.</p> <p>3.4 Therefore, a request was made by Council to DfC seeking an extension of time until 31 March 2025. DfC has agreed to Council's request and furnished Council with a letter of variance granting an extension to the period of funding to 31 March 2025 as detailed within the appendix.</p> <p>3.5 <u>Covid Recovery Small Settlements Regeneration Programme:</u> The programme funding was awarded to support pre-agreed projects at;</p> <ul style="list-style-type: none"> • Castlecaulfield • Castledawson • Coalisland Canal • Bellaghy • Clady • Moneymore • Moy <p>3.6 Officers have been progressing the implementation of these projects and recently an update was provided to January 2024 Environment Committee via Council's Technical team.</p> <p>3.7 A request was made by Council to DfC seeking an extension of time until 31 March 2025. DfC has agreed to Council's request and furnished Council with a letter of variance granting an extension to the period of funding to 31 March 2025 as detailed within the appendix.</p>
4.0	Other Considerations
4.1	<p>Financial, Human Resources & Risk Implications</p> <p>Financial:</p> <p><u>Covid19 Recovery Revitalisation Programme:</u> Funding has been previously received from DfC for £1,452,000 to be spent by March 2023. Previous letter of variance to March 2024 issued by DfC and approved by Development Committee in July 2023. Updated letter of variance enclosed within the appendix whereby DfC have agreed to provide an extension to allow the Clogher footpath scheme to be completed by 31 March 2025.</p> <p><u>Covid Recovery Small Settlements Regeneration Programme:</u> Funding has been previously received from DfC for £3,152,000 with Council agreeing match funding of £309,000. Letter of variance enclosed within the appendix whereby DfC have agreed to provide an extension to allow the projects to be completed by 31 March 2025.</p> <p>Human: Officers time managing project delivery.</p> <p>Risk Management: Considered in line with relevant Council Policies and Procedures.</p>

	<p>The Active Travel scheme (Clogher footpath) requires an extension of time until 31 March 2025 to allow for landowner issues to be finalised, appointment of contractor and delivery of construction element of the scheme. DfC has issued Council with a letter of variance to accommodate this request.</p> <p>The Covid Recovery Small Settlements Regeneration Programme requires an extension of time until 31 March 2025 to allow for various scheme elements to be delivered. DfC has issued Council with a letter of variance to accommodate this request.</p>
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: Considered in line with Council Policies and Procedures.
	Rural Needs Implications: Considered in line with Council Policies and Procedures.
5.0	Recommendation(s)
5.1	<p>To note the contents of the reports and due to the deadline for return, give retrospective approval for:</p> <ul style="list-style-type: none"> • Signing of the Covid-19 Recovery programme and Covid Recovery Small Settlements Regeneration Programme Letters of Variance as enclosed within the appendix which grants an extension to the period of funding to 31 March 2025
6.0	Documents Attached & References
6.1	<p>Appendix A: Letter of Variance - Covid Revitalisation scheme Appendix B: Letter of Variance - Covid Recovery Small Settlements Regeneration Programme</p>

From: Sharon McGowan (By email)



Mr Adrian McCreesh
Chief Executive
Mid Ulster District Council

North West Development Office/West Team
2nd Floor
Boaz House
19 Scarffes Entry
Omagh
Co Tyrone
BT78 1JG

Telephone: (028) 82 2555506

Email: Sharon.McGowan@communities-ni.gov.uk

Our reference: CO1-20-11980

Date: 9 January 2024

Project Reference No	CO1-20-11980
Project Applicant	MID ULSTER DISTRICT COUNCIL
Project Title	COVID-19 RECOVERY REVITALISATION PROGRAMME
Total Funding	�1,452,000
Period of Funding	27 July 2020 to 31 March 2024 (as per letter issued by G. Murray Director of Regional Development Office 13 June 2023)
Organisation's Financial Systems and Controls Rating	Robust

Dear Adrian,

1. Revised Approval

The purpose of this letter is to effect certain amendments and variations to the Contract for Funding constituted by the letter dated 28th October 2020, the Letter of Variance dated 2nd March 2021, the Letter of Variance dated 26th August 2021, the Letter of Variance dated 22nd March 2022, the Letter of Variance dated 20th September 2022 and the Letter of Variance dated 21st June 2023 issued to Mid

Ulster District Council for the COVID-19 Recovery Revitalisation Programme. I am pleased to confirm that the period of funding has been extended to 31 March 2025. Accordingly, upon the Organisation's acceptance of this letter as hereinafter provided the said Contract for Funding shall be amended and have effect as follows:

(i) The contract detail table, as above, is substituted to:

Project Reference No	CO1-20-11980
Project Applicant	MID ULSTER DISTRICT COUNCIL
Project Title	COVID-19 RECOVERY REVITALISATION PROGRAMME
Total Funding	£1,452,000
Period of Funding	27 July 2020 to 31 March 2025 (as per letter issued by G. Murray Director of Regional Development Office 22 December 2023)
Organisation's Financial Systems and Controls Rating	Robust

(ii) Annex B (2) is attached which updates projects and costs following agreement on active travel schemes with DfI. It is noted some re-profiling will be required as per monitoring report received 8/7/22.

(iii) A revised Annex E (2) is attached which changes the target dates for the key objectives from December 2023 to March 2025.


2. Acceptance

This letter is issued electronically by e-mail and, accordingly, if the Organisation is prepared to accept the variance to the original Contract for Funding, please return a scanned PDF copy of this letter duly signed and dated on behalf of the Organisation within one week from the date of this letter. Failure to return the acceptance within this period shall result in the offer being deemed as withdrawn.

3. Availability

The foregoing offer shall remain open a period of four weeks from the date of this letter. Failure to return a scanned PDF copy of this letter duly signed and dated on behalf of the Organisation within this period shall result in the offer being deemed as withdrawn.

Yours sincerely


Sharon McGowan
Deputy Director NWDO/West

4. OFFICIAL FUNDING ACCEPTANCE

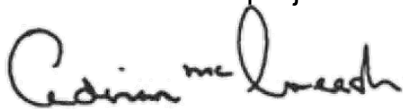
Project Reference No	CO1-20-11980
Project Applicant	MID ULSTER DISTRICT COUNCIL
Project Title	COVID-19 RECOVERY REVITALISATION PROGRAMME
Amount of Funding	£1,452,000
Period of Funding	27 July 2020 to 31 March 2025 (as per letter issued by G. Murray Director of Regional Development Office 22 December 2023)

I, ADRIAN MCCREESH have authority **on behalf of**
(Name of Chief Executive in Block Capitals)

Mid Ulster District Council

Name of Council

to accept the offer of funding set out in the letter dated 9 January 2024 and agree to deliver the above project on the terms and conditions therein.



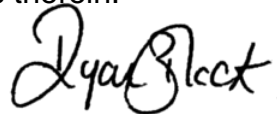
Signed by
(Chief Executive)

ADRIAN MCCREESH

Name in Block Capitals

10.01.2024

Date



Witnessed by
(Registered Office Bearer)

RYAN BLACK

Name in Block Capitals

10.01.2024

Date

5. BANK DETAILS

Project Reference No	CO1-20-11980
Project Applicant	MID ULSTER DISTRICT COUNCIL
Project Title	COVID-19 RECOVERY REVITALISATION PROGRAMME
Amount of Funding	£1,452,000
Period of Funding	27 July 2020 to 31 March 2025 (as per letter issued by G. Murray Director of Regional Development Office 22 December 2023)

Please complete Bank details below.

Name of Organisation: Mid Ulster District Council

Name of Account: Mid Ulster District Council General Account

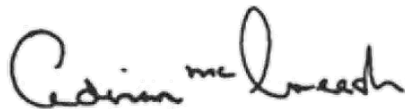
Bank Name: Bank of Ireland

Bank Address: 11 Market Street

Magherafelt

BT45 8EE

Sort Code: 90 49 82 **Account Number:** 88583270



Signed by
(Chief Executive)

ADRIAN MCCREESH
Name in Block Capitals

10.01.2024

Date



Witnessed by
(Registered Office Bearer)

RYAN BLACK
Name in Block Capitals

10.01.2024

Date

ANNEX A

AREAS TO BE FUNDED UNDER TRANCHE 1 OF THE PROGRAMME

Item	Cost	Funding Stream (DfC or DAERA)
COVID-19 Business Support Grant – Urban (PH1)	£281,000	DfC
Subtotal DfC	£281,000	
COVID-19 Business Support Grant – Rural (PH1)	£148,000	DAERA
Subtotal DAERA	£148,000	
Total Capital Funding - Tranche 1	£429,000	

ANNEX B (2)

AREAS TO BE FUNDED UNDER TRANCHE 2 & 3 OF THE PROGRAMME

Item	Cost	Funding Stream (DfC, DAERA, DFI, Revenue)
COVID-19 Business Support Grant – Urban (PH2 & 3)	£376,000	DfC
Subtotal DfC	£376,000	
COVID-19 Business Support Grant – Rural (PH2)	£148,000	DAERA
Subtotal DAERA	£148,000	
<ul style="list-style-type: none"> • Coalisland Lighting scheme • Maghera Lighting scheme • Eglisk Footpath • Clonoe Footpath • Clogher Footpath • Bellaghy Footpath (Design Brief) • OB 	£127,000	DFI
	£42,500	
	£117,000	
	£40,000	
	£85,000	
	£18,000	
	£35,500	
Subtotal DFI	£465,000	
Professional Fees etc...	£34,000	DfC Revenue
Subtotal DfC Revenue	£34,000	
Total Capital Funding - Tranche 2 & 3	£989,000	
Total Revenue Funding - Tranche 2	£34,000	
Tranche 2 Total	£1,023,000	

**COVID-19 RECOVERY REVITALISATION PROGRAMME
OBJECTIVES, OUTPUTS & OUTCOMES**

Objectives

1. To support each district council to develop a costed Covid-19 Recovery Revitalisation Plan by September 2020. **This objective has now been met.**
2. By August 2020, each district council will have established or identified a suitable stakeholder engagement forum to support the delivery of its Covid-19 Revitalisation Plan. **This objective has now been met.**
3. To support each district council to deliver its Covid-19 Recovery Revitalisation Plan by March 2025.
4. By March 2026, 80% of businesses in scheme areas agree that the improvements to their businesses and other Capital purchase projects would encourage people to live, work, visit and invest in the area (by council).
5. By March 2026, 80% of people using the scheme areas agree that the improvements to the area would encourage people to live, work, visit and invest in the area (by council).
6. By March 2026, council schemes funded through this Programme will have positively impacted on efforts to see footfall levels returning to a level which is at least 70% of levels recorded prior to the public health crisis.
7. By March 2026, surveys completed by traders indicate that council schemes funded through this Programme will have positively impacted on efforts to see sales figures returning to a level which is at least 70% of levels recorded prior to the public health crisis.
8. By March 2026, attitudinal surveys indicate 80% of the public are satisfied with the measures taken in the Scheme areas to respond to safety issues raised by the Covid-19 pandemic.

9. By March 2026, attitudinal surveys indicate 70% of the public are satisfied with walking facilities in the Scheme area.
10. By March 2026, attitudinal surveys indicate 60% of the public agree that they are satisfied with cycling facilities in the Scheme area.
11. By March 2026, attitudinal surveys indicate 40% of the public agree that measures taken in the Scheme area would encourage people to change from car use to more environmentally friendly choices such as walking and cycling for journeys of under two miles.
12. By March 2026, grant fund measures in the Scheme area to demonstrate the benefits of low-emission fuel options.
13. By March 2026, the scheme area will have an increase in land used for active travel (i.e. extended footways, cycle ways, and connecting pathways) which connects people with key services and ensures accessibility for all including those with disabilities.

Outputs

Council Revitalisation Plans.

- Each council will provide a quantification of the outputs associated with their plan.

Outcomes

Outcome Delivery Plan - Outcome 10: We have created a place where people want to live and work, to visit and invest.

- New and improved physical infrastructure and environment in which opportunity can flourish in economic, social and cultural terms to develop our attractiveness as a home, place of business, and tourist destination.

- Bring communities together and deliver programmes that target social need through social, economic and physical regeneration of cities, towns and villages.
- Complete a range of Urban Regeneration Schemes in towns and cities across Northern Ireland to enhance our attractiveness as a home, place of business, and tourist destination.
- Develop strategic sites across Northern Ireland to provide new and improved physical infrastructure and environment.

Outcome Delivery Plan - Outcome 11: We connect people and opportunities through our infrastructure

- Achieve a shift from the private car to active travel modes such as walking and cycling
- Protect and enhance our 'green' and 'blue' infrastructure (parks, green spaces and street trees; ponds, streams and lakes) to define a sense of place and character within our communities, making it more attractive to walk and cycle to access key services with associated health and wellbeing outcomes and strengthening the resilience of our natural environment.
- Develop integrated sustainable drainage solutions to manage rainwater on the surface to protect against flooding.

From: Sharon McGowan (By email)



Mr Adrian McCreesh
Chief Executive
Mid Ulster District Council

North West Development Office/West Team
2nd Floor
Boaz House
19 Scarffes Entry
Omagh
Co Tyrone
BT78 1JG

Telephone: (028) 82 2555506

Email: Sharon.McGowan@communities-ni.gov.uk

Our reference: CO1-21-23485

Date: 9 January 2024

Project Reference No	CO1-21-23485
Project Applicant	Mid Ulster District Council
Project Title	Covid Recovery Small Settlements Regeneration Programme
Total Funding	£3,152,000
Period of Funding	15 March 2022 – 31 March 2024
Organisation's Financial Systems and Controls Rating	Robust

Dear Adrian,

1. Revised Approval

The purpose of this letter is to effect certain amendments and variations to the Contract for Funding constituted by the letter dated 18 March 2022 and the Letters of

Variance dated 20 December 2022 and 03 February 2023, issued to Mid Ulster District Council for the Covid Recovery Small Settlements Regeneration Programme. I am pleased to confirm that the period of funding has been extended to 31 March 2025. Accordingly upon the Organisation's acceptance of this letter as hereinafter provided the said Contract for Funding shall be amended and have effect as follows:

(i) The contract detail table, as above, is substituted to:

Project Reference No	CO1-21-23485
Project Applicant	Mid Ulster District Council
Project Title	Covid Recovery Small Settlements Regeneration Programme
Total Funding	£3,152,000
Period of Funding	15 March 2022 – 31 March 2025 (as per letter issued by G Murray, Director of Regional Development Office on 22 December 2023)
Organisation's Financial Systems and Controls Rating	Robust


2. Acceptance

This letter is issued electronically by e-mail and, accordingly, if the Organisation is prepared to accept the variance to the original Contract for Funding, please return a scanned PDF copy of this letter duly signed and dated on behalf of the Organisation within four weeks from the date of this letter. Failure to return the acceptance within this period shall result in the offer being deemed as withdrawn.

3. Availability

The foregoing offer shall remain open a period of four weeks from the date of this letter. Failure to return a scanned PDF copy of this letter duly signed and dated on behalf of the Organisation within this period shall result in the offer being deemed as withdrawn.

Yours sincerely


Sharon McGowan
Deputy Director NWDO/West

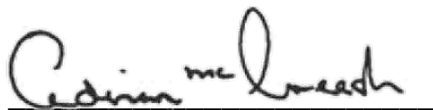
4. OFFICIAL FUNDING ACCEPTANCE

Project Reference No	CO1-21-23485
Project Applicant	Mid Ulster District Council
Project Title	Covid Recovery Small Settlements Regeneration Programme
Total Funding	£3,152,000
Period of Funding	15 March 2022 – 31 March 2025 (as per letter issued by G Murray, Director of Regional Development Office on 22 December 2023)

I, ADRIAN MCCREESH have authority **on behalf of**
(Name of Chief Executive in Block Capitals)

Mid Ulster District Council
Name of Council

to accept the offer of funding set out in the letter dated 18 March 2022 (and LOV's dated 20 December 2022, 03 February 2023 and 9 January 2024) and agree to deliver the above project on the terms and conditions therein.



Signed by
(Chief Executive)

ADRIAN MCCREESH

Name in Block Capitals

10.01.2024

Date



Witnessed by
(Registered Office Bearer)

RYAN BLACK

Name in Block Capitals

10.01.2024

Date

5. BANK DETAILS

Project Reference No	CO1-21-23485
Project Applicant	Mid Ulster District Council
Project Title	Covid Recovery Small Settlements Regeneration Programme
Total Funding	£3,152,000
Period of Funding	15 March 2022 – 31 March 2025 (as per letter issued by G Murray, Director of Regional Development Office on 22 December 2023)

Please complete Bank details below.

Name of Organisation: Mid Ulster District Council

Name of Account: Mid Ulster District Council General Account

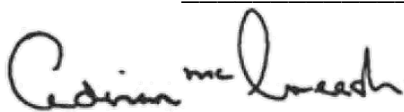
Bank Name: Bank of Ireland

Bank Address: 11 Market Street

Magherafelt

BT45 6EE

Sort Code: 90 49 82 **Account Number:** 88583270



Signed by
(Chief Executive)

ADRIAN MCCREESH

Name in Block Capitals

10.01.2024

Date



Witnessed by
(Registered Office Bearer)

RYAN BLACK

Name in Block Capitals

10.01.2024

Date

Report on	Mid Ulster Swim Academy 2023 Review
Date of Meeting	15 th February 2024
Reporting Officer	Kieran Gordon, Assistant Director Health, Leisure & Wellbeing
Contact Officer	Sean Cavlin, Leisure Services Development Manager

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

1.0	Purpose of Report
1.1	To provide an update on the Mid Ulster District Council swim lesson programme and to give due consideration to proposed enhancements of the current programme and investment in a be-spoke swim lesson online management module.
2.0	Background
2.1	Cookstown LC, Dungannon LC and Greenvale LC each deliver a wide range of leisure and sports programmes. The Health, Leisure & Wellbeing department within Council strive to ensure that the customer experience is of a high standard across all Mid Ulster District Council facilities and that the programme plans are similar in the various locations.
2.2	The delivery of swimming lessons is a core activity for each centre and generates high levels of participation within their respective catchment areas in addition to providing a modest income for the leisure service.
2.3	With the Covid Pandemic and ensuing restrictions that were placed upon the delivery of leisure services in March 2020, there was little or no swim lesson delivery during the 2020/2021 year and limited provision during the 2021/2022 year.
2.4	As the swim lesson programme within Council began to emerge from the covid pandemic restrictions, the demand for swim lessons far exceeded the supply available. Many local authorities found themselves in a similar situation and anecdotally, many have continued to experience similar challenges particularly with a limited supply of "new" entry spaces – ie. pre-pandemic, the trend usually consisted of the entry rates of those age-appropriate children joining at beginner level being on a par with those children at the intermediate/advanced levels traditionally departing the programme. However, with approx. 18 months of pandemic restrictions and the inability to consistently deliver a swim lesson programme during this period, this has meant children who would have ordinarily joined the programme during April 2020 – January 2022 now competing with the age-appropriate children who were traditionally ready to join the programme from January 2022 onwards and less children being ready to depart the programme. This coincided with the age profile of children in the intermediate/advanced levels of the programme increasing as they were

bidding to complete out the various levels of the swim lesson programme having being hampered/delayed by the pandemic restrictions.

2.5 Since emerging from the covid pandemic, the overall leisure industry has experienced a shortage of skilled swim teachers and with respect to Mid Ulster District Council, a number of publicly advertised teacher recruitment campaigns have been unsuccessful which has affected the overall number of lessons that each centre can provide.

Participation (approx. figures) April 2020 – March 2022 excluded due to covid pandemic:

Year	Cookstown LC	Dungannon LC	Greenvale LC
April 2019 – March 2020	750 attendees per week x 48 weeks	650 attendees per week x 48 weeks	1100 attendees per week x 48 weeks
April 2022 - March 2023	1018 attendees per week x 48 weeks	894 attendees per week x 48 weeks	806 attendees per week x 48 weeks
April 2023 - March 2024	973 attendees per week x 48 weeks	952 attendees per week x 48 weeks	952 attendees per week x 48 weeks

During the April 2022 – March 2023 year, it was estimated that the direct participants of the swim lesson programme across the three leisure centres accounted for approx. 21% of all leisure visits throughout that year and the April 2023 – March 2024 year is anticipated to account for a similar percentage of total visitors to the centres.

Income (approx. figures) April 2020 – March 2022 excluded due to covid pandemic:

Year	Cookstown LC	Dungannon LC	Greenvale LC
April 2019 – March 2020	£230,400	£199,680	£337,920
April 2022 – March 2023	£312,729	£274,636	£247,603
April 2023 – March 2024	£298,905	£292,454	£292,454

During the April 2022 – March 2023 year, it was estimated that the income generated from the swim lesson programme across the three leisure centres accounted for approx. 35% of all leisure income throughout that year and the April 2023 – March 2023 year is anticipated to account for similar levels.

2.6 In addition to the public swim lesson programme, there are approx. 105 schools that attend the three leisure centres on a weekly basis as part of their curriculum and these visits produce approx. 1600 participants in Councils school swim lesson programme on a weekly basis.

2.7 The leisure centres pool programming attempts to balance the needs of a various range of stakeholders such as those wishing to receive swim lessons on tuition, local schools, recreational swimmers, family swims, athletic training, health intervention programmes, disability clubs, swim clubs, triathlon clubs, sub-aqua clubs, Swim Ulster, swim clubs from outside the district, swimming galas, etc.

Whilst there is a demand to increase swim lessons further, the current pool programmes within the leisure centres are operating at full capacity in line with all of the above mentioned stakeholders therefore should further swim lessons be scheduled above and beyond current

2.8	<p>available spaces/times, it may be at the determinant of available pool space for one of the other stakeholders. This is addition to the ongoing staffing recruitment challenges.</p> <p>Previously in March 2018, Members at the Development Committee approved various changes to the swim programme to ensure that all three leisure centres adopted a consistent approach following the amalgamation of the three legacy councils in 2015. The purpose of this paper is to build upon those decisions taken in 2018 with the benefit of the experience that has resulted from the emergence from the covid pandemic.</p>
3.0	Main Report
3.1	<p>Current Swim Lesson Pricing:</p> <ul style="list-style-type: none"> ➤ £6.25 per swim lesson (child) and £9.50 per swim lesson (adult) <u>or</u> ➤ £20.40 per month payable by monthly direct debit and a commitment of minimum of 12 months <p>3.2 Current Swim Lesson Delivery Process:</p> <ul style="list-style-type: none"> ➤ Waiting Lists currently maintained by each leisure centre ➤ Once enrolled into the programme, participants remain in the program from Level 1 (beginner) to before existing upon completing Level 8 (advanced) – a small number of participants may leave the programme before completing and these spaces that are “freed up” are offered to the waiting list ➤ Each term, is generally 12 weeks and there is an assessment at week 9 (<i>determines if a participant can move on to the next level or remain at their current level for another term</i>) ➤ Upon conclusion of the assessments and participants moving levels and/or exiting the programme, every 12 weeks the available lesson spaces are populated with those on the waiting list ➤ Where the waiting list has been exhausted and there still is lesson spaces available, the spaces are advertised on a “first come first served” basis with waiting lists generated from enquiries who were unable to be placed on the programme <p>3.3 Proposed changes to the swim lesson delivery process:</p> <p>Due to the ongoing demand/supply issues, during 2023 various stakeholders were engaged and an internal staff working group was established to attempt to achieve feasible and practical solutions to the issues highlighted earlier in this reporting whilst aiming no ensure no determinant to the level of customer experience or standard of tuition being delivered.</p> <p>It is recognised that the main driver for all enrolments at entry level of Council led swim programmes is for participants to achieve the basic level of swimming competence and water confidence/safety. It is recognised that Council has a key role to play in this basic attainment of these skills however the role of the local swim clubs is acknowledged along with the performance pathway with the governing body Swim Ulster for those participants that wish to progress in this area.</p> <p>In recent months, there has been evidence that the Council swim lesson programme has been beginning to deal more resolutely with the challenges as outlined earlier in this report.</p> <p>One of the awarding bodies for swim teacher qualifications and pupil swim lesson competency criteria is the Swimming Teachers Association (STA) and Mid Ulster District Council follows this pathway for both its swim teachers and participants of the swim lesson programme. Private and public swim lesson providers that adopt the STA approach can deliver the core swim lesson competencies in a variety of formats – ie. fixed blocks of lessons, continuous ongoing assessment or a mixture.</p>

3.4	<p>Therefore, it is proposed to move away from the traditional fixed “12 week term” format and move towards an “on-going assessment” approach.</p> <p>In simple terms, this means that if a participant is deemed ready to progress to the next level and there are spaces available in the next level, then swim teachers should have the ability to recommend moving participants accordingly and not just wait for participants to finish out the traditional fixed 12 weeks block at any one particular level. This would be in accordance with the swim lesson awarding body (STA) guidance and also through dialogue with the parent/guardian.</p> <p>As part of this approach, council officers have been researching IT systems that can aid this process and therefore recommend moving forward with the addition of a be-spoke swim lesson module to the current leisure IT system.</p> <p>This approach would also involve the ability for parents/guardians to be able to access the swim lesson system online and be able to manage the participant progress and transfers to alternate levels where possible. The proposed implementation of this additional “CourseHub” module aims to meet the needs for this on-going assessment approach and is hoped that it will improve the customer experience going forward.</p> <p><u>Summary of Amended Swim Lesson Delivery Proposal:</u></p> <ul style="list-style-type: none"> ➤ Subject to equality screening, move towards continual ongoing assessment of participants by teachers and the movement between swim lesson ability levels as appropriate. ➤ Transition to removal of waiting lists or enrolments only being available at a specific leisure centre location – transition towards making available swim lesson slots available via the online CourseHub module on an ongoing basis on a first come first served basis with ongoing promotion via Council social media pages and in centre advertisements
4.0	Other Considerations
4.1	<p>Financial, Human Resources & Risk Implications</p> <p>Financial: Additional IT module for a be-spoke swim lesson management portal – approx. £22,435 one off investment. Approx £620 monthly ongoing annual revenue costs for maintenance of the system and user licences. Leisure income has performed better than anticipated so far for the current financial year April 2023 – March 2023 therefore it is proposed to re-invest the additional income achieved to purchase this additional module prior to end of March 2024.</p> <p>The ongoing annual licence fees can be derived via existing revenue budgets and is anticipated to be cost neutral as proposed changes to the swim lesson delivery programme could yield modest additional income.</p> <p>Human: Ability to recruit and maintain staff continues to remain a problem however it is hoped that with the recent investment in teaching courses during 2023 with further planned teaching courses during 2024, it is hoped there is a more sustainable training model now in place for new and existing staff.</p> <p>Risk Management: Considered in line with relevant council policies and procedures.</p>

4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: Equality screening to be carried out should the recommendation proceed and assessment to be made prior to any implementation.
	Rural Needs Implications: None anticipated at this juncture
5.0	Recommendation(s)
5.1	To note the contents of the report and give approval for the direct award contract to the current provider of the leisure IT system for the be-spoke swim lesson management IT module.
6.0	Documents Attached & References
	N/A

Report on	Communities & Place Scale of Charges 2024/25
Date of Meeting	15 th February 2024
Reporting Officer	Claire Linney, Assistant Director of Development Kieran Gordon, Assistant Director Health, Leisure & Wellbeing
Contact Officer	Brian McCormick, Manager Seamus Heaney HomePlace Catherine Fox, Arts & Facilities Development Manager John Howard, Open Spaces & Recreation Development Manager Melanie Patterson, Environmental Health Service Manager Paul Bailie, Open Spaces & Recreation Development Manager Sean Cavlin, Leisure Services Development Manager

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

1.0	Purpose of Report
1.1	To provide information to Members on the proposed Scale of Charges April 2024 – March 2025 for the Communities & Place Directorate and to seek approval to implement from 1st April 2024.
2.0	Background
2.1	<p>Health, Leisure & Wellbeing Scale of Charges 2024/25 Previously in January 2015, approval was given for the approach to deliver harmonised fees, charges and concession pricing for the commencement of the new Mid Ulster District Council in April 2015. This included approval for an approach to groupings that would be eligible for concession pricing along with the mechanism for promotional pricing (based on market conditions) – see below:</p> <ul style="list-style-type: none"> ➤ <i>“Management have the discretion (agreed by the Director) to apply discounted pricing packages, varied times and activities in order to market less attractive facilities, low usage periods and to promote Sports Development and Health and Wellbeing initiatives.”</i>
2.2	The Council agreed a new organisational structure in July 2021 which resulted in a series of changes to the then Council structure. Arising from the amendments to the Council structure was the creation of a new service area (Health, Leisure & Wellbeing) fully inclusive of previous standalone services involving Environmental Health, Events, Leisure and Parks.
2.3	Previously in February 2023, Members at the Development Committee resolved to approve the scale of charges for April 2023 – March 2024 which involved a fee freeze and no additional inflationary fee increases were applied with comparison to the April 2022 – March 2023 year (minute reference: D027/23)

2.4	All fees and charges that are proposed for the April 2024 – March 2025 year within the Health, Leisure & Wellbeing service area are detailed in appendices A - D.
2.5	<p>Room Hire Charges & Tour/Exhibition Entry Charges at Arts Venues</p> <p>Room hire and exhibition charges across arts venues have also been reviewed and a benchmarking exercise carried out. Given budgetary pressures, and to bring MUDC facilities in line with comparative centres, a proposal for an increase in hire rates and tour/exhibition entry prices, where applicable, for the Burnavon, Hill of The O'Neill & Ranfurly House and Seamus Heaney HomePlace and the new Pomeroy Forestry Building, is detailed in appendix E.</p>
3.0	Main Report
3.1	<p>Health, Leisure & Wellbeing Scale of Charges 2024/25</p> <p>Members should note that all fees and charges detailed within the appendix are reflective of previous relevant Council reports pertaining to charging and the subsequent approvals previously applied for the various service areas of Environmental Health, Leisure and Parks.</p> <p>3.2 There is a variety of legislation enforced by Councils which regulates environmental controls whereby a permit, licence or registration is required to legally operate. There are a number of charges and fixed penalties whereby Council has discretion to set the level of charge or fixed penalty within the parameters of applicable legislation and previously in November 2014, Members considered and agreed the approach for the new Mid Ulster District Council forming in April 2015.</p> <p>3.3 There have been no fee amendments since 2019 therefore fees have remained static to present whilst during the same period from December 2019 – December 2023, the Consumer Price Index (CPI) rose by 21.8%. Furthermore, the CPI rose by 3.9% in the 12 month period to December 2023.</p> <p>3.4 It is therefore proposed that the various discretionary charges for Health Leisure & Wellbeing services be increased by 5% from 1st April 2024. To facilitate the rounding of prices to make costs and cash handling more straightforward for customers and staff, in some instances the percentage increase may vary minimally.</p> <p>3.5 In addition to above, benchmarking has been carried out for campsite tariffs. Taking in account increases in electricity tariffs and to ensure consistent approach in line with other similar camping sites in other councils, it is proposed to increase the following:</p> <ul style="list-style-type: none"> • Touring and Camping (Half Day Stay): £13.75 increased to £16.50 • Touring and Camping (Hard Standing Pitch with Electric): £27.50 increased to £33.00 <p>3.6 Future Analysis Required:</p> <ul style="list-style-type: none"> • 1:1 Swimming lessons, gymnastics, dance, Tobermore Golf Centre memberships and personal training within fitness suites: <ul style="list-style-type: none"> ➢ Decision deferred pending wider consideration of delivery methods; pricing and options to be brought back to a future Development Committee meeting. • Pavement Café Licensing <ul style="list-style-type: none"> ➢ In March 2017 Members agreed a zero fee for the grant, renewal or variation of a pavement café licence and that licences would be granted for an initial period of one year (minute reference: E070/17)

<p>3.7</p> <p>3.8</p> <p>3.9</p>	<ul style="list-style-type: none"> ➤ The planned review into the fee structure and duration of pavement café licences was postponed due to the pandemic and remains outstanding. ➤ Options to be brought back to a future Development Committee meeting. <p>Room Hire Charges & Tour/Exhibition Entry Charges at Arts Venues An internal pricing review of the charges for room rental and facility hire charges that apply to Arts venues was carried out in conjunction with departmental and facility management. The review compared and contrasted the various costs and charges that currently apply across all arts venues and also examined current charges in similar venues outside Mid Ulster for the same services eg room/facility hire, tours, exhibition prices.</p> <p>According to the Northern Ireland Visitor Attraction Survey 2020, carried out by Tourism Statistics Branch (NISRA), the average price of an admission for an adult to a visitor attraction in NI is £14.04, and child is £6.86. While these figures fell in the 2022, this was possibly due to the effect of and recovery from Covid 19. While an exact comparable visitor attraction does not exist for each of the facilities due to the nature of the product, research has been conducted with similar attractions and these have been used to influence the proposed reviewed admission charges.</p> <p>It is thus proposed to implement the price increase commencing from April 2024 across the 3 Arts venues - Burnavon, Hill of The O'Neill and Ranfurly House, Seamus Heaney HomePlace and Pomeroy Forestry Building; please refer to the appendix for current and subsequent proposed charges. To facilitate the rounding of prices to make costs more straightforward for the customer, in some limited instances the percentage increase may vary minimally.</p> <p>Pomeroy Forestry Building is a new facility which will be operational from April 2024 and therefore prices are reflective of this.</p>
<p>4.0</p>	<p>Other Considerations</p>
<p>4.1</p>	<p>Financial, Human Resources & Risk Implications</p> <p>Financial: Health, Leisure & Wellbeing Scale of Charges 2024/25 The 2024/2025 budget setting approach for income has been based on the scale of charges approach outlined in Appendix A. The proposed scale of charges structure for 2024/2025 seeks to balance affordability with cost of providing the service; Cost recovery and maintenance of income has been considered as far as reasonably possible.</p> <p>Room Hire Charges & Tour/Exhibition Entry Charges at Arts Venues The revised structure will align the facilities with other attractions, while developing an equitable revenue stream while not excluding visitors on the basis of price as detailed within the appendix.</p> <p>Human: Officer time – to make staff aware of the scale of charges and to update and configure literature and computerised till systems. Officer time required to discharge the functions will remain regardless of fees (particularly for any statutory duties or enforcement activities)</p> <p>Risk Management: In line with Council policies and procedures and will continue to ensure a more robust and standardised approach to fees and charges across Communities & Place facilities.</p>

4.2	<p>Screening & Impact Assessments</p> <p>Equality & Good Relations Implications: It is not anticipated that the proposal will have an adverse impact upon equality of opportunity and good relations.</p> <p>Rural Needs Implications: The proposal and recommendations tabled for consideration do not fall within an activity subject to Section 1 (1) of the Rural Needs Act (NI) 2016.</p>
5.0	<p>Recommendation(s)</p>
5.1	<p>To note the contents of this report and approve:</p> <ul style="list-style-type: none"> • Communities & Place Scale of Charges 2024/25 as outlined within the appendices. • Amended campsite tariffs as per section 3.5 of the report
6.0	<p>Documents Attached & References</p>
	<p>Appendix A: Communities & Place Scale of Charges 2024/25 – Indoor Leisure</p> <p>Appendix B: Communities & Place Scale of Charges 2024/25 – Parks</p> <p>Appendix C: Communities & Place Scale of Charges 2024/25 – Commerical/Non Comm</p> <p>Appendix D: Communities & Place Scale of Charges 2024/25 – Environmental Health</p> <p>Appendix E: Communities & Place Scale of Charges 2024/25 – Arts</p>

Product	2023/24 Pricing	2024/25 Proposed Pricing	Concession	Notes
Memberships				
Memberships (Direct Debit)				
Adult All Inclusive	£29.95	£31.50		Round to nearest 10p
Adult Gym & Classes Only	£20.00	£21.00		Available in MLC, MUSA and MSA only
Concession All Inclusive	£14.98	£15.70		Round to nearest 10p
Concession Gym & Classes Only	£10.00	£10.50		Available in MLC, MUSA and MSA only
Corporate All Inclusive	£22.50	£23.60		Round to nearest 10p
Lead Household	£31.67	£33.30		12 month agreement term. Inclusive of 2 adults (aged 19 or older) and unlimited children aged 18 years old or younger (at the time of registration). Round to nearest 10p
Mid Ulster Swim Academy	£20.40	£21.40		Round to nearest 10p
PARS/ Move More Programme	£14.98	£15.70		Round to nearest 10p
MUDC Staff All Inclusive	£15.00	£15.80		Round to nearest 10p
Student All Inclusive	£21.00	£22.00		Round to nearest 10p
Memberships (Paid in advance Cash/Card Payments, 3 Months)				
Adult All Inclusive	£89.85	£94.50		Round to nearest 10p
Adult Gym & Classes Only	£60.00	£63.00		Available in MLC, MUSA and MSA only
Concession All Inclusive	£44.94	£47.10		Round to nearest 10p
Concession Gym & Classes Only	£30.00	£31.50		Available in MLC, MUSA and MSA only
Corporate All Inclusive	£67.50	£70.80		Round to nearest 10p
MUDC Staff All Inclusive	£45.00	£47.40		Round to nearest 10p

Student All Inclusive	£63.00	£66.00		Round to nearest 10p
PARS/ Move More All Inclusive	£30.00	£47.10		12 weeks
Memberships (Paid in Advance Cash/Card Payments, 6 Months)				
Adult All Inclusive	£179.70	£189.00		Round to nearest 10p
Adult Gym & Classes Only	£120.00	£126.00		Available in MLC, MUSA and MSA only
Concession All Inclusive	£89.85	£94.20		Round to nearest 10p
Concession Gym & Classes Only	£60.00	£63.00		Available in MLC, MUSA and MSA only
Corporate All Inclusive	£135.00	£141.60		Round to nearest 10p
MUDC Staff All Inclusive	£90.00	£94.80		
Student All Inclusive	£126.00	£132.00		
Memberships (Paid in Advance Cash/Card Payments, 12 Months)				
Adult All Inclusive	£359.40	£378.00		Round to nearest 10p
Adult Gym & Classes Only	£240.00	£252.00		Available in MLC, MUSA and MSA only
Concession All Inclusive	£179.70	£188.40		Round to nearest 10p
Concession Gym & Classes Only	£120.00	£126.00		Available in MLC, MUSA and MSA only
Corporate All Inclusive	£270.00	£283.20		
Lead Household	£380.00	£399.60		Inclusive of 2 adults (aged 19 or older) and unlimited children aged 18 years old or younger (at the time of registration)
MUDC Staff All Inclusive	£180.00	£189.60		
Student All Inclusive	£252.00	£264.00		

Wetside				
Pools				
Adult Swim	£3.75	£3.90	Y	Round to nearest 10p
Family Swim (2 Adults And 2 Children, 1 Adult and 3 Children)	£10.00	£10.50	N	
School Swim (Including Instructor)	£1.30	£1.40	N	Round to nearest 10p
Swimming Gala (25m, hourly rate) Sites: CLC, DLC	£77.50	£81.40	N	Round to nearest 10p
Swimming Gala (50m, hourly rate) Site: GLC	£133.30	£140.00	N	Round to nearest 10p
Small Pool (Hourly)	£33.00	£34.70	N	Round to nearest 10p
Local District Clubs: Main Pool	£47.40	£49.80	N	Round to nearest 10p
All Other Bookings: Main Pool	£160.00	£168.00	N	
Local District Clubs: 25m Lane	£7.90	£8.30	N	
All Other Bookings: 25m Lane	£25.00	£26.30	N	Round to nearest 10p
Local District Clubs: 50m Lane	£15.80	£16.70	N	Round to nearest 10p
All Other Bookings: 50m Lane	£40.00	£42.00	N	
Swim Ulster Bookings 25m Lane	£25.00	£26.30	N	Discount based on the pro-rata of the approved rates by the percentage of coaching spaces that are made available to the 3 x Mid Ulster District based swim clubs. Round to nearest 10p
Swim Ulster Bookings 50m Lane	£40.00	£42.00	N	Discount based on the pro-rata of the approved rates by the percentage of coaching spaces that are made available to the 3 x Mid Ulster District based swim clubs. Round to nearest 10p
Health Suite				
Adult (Inc. Swim)	£6.40	£6.70	Y	Round to nearest 10p
Adult (Maghera - No Swim)	£4.10	£4.30	Y	Round to nearest 10p

Indoor Leisure

School Health Suite (Group Rate)	£1.20	£1.30	N	Round to nearest 10p
Pool Classes & Courses				

NPLQ	£260.00	£273.00	N	Included the cost of the examination package and admin fees
Rookie Lifeguard	£6.40	£6.70	N	Round to nearest 10p
Survive and Save	£6.40 & £26.00 certification	£6.70 & £27.30 certification	N	Round to nearest 10p
Mid Ulster Swim Academy	£6.25	£6.60	N	Round to nearest 10p
Adult Swimming Lessons	£9.50	£10.00	N	Round to nearest 10p
1:1 Lesson 30mins	£15.00	£15.80	N	Not currently available - to be considered via a future report to Development Committee
2:1 Lesson (30mins)	£20.00	£21.00	N	Not currently available - to be considered via a future report to Development Committee
Gym & Fitness				
Adult Induction	£25.00	£26.30	Y	Round to nearest 10p
Casual Adult	£6.00	£6.30	Y	
Casual School	£2.00	£2.10	N	
Gym and Health Suite	£8.30	£8.70	Y	Round to nearest 10p
Gym and Health Suite (no pool)	£6.30	£6.60	Y	Round to nearest 10p
Personal Trainer (Single) (60mins)	£25.00	£26.30	N	Not currently available - to be considered via a future report to Development Committee
Personal Trainer (Single) (60mins)	£30.00	£31.50	N	Not currently available - to be considered via a future report to Development Committee
Personal Trainer (Double) (60mins)	£30.00	£31.50	N	Not currently available - to be considered via a future report to Development Committee
Personal Trainer (Double) (60mins)	£35.00	£36.80	N	Not currently available - to be considered via a future report to Development Committee
Personal Trainer (Double) (60mins)	£40.00	£42.00	N	Not currently available - to be considered via a future report to Development Committee
Gym (Limited Facility)- Gortgonis, MSA, MUSA				

Indoor Leisure

Adult Induction	£25.00	£26.30	Y	Round to nearest 10p
Casual Adult	£2.60	£2.70	Y	Round to nearest 10p
Discount Card (10 Sessions)	£20.60	£21.60	Y	Round to nearest 10p
Group Exercise Classes				
Classes	£5.00	£5.30	Y	Round to nearest 10p
Virtual Classes	£3.00	£3.20	Y	Round to nearest 10p
Schools	£1.10	£1.20	N	Round to nearest 10p
Indoor Sports				
All Activities: per badminton court (per hour)				
Adult	£7.50	£7.90	Y	Round to nearest 10p
School	£2.60	£2.70	N	Round to nearest 10p
Bowls	£10.30	£10.80	Y	Round to nearest 10p
Martial Arts	£10.30	£10.80	Y	Round to nearest 10p
All Activities: 4 badminton courts (per hour)				
Adult	£30.00	£31.50	Y	
School	£10.40	£10.90	N	Round to nearest 10p
Non Commercial Full Hall	£63.00	£66.20	N	Round to nearest 10p
Non Commercial Half Hall	£44.00	£46.20	N	

Indoor Leisure

Non Commercial Full Hall Before 6pm	£47.60	£50.00	N	Round to nearest 10p
Non Commercial Half Hall Before 6pm	£31.10	£32.70	N	Round to nearest 10p
Squash/Handball/Racquetball (Per Hour)				
Squash/Handball/Racquetball Court	£5.70	£6.00	Y	Round to nearest 10p
School	£2.00	£2.10	N	
Table Tennis (Per Hour)				
Adult	£5.70	£6.00	Y	Round to nearest 10p
School	£2.00	£2.10	N	
Ten Pin Bowling (Per 30 Minutes)				
Per Lane	£7.90	£8.30	Y	
School	£5.20	£5.50	N	Round to nearest 10p
Birthday Parties & Soft Play				
Soft Play				
Child	£3.10	£3.30	N	Round to nearest 10p
Birthday Parties				

Indoor Leisure

Bouncy Castle Party	£65.00	£68.30	N	Round to nearest 10p
Party Room Hire: Cat A	£15.00	£15.80	N	Round to nearest 10p
Party Room Hire: Cat B	£10.00	£10.50	N	
Party Room Hire: Cat C	£8.00	£8.40	N	
Classes/ Courses				
Gymnastics	£2.50	£2.60	N	Round to nearest 10p
Dance Session	£3.70	£3.90	N	Round to nearest 10p
Scheme Per Session	£2.60	£2.70	N	Round to nearest 10p
Scheme Card 10 Sessions	£20.60	£21.60	N	Round to nearest 10p
Golf				
Driving Range Balls (60)	£4.00	£4.20	N	
Par 3	£2.70	£2.80	Y	Round to nearest 10p
Putting Green	£1.70	£1.80	Y	Round to nearest 10p
Golf Club Hire	£0.70	£0.80	N	Round to nearest 10p
Golf Coaching				
Standard Golf Lesson 30mins	£15.50	£16.30	N	Round to nearest 10p
Standard Golf Lesson 45mins	£23.20	£24.40	N	Round to nearest 10p

Indoor Leisure

Standard Golf Lesson 60mins	£31.00	£32.60	N	Round to nearest 10p
Trackman Golf Lesson 30mins	£18.50	£19.40	N	Round to nearest 10p
Trackman Golf Lesson 60mins	£37.10	£39.00	N	Round to nearest 10p
Golf Coaching Balls	£2.90	£3.10	N	Round to nearest 10p
Group Lessons				
Group Golf Lesson	£35.00	£36.80	N	6 x 2 hour lessons. Round to nearest 10p
Junior Golf Academy	£2.60	£2.70	N	1.5 hours lessons. Round to nearest 10p
Academy Golf Ball Pack	£1.60	£1.70	N	3 x golf balls (resale). Round to nearest 10p
Junior Golf Camp	£41.20	£43.30	N	3 x day camp (full days). Round to nearest 10p
School/ Youth Group Lessons	£15.50	£16.30	N	Round to nearest 10p
Misc				
Meeting Rooms				
Meeting Room Hire: Cat A	£15.00	£15.80	Y	Round to nearest 10p
Meeting Room Hire: Cat B	£10.00	£10.50	Y	
Meeting Room Hire: Cat C	£8.00	£8.40	Y	
Spectator				
Spectator (Applied At Management Discretion)	£1.10	£1.20	Y	Round to nearest 10p

Participation Pricing				
Active Recreation Plan	£1.00	£1.10		Round to nearest 10p
Summer Camps	£25.00	£26.30		Dance Gymnastics Tennis etc (£5 per day). Round to nearest 10p
Canoeing	£45.00	£47.30		Round to nearest 10p

Product	2023/24 Pricing	2024/25 Proposed Pricing	Concession	Off Peak Price M-F before 6pm, Sat & Sun	Concession	Notes
Indoor Pitches						

MINI PITCHES
(Indoor, per Hour)

Mini pitch	£30.90	£32.50	Y	£16.30	N	Round to nearest 10p
Badminton Court	£7.10	£7.50	Y	£3.80	N	Round to nearest 10p

MAXI PITCHES
(Indoor, per Hour)

Maxi pitch (4 tennis courts)	£51.50	£54.10	Y	£27.10	N	Round to nearest 10p
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FULL PITCH
(Indoor, per Hour)

Full pitch (12 tennis courts) - per hour	£154.50	£162.20	Y	£81.10	N	Round to nearest 10p
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INDOOR TENNIS COURT (Indoor, per Hour)

Tennis Court	£15.50	£16.30	Y	£8.20	N	Round to nearest 10p
Birthday Party - inflatable & sports games	£41.20	£43.30	N			Round to nearest 10p
Table Tennis	£5.80	£6.10	Y			Round to nearest 10p
Outdoor Pitches						

3G/4G Pitches

Match Bookings (2 Hours)

Soccer/Rugby Match Adult	£51.50	£54.10	Y			Round to nearest 10p
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Outdoor Leisure

Soccer/Rugby Match Adult with lights	£72.10	£75.70	Y			Round to nearest 10p
Gaelic Match Adult Price	£72.10	£75.70	Y			Round to nearest 10p
Gaelic Match Adult with lights	£92.70	£97.30	Y			Round to nearest 10p

**Training Bookings
(per Hour)**

Soccer/Rugby Training Adult	£30.90	£32.50	Y			Round to nearest 10p
Soccer/Rugby Training Adult with lights	£41.20	£43.30	Y			Round to nearest 10p
Gaelic Training Adult	£41.20	£43.30	Y			Round to nearest 10p
Gaelic Training Adult with lights	£54.10	£56.80	Y			Round to nearest 10p

Multi-Use Games Area

Without Lights	£25.80	£27.10	Y			Round to nearest 10p
With Lights	£31.00	£32.60	Y			Round to nearest 10p

Outdoor Astro Turf

Adult - per hour	£27.50	£28.90				Round to nearest 10p
Priority Group - per hour (up to 6.00pm Monday to Friday)	£13.80	£14.50				Round to nearest 10p

**Outdoor Pitches
(per match)**

Adult Match	£37.10	£39.00	Y			Round to nearest 10p
Adult Match with Lights	£69.00	£72.50	Y			Round to nearest 10p

Tennis (per hour)						
Adult	£6.20	£6.50				Round to nearest 10p
Priority Group - per hour (up to 6.00pm Monday to Friday)	£3.10	£3.30				Round to nearest 10p
Clubs: Adult (2 tennis courts - coached session)	£6.00	£6.30		£3.20		Round to nearest 10p
Athletics Track and Field						
Casual Track use Adult	£2.60	£2.70	Y			Round to nearest 10p
Synthetic Full Track: Adult Group / Event	£41.20	£43.30	Y			Round to nearest 10p
Cinder Track (per hour)	£13.40	£14.10	Y			Round to nearest 10p
Cinder Track & Lights Floodlight (per hour)	£19.00	£20.00	Y			Round to nearest 10p
Other Outdoor						

Bowling Green

Casual Adult	£3.60	£3.80	Y			Round to nearest 10p
Season Ticket Adult	£42.20	£44.30	Y			Round to nearest 10p
Club Rent (Season Hire)	£1,442.00	£1,514.10	N			

Cricket Wicket – Club Rent

Cricket Wicket – Club Rent (Season Hire)	£530.00	£556.50				
Senior (grass)	£47.90	£50.30				

Outdoor Leisure

Junior (grass)	£26.80	£28.10				Round to nearest 10p
Synthetic wicket	£19.00	£20.00	Y			Round to nearest 10p
Product	2023/24 Pricing	2024/25 Proposed Pricing	Concession	Off Peak Price M-F before 6pm, Sat & Sun	Concession	
Pitch Hire: Special Events						
Per pitch (up to 8 hours)	£113.00	£118.70	N			Round to nearest 10p
Per pitch (up to 4 hours)	£59.50	£62.50	N			Round to nearest 10p

Car Park Hire

Half Day	£57.20	£60.10	N			Round to nearest 10p
Full Day	£101.00	£106.10	N			Round to nearest 10p

Parks

Product	2023/24 Pricing	2024/25 Proposed Pricing	Notes
Marina Fees			
Boat Park - Annual Storage per vessel	£365.00	£383.30	Round to nearest 10p
Boat Park - Canoe Storage (Club) Summer Season per vessel	£10.00	£10.50	
Boat Park - Daily Storage per vessel	£9.45	£9.90	Round to nearest 10p
Boat Park - Dinghy Storage (Club) Summer Season per vessel	£15.00	£15.80	Round to nearest 10p
Boat Park - Empty Trailer Storage Annual	£55.00	£57.80	Round to nearest 10p
Boat Park - Empty Trailer Storage Seasonal (6 months)	£30.00	£31.50	
Boat Park - Summer Storage per vessel (Apr-Sept)	£210.00	£220.50	
Boat Park - Weekly Storage per vessel	£52.50	£55.10	Round to nearest 10p
Boat Park - Winter Storage per vessel (Oct-Mar)	£210.00	£220.50	
Deposit - Keys Jetty & Boat Yard	£20.00	£21.00	
Deposit - Swipe card	£20.00	£21.00	
Electricity Card - £1 Credit	£1.00	£1.00	electric fees usage in relation to standard rate
Electricity Card - £5.00 Credit	£5.00	£5.00	electric fees usage in relation to standard rate
Electricity Card - 10kw Credit	£2.65	£2.65	electric fees usage in relation to standard rate
Electricity Smart Card Top Up	£1.00	£1.00	electric fees usage in relation to standard rate
Mooring - Annual Permit (vessel greater than 60ft)	£1,050.00	£1,102.50	
Mooring - Annual Permit (vessel requires 1 berth)	£415.00	£435.80	Round to nearest 10p
Mooring - Annual Permit (vessel requires 2 berths)	£790.00	£829.50	
Mooring - Daily Mooring per Vessel (1 berth)	£11.00	£11.60	Round to nearest 10p
Mooring - Daily Mooring per Vessel (2 berths)	£19.00	£20.00	Round to nearest 10p
Mooring - Early Discount **APRIL-JUNE**	Deduct £10.00	Deduct £10.00	Early Payment Discount
Mooring - Monthly Permit (1 berth)	£145.00	£152.30	Round to nearest 10p
Mooring - Monthly Permit (2 berths)	£265.00	£278.30	Round to nearest 10p
Mooring - Season Permit (vessel requires 1 berth)	£240.00	£252.00	
Mooring - Season Permit (vessel requires 2 berths)	£458.00	£480.90	
Mooring - Seasonal Permit *NEW BOAT INTRO OFFER* (1 berth)	£180.00	£189.00	
Mooring - Seasonal Permit *NEW BOAT INTRO OFFER* (2 berths)	£344.00	£361.20	
Mooring - Weekly Permit (1 berth)	£58.00	£60.90	
Mooring - Weekly Permit (2 berths)	£105.00	£110.30	Round to nearest 10p
Slipway - Annual Use of Slipway	£100.00	£105.00	
Slipway - Club/Group use of slipways	£12.50	£13.10	Round to nearest 10p
Slipway - Daily Launching per Vessel	£10.00	£10.50	
Slipway - Seasonal Use of Slipway	£60.00	£63.00	
Campsite Fees			
Touring and Camping - Cancellation Admin Fee	£5.00	£5.30	Round to nearest 10p
Touring and Camping - Use of Sluice Room Only	£5.00	£5.30	Round to nearest 10p
Touring and Camping (Half Day Stay)	£13.75	£16.50	Round to nearest 10p
Touring and Camping (Hard Standing Pitch with Electric)	£27.50	£33.00	Round to nearest 10p
Touring and Camping (Tent Pitch - No Electric)	£14.50	£15.20	Round to nearest 10p
Miscellaneous - Laundry Income	£1.00	£1.00	Can reset metre to electric rate
Deposits - Swipe Card	£5.00	£5.00	
Houseboat Hire (per night)	£120.00	£126.00	
Water sports Fees			
Water Sports - Canoe Course	£40.00	£42.00	
Water Sports - Canoe Taster Session	£10.00	£10.50	
Observatory & Forest Trails Fees			
Car Park Charge (per hour) first hour free	£0.45	£0.50	
Exhibition Tour Adult	£5.00	£5.30	Round to nearest 10p
Exhibition Tour Concession (over 60 & under 16)	£3.50	£3.70	Round to nearest 10p
OM Odyssey Projection Show	£3.00	£3.20	Round to nearest 10p
Davagh Forest Trails - Bike Hire Provider	£50.00	N/A	No current provision
Blessingbourne FMBT - Car Park Income	£5.00	£5.00	

Allotments Fees			
Allotments - Full Plot (Castledawson)	£30.00	£31.50	
Allotments - Full Plot (Nunnery Hill)	£50.00	£52.50	
Allotments - Half Plot (Nunnery Hill)	£30.00	£31.50	
Allotments - Keyholder Deposit	£10.00	£10.50	
Allotments - Raised Bed Large (Ballygawley)	£5.00	£5.30	Round to nearest 10p
Allotments - Raised Bed Small (Ballygawley)	£3.00	£3.20	Round to nearest 10p
Deposits - Keyholder	£10.00	£10.00	
Angling Fees			
Angling - (Coarse) Adult (concession)	£3.00	£3.20	Round to nearest 10p
Angling - (Coarse) Adult Day Ticket (Bank Only)	£5.00	£5.30	Round to nearest 10p
Angling - (Coarse) Adult Group Rates (Events/Competitions/Return all fish)	£4.00	£4.20	
Angling - (Coarse) Junior day ticket (Bank Only)	£3.00	£3.20	Round to nearest 10p
Angling - (Coarse) Junior Group Rate (Events/Competitions/Return all fish)	£2.00	£2.10	
Angling - 3 Fish Sporting Bank Ticket (Concession)	£12.50		Remove tarriff - no longer a game fishery
Angling - 3 Fish Sporting Boat Ticket	£16.50		Remove tarriff - no longer a game fishery
Angling - 3 Fish Sporting Boat Ticket (Concession)	£14.50		Remove tarriff - no longer a game fishery
Angling - 4 Fish Bank Sporting Ticket	£18.50		Remove tarriff - no longer a game fishery
Angling - 4 Fish Boat Sporting Ticket	£20.50		Remove tarriff - no longer a game fishery
Angling - Catch & Release Bank	£10.50		Remove tarriff - no longer a game fishery
Angling - Catch & Release Boat	£12.50		Remove tarriff - no longer a game fishery
Angling - Coarse Angling Equipment Hire (Fishing rod/Pole/Landing net)	£5.00	£5.30	Round to nearest 10p
Angling - Coarse Fishing Tuition Adult (Equipment Excluded)	£9.00	£9.50	Round to nearest 10p
Angling - Coarse Fishing Tuition Junior (Equipment Excluded)	£5.00	£5.30	Round to nearest 10p
Angling - Fish Offers	£0.00		Remove tarriff - no longer a game fishery
Angling - Fly Fishing Tuition Adult	£15.50		Remove tarriff - no longer a game fishery
Angling - Fly Fishnig Tuition Junior	£10.50		Remove tarriff - no longer a game fishery
Angling - Group Rate 11-15 Anglers	£17.00		Remove tarriff - no longer a game fishery
Angling - Group Rate 16-20 Anglers	£15.00		Remove tarriff - no longer a game fishery
Angling - Group Rate 21+ Anglers	£13.00		Remove tarriff - no longer a game fishery
Angling - Group Rate 5-10 Anglers	£19.00		Remove tarriff - no longer a game fishery
Angling - Group Rate Charity Rate	£13.00		Remove tarriff - no longer a game fishery
Angling - Junior Catch & Release Bank (Under 18)	£5.50		Remove tarriff - no longer a game fishery
Angling - Junior Catch & Release Boat (Under 18)	£7.50		Remove tarriff - no longer a game fishery
Angling -3 Fish Sporting Bank Ticket	£14.50		Remove tarriff - no longer a game fishery
Room Hire Fees			
Miscellaneous - Conference Suite/Display Boards	£105.00	£110.30	Round to nearest 10p
Miscellaneous - Room Hire	£15.00	£15.80	Round to nearest 10p
Deposits - Keyholder	£10.00	£10.50	
Room Hire - Annual (Club Rate) Ballyronan	£200.00	£210.00	
Room Hire - Changing Block per day (Clubs/Groups)	£7.90	£8.30	
Events Fees			
Events - Small Event Space Hire – Full Day	£100.00	£105.00	
Events - Small Event Space Hire – Half Day	£50.00	£52.50	
Events - Large Event Space Hire – Full Day	£150.00	£157.50	
Events - Large Event Space Hire – Half Day	£75.00	£78.80	Round to nearest 10p
Events - Small Event Space Hire (per hour)	£10.00	£10.50	
Outdoor Recreation & Michellaneous Fees			
Tennis - Adult 1 hour court hire	£6.00	£6.30	
Tennis - Junior 1 hour court hire	£3.00	£3.20	Round to nearest 10p
Tennis - Tennis Racquet hire	£1.00	£1.10	Round to nearest 10p
BBQ - 1 Ring	£8.00	£8.40	
BBQ - 2 Rings	£15.00	£15.80	
Wi-Fi - Day Voucher £1.00	£1.00	N/A	Camping and marina wi-fi free onsite - no longer a charge required
Wi-Fi - Weekly Voucher £7	£7.00	N/A	Camping and marina wi-fi free onsite - no longer a charge required

Commercial/Non-Commercial Classification

There are a range of variables and differing definitions for Commercial and Non-Commercial organisations and therefore for the purposes of the Leisure and Parks Pricing application, the following definitions and criteria will be applied in order to establish the appropriate definition of a group or organisations.

Non-Commercial Organisations - can be part of the public sector, the community and voluntary sector or the charitable sector who aim to provide products and services to the community however they will not make a profit. However, there are some groups, organisations and initiatives that could define themselves as Non-Commercial but nonetheless operate with the intentions of making a profit and therefore a criteria needs be established to ensure adherence to the definition.

To determine any eligibility issues as a Non-Commercial organisation, if required the following documentation should be requested as proof of this:

1. Charitable Organisation Numbers.
2. Vat Registration Numbers.
3. Any membership fee information.
4. Copy of most recent AGM minutes and Committee members.
5. Copy of most recent audited accounts.
6. Any affiliations to relevant governing body.
7. Previous facilities hire information.

Groups or organisations that cannot prove their eligibility for Non Commercial rates based on the above criteria will then be considered Commercial and the Commercial rate options will apply.

Environmental Health

Product	2023/24 Fee	Proposed 2024/25 Fee	Notes
Amusement Permits			
Application / Annual Renewal	£250.00	£250.00	Fee is prescribed in legislation
Caravan Site Licence			
One off application fee	£10.00	£10.00	Fee is prescribe in legislation
Cosmetic piercing, tattooing, semi-permanent makeup and electrolysis			
One off registration fee	£50.00	£52.50	Council has discretion to levy a "reasonable" fee
Dog Charges			
Unwanted dog	£15	£16.00	Rounded to nearest pound to aid cash handling (6.6% increase)
Stray collection	£30	£32.00	Rounded to nearest pound to aid cash handling (6.6% increase)
Dog Licence full	£12.50	£12.50	Fee is prescribed in legislation
Dog Licence reduced fee	£5	£5.00	Fee is prescribed in legislation
Kennel fee per night (after 1st night)	£15	£16.00	Rounded to nearest pound to aid cash handling (6.6% increase)
Food Hygiene Rating Scheme			
Requests for revisit under the Food Hygiene Rating Scheme (per visit)	£150.00	£150.00	Fee is prescribed in legislation
Fixed Penalty Notices (FPN's)			
Litter Fixed Penalty Notice	£80.00	£80.00	There are legislative restrictions on what a fixed penalty can be levied. A future committee paper will be presented on this issue for council's consideration.
Dog Fouling Penalty Notice	£50.00	£50.00	There are legislative restrictions on what a fixed penalty can be levied. A future committee paper will be presented on this issue for council's consideration.
High Hedges			
Complaint Fee	£250.00	£265.00	This fee is refundable if the complaint is substantiated. Rounded up to nearest £5 (equates to 6% increase)
Housing			
PTO Fitness Inspections	£50.00	£50.00	Fee is prescribed in legislation
Pavement Café Licences			
Granting initial licence and annual renewal thereafter	£0.00	£0.00	Separate committee paper to be presented in near future re levying a fee as as initially zero charge applied in order to promote pavement cafes culture.
Pollution Prevention and Control (PPC) Permits			
Permit application charges		All PPC fees are prescribed in law	A new fee schedule is legislated for and enacted in advance of each new financial year. In the interim, 23/24 fees will apply until new schedule is published
Standard charge	£1,930		per activity
Reduced charge for certain activities	£186		per activity
PVR I and II combined	£327		
Vehicle refinishers	£333		
Standard subsistence charges			
Low	£891		per activity
Medium	£1,303		per activity
High	£1,714		per activity
Reduced subsistence charge for certain activities	£186		
PVR I and II combined	£288		
Vehicle refinishers	£333		
Variation charges			
Standard charge	£1,236		
Reduced charge for certain activities	£122		
Transfer charges			
Transfer of whole permit - standard charge	£191		
Transfer of whole permit - reduced charge for certain activities	£19		
Transfer of part permit - standard charge	£576		

Transfer of part permit - reduced charge for certain activities	£57		
Additional fee for operating without a permit			
Standard charge	£1,514		
Reduced charge for certain activities	£91		
Late payment fee	£63		
Road Closures for Special Events			
Small Community and Not for Profit	£0.00		Generally only pay the cost recovery of the public notice advertisement for the event as the administrative fee is waived.
Commercial Events	£415.00	£436.00	This fee is in line with regionally agreed levy. It has been rounded up to nearest pound
Filming on a Public Road	£415.00	£436.00	This fee is in line with regionally agreed levy. It has been rounded up to nearest pound
Societies Lotteries			
Registration of a society	£35.00	£35.00	Fee is prescribed in legislation
Annual Renewal of Registration	£17.50	£17.50	Fee is prescribed in legislation
Street Trading			
One year Stationary / Mobile Street trading licence	£205.00	£215.00	In order to increase the fees associated with street trading levies a consultation exercise and council approval is required. Proposed new fees are rounded to nearest pound.
Temporary street trading licence	£55.00	£58.00	In order to increase the fees associated with street trading levies a consultation exercise and council approval is required. Proposed new fees are rounded to nearest pound.
Variation of Conditions on licence	£70.00	£74.00	In order to increase the fees associated with street trading levies a consultation exercise and council approval is required. Proposed new fees are rounded to nearest pound.
Temporary trading licence for civic event	£25.00	£26.00	In order to increase the fees associated with street trading levies a consultation exercise and council approval is required. Proposed new fees are rounded to nearest pound.

Arts Venue Charges 2024

Area	Private (Current)	Private (varying increases in price at a maximum of 20%)	Community/ Charity (Current)	Community/Charity (varying increases in price at a maximum of 20%)
POMEROY FOREST BUILDING				
Auditorium Theatre seating 250 capacity Conference seating 100 capacity		Hourly Rate £42.00 Full Day £236.00 Sunday Full Day £336.00 Sunday Hourly Rate £60.00		Hourly Rate £30.00 Full Day £168.00 Sunday Full Day £269.00 Sunday Hourly Rate £48.00
Activity Rooms 1 + 2 25 people		Hourly Rate £24.00 (9-5pm) Full Day £192.00 (9-5) Evening Rate £30.00 Sunday Hourly £30.00		Hourly Rate £18.00 Full Day £144.00 (9-5pm) Evening Rate £24.00 Sunday Hourly Rate £24.00
Burnavon				
Auditorium Theatre seating 347 capacity Conference seating 120 capacity	Monday – Saturday £525 (full day hire max 8 hrs) £95 (per hour hire) Sunday £675 (full day hire max 8 hrs) £120 (per hour hire) Addition matinee Monday – Saturday £300 Sunday £335	No price increase for 2024/2025	Monday – Saturday £400 (full day hire max 8 hrs) £60 (per hour hire) Sunday £500 (full day hire max 8 hrs) £90 (per hour hire) Addition matinee Monday – Saturday £200 Sunday £250	No price increase for 2024/2025

Studio Meeting Room Capacity 60 Or Exhibition Area Room Capacity 60	Monday – Saturday Morning Session 9am – 1pm £72.00 Afternoon Session 1pm – 5pm £72.00 Full day hire (9am – 5pm) £140 Evening Session 5pm – 9pm £96.00 Day hourly rate 9am – 5pm £20.00* Evening hourly rate £25.00 * Sunday £30.00 (per hour hire) *hourly rates only made available on request as 1 hour hire rate does not cover staffing / operation costs to open building in evening and ties up room for a session during day	Monday – Saturday Morning Session 9am – 1pm £86.40 Afternoon Session 1pm – 5pm £86.40 Full day hire (9am – 5pm) £168 Evening Session 5pm – 9pm £115.20 Day hourly rate £24.00 Evening hourly rate £30.00 Sunday £36.00 (per hour hire)	Monday – Saturday Morning Session 9am – 1pm £54.00 Afternoon Session 1pm – 5pm £54.00 Full day hire (9am – 5pm) £105 Evening Session 5pm – 9pm £72.00 Daily hourly rate 9am – 5pm £15.00 Evening hourly rate £20.00 Sunday £25.00 (per hour hire) *hourly rates only made available on request as 1 hour hire rate does not cover staffing / operation costs to open building in evening and ties up room for a session during day	Monday – Saturday Morning Session 9am – 1pm £64.80 Afternoon Session 1pm – 5pm £64.80 Full day hire (9am – 5pm) £ 126.00 Evening Session 5pm – 9pm £86.40 Daily hourly rate 9am – 5pm £18.00 Evening hourly rate £24.00 Sunday £30.00 (per hour hire)
Seamus Heaney HomePlace				
The Helicon Theatre seating 189 capacity 24 additional seats with cabaret layout	Monday – Saturday £420 (full day hire, maximum 8 hours) £220 (half day, maximum 4 hours) £60 per hour Sunday/Evening Hourly Rate £90	Monday – Saturday £504 (full day hire, maximum 8 hours) £264 (half day, maximum 4 hours) £72 per hour Sunday/Evening Hourly Rate £108	Monday – Saturday £220 (full day hire, maximum 8 hours) £130 (half day, maximum 4 hours) £40 per hour Sunday/Evening Hourly Rate £55	Monday – Saturday £264 (full day hire, maximum 8 hours) £156 (half day, maximum 4 hours) £48 per hour Sunday/Evening Hourly Rate £66

Glanmore Room Capacity 50 Broagh Room Capacity 60 Strand Room Capacity 60	Monday – Saturday £150 (full day hire, maximum 8 hours) £72 (half day, maximum 4 hours) £20.40 per hour Sunday/Evening Hourly Rate £30	Monday – Saturday £180 (full day hire, maximum 8 hours) £86.40 (half day, maximum 4 hours) £24.48 per hour Sunday/Evening Hourly Rate £36	Monday – Saturday £100 (full day hire, maximum 8 hours) £60 (half day, maximum 4 hours) £17 per hour Sunday/Evening Hourly Rate £22.40	Monday – Saturday £120 (full day hire, maximum 8 hours) £72 (half day, maximum 4 hours) £20.40 per hour Sunday/Evening Hourly Rate £26.88
River Room Capacity 69	Monday – Saturday £220 (full day hire, maximum 8 hours) £115 (half day, maximum 4 hours) £30 per hour Sunday/Evening Hourly Rate £35	Monday – Saturday £264 (full day hire, maximum 8 hours) £138 (half day, maximum 4 hours) £36 per hour Sunday/Evening Hourly Rate £42	Monday – Saturday £140 (full day hire, maximum 8 hours) £80 (half day, maximum 4 hours) £22 per hour Sunday/Evening Hourly Rate £27.50	Monday – Saturday £168 (full day hire, maximum 8 hours) £96 (half day, maximum 4 hours) £26.40 per hour Sunday/Evening Hourly Rate £33
Moyola Meeting Room Capacity 22	Monday – Saturday £130 (full day hire, maximum 8 hours) £70 (half day, maximum 4 hours) £20 per hour Sunday/Evening Hourly Rate £25	Monday – Saturday £156 (full day hire, maximum 8 hours) £84 (half day, maximum 4 hours) £24 per hour Sunday/Evening Hourly Rate £30	Monday – Saturday £90 (full day hire, maximum 8 hours) £47.50 (half day, maximum 4 hours) £12.50 per hour Sunday/Evening Hourly Rate £16.50	Monday – Saturday £108 (full day hire, maximum 8 hours) £57 (half day, maximum 4 hours) £15 per hour Sunday/Evening Hourly Rate £19.80

Exhibition				
Adult Exhibition	£10	£12		
Child over 8 Exhibition	£6	£7.50		
Concession Exhibition	£6.50	£8		
Family Exhibition	£24	£29		
Open Ground Guided Tour (including exhibition)	£20	£24		
Ranfurly House				
Square Box Capacity: 98	Hourly Rate £35 Full Day £196 Sunday Full Day £280 Sunday Hourly Rate £50	Hourly Rate £38.50 Full Day £215.60 Sunday Full Day £308 Sunday Hourly Rate £55	Hourly Rate £25 Full Day £140 Sunday Full Day £224 Sunday Hourly Rate £40	Hourly Rate £27.50 Full Day £154 Sunday Full Day £246.40 Sunday Hourly Rate £44
Tower Room Capacity: 50	Hourly Rate £20 (9-5pm) Full day £160 (9-5pm) Evening Rate £25 Sunday hourly £25	Hourly Rate £24.00 (9-5pm) Full Day £192.00 (9-5) Evening Rate £30.00 Sunday Hourly £30.00	Hourly Rate £15 (9-5pm) Full day £120 (9-5pm) Evening Rate £20 Sunday Hourly Rate £20	Hourly Rate £18.00 Full Day £144.00 (9-5pm) Evening Rate £24.00 Sunday Hourly Rate £24.00
Arts Studio Capacity : 60	Hourly Rate £20 (9-5pm) Full day £160 (9-5pm) Evening Rate £25 Sunday hourly £25	Hourly Rate £24.00 (9-5pm) Full Day £192.00 (9-5) Evening Rate £30.00 Sunday Hourly £30.00	Hourly Rate £15 (9-5pm) Full day £120 (9-5pm) Evening Rate £20 Sunday Hourly Rate £20	Hourly Rate £18.00 Full Day £144.00 (9-5pm) Evening Rate £24.00 Sunday Hourly Rate £24.00
Hill of The O'Neill				
Inside Event Space Capacity: 150 (theatre style)	Hourly Rate £30 Evening Rate £40 Sunday Hourly Rate £65 Sunday Full Day £520	Hourly Rate £33 Evening Rate £44 Sunday Hourly Rate £71.50 Sunday Full Day £554	Hourly Rate £22.50 Evening Rate £30 Sunday Hourly Rate £36 Sunday Full Day £262	Hourly Rate £25.00 Evening Rate £33 Sunday Hourly Rate £40 Sunday Full Day £288

Round Tables (80-90)				
Outside Event Space Capacity:700	Hourly Rate £86 Full Day £460 Sunday Hourly Rate £149 Sunday Full Day £816	Hourly Rate £104.00 Full Day £552.00 Sunday Hourly Rate £179.00 Sunday Full day £980.00	Hourly Rate £50 Full Day £360 Sunday Hourly Rate £105 Sunday Full Day £565	Hourly Rate £60.00 Full Day £432.00 Sunday Hourly Rate £126.00 Sunday Full Day £678.00
Weddings Includes chairs, sound, red carpet, viewing tower for photographs/ refreshments	Option 1 Historic Towers or Tower Room (inclement weather) - £50.00 per hr Option 2 Historic Towers or Events Space - £86.00 per hr	Option 1 Historic Towers or Tower Room (inclement weather) - £60 per hour Option 2 Historic Towers or Events Space - £140 per hour Option 3 Historic Towers or Indoor Events space - £69 per hour		
Exhibition (Entrance Only) Exhibition with Guide	Adult £3.50 Concession £2.50 Under 16 Free No additional charge	Adult £5.00 Concession £3.50 Under 16 £3.00 Children under 5 Free Family £13.50 Tour £9.50 Concession £6.50 Under 16 £3.50 Children under 5 Free Family £23.00		
Please note a full day hire equates to 8 hours. The hourly rate to be applied after 8 hours.				
Ticketed Events An additional charge of 5% at Box Office and PRS (Performing Right Society) where applicable.				

Report on	Broadband Working Group - Terms of Reference
Date of Meeting	15 February 2024
Reporting Officer	Assistant Director of Economic Development, Tourism and Strategic Programmes

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

1.0	Purpose of Report
1.1	To seek approval for updated Terms of Reference enclosed for Mid Ulster's Broadband Working Group.
2.0	Background
2.1	<p>Council's Broadband Working Group was originally established to scrutinize and investigate the blackspots/not-spots in broadband provision across Mid Ulster district. Much work was undertaken over the last few years in relation to identifying gaps in provision and liaising with officials from the Department for the Economy (Telecoms Branch) to address the shortcomings of Project Stratum and to a lesser extent Project Gigabit.</p> <p>The Working Group comprises of a number of elected members and is provided with administrative support from Council's economic development team.</p>
3.0	Main Report
3.1	<p>The Broadband Working Group met on 14 December 2023 where Members reviewed the Group's Terms of Reference (ToR). They recommended a series of changes to the ToR such as updating the names of elected members serving on the group, extending the scope of the group to include wider telecoms issues such as mobile coverage etc.</p> <p>The updated Terms of Reference for Council's Broadband Working Group is enclosed on Appendix 1.</p>
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: N/A
	Human: Officer time.

	Risk Management: N/A
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	It is recommended that Members; Approve Council's updated Broadband Working Group Terms of Reference as enclosed on Appendix 1.
6.0	Documents Attached & References
	Appendix 1: Broadband Working Group Terms of Reference (V.2 Updated Dec 23).



Terms of Reference for Mid Ulster District Council's Broadband Working Group

1.0 BACKGROUND

1.1 Purpose of Steering Group

Mid Ulster District Council (The Council) is aware of the significant broadband deficiencies throughout its district. Through the concerted lobbying and awareness raising with all relevant stakeholders, the area has benefited from a number of improvements but there remains further work to be done in terms of access to quality, reliable broadband provision in many parts of the district.

This position is evidenced in Ofcom's Connected Nations report, which details the particular difficulties in the Mid Ulster District Council area.

In this context, the Council has resolved to establish an elected member Working Group whose specific remit will be to consider broadband related matters including mobile connectivity. The initial Terms of Reference was prepared in September 2018 (Version 1). A further revision of the Terms of Reference took place in December 2023 (Version 2).

1.2 Working Group Membership

1.2.1 The Council has nominated 10 Members to serve on the Broadband Working Group. The current membership (2023/24) is as follows:

SF (6 Elected Members)

Councillors Gavin Bell, Sean Clarke, Cora Corry, Brian McGuigan, John McNamee and Sean McPeake

DUP (3 Elected Members)

Councillors Wilbert Buchanan, Clement Cuthbertson and Mark Robinson

SDLP (1 Elected Member)

Councillor Karol McQuade

1.2.2 The Chair of the Broadband Working Group will be elected using the D'Hondt method. Chairperson to rotate on an annual basis.

- 1.2.3 Council Officers to participate on the Broadband Working Group are as follows; Assistant Director of Economic Development, Tourism & Strategic Programmes, Head of ICT, Economic Regeneration Service Manager and Economic Development Project/Admin Officers.

2.0 MEETINGS

- 2.1 The Broadband Working Group will meet on a quarterly basis and this will be kept under review. The Working Group has indicated that where possible, it would prefer to hold meetings in the evening.
- 2.2 Meetings to be convened either virtually or in person. The extent of business to be transacted will dictate whether meetings should be held in person or virtually.
- 2.3 Meetings will be quorate when there is an attendance of **3 Members**. Should the meeting be inquorate 15 minutes after the appointed meeting commencement time, the meeting will not proceed. Should the meeting become inquorate at any point, the meeting will terminate.
- 2.4 The Economic Development team will provide secretariat services for the Broadband Working Group meetings. Minutes of the meetings will take the form of key discussion points and agreed actions.
- 2.5 Minutes of the meetings are intended for use by and circulation to the Council and Working Group Members.
- 2.6 Any matters, which are deemed as Confidential will be clearly described as such.
- 2.7 A schedule of meetings will be agreed and at least 3 working days' formal notice will be given of meetings, together with an Agenda and associated papers. All communications regarding Working Group Meetings will be provided electronically to Members.

3.0 WIDER GOVERNANCE ARRANGEMENTS

- 3.1 The Broadband Working Group does not have any delegated authority from the Council and accordingly, regular reports will be provided to the Council's Development Committee.
- 3.2 To avoid a delay in progressing Working Group recommendations, where necessary, verbal updates of recommended actions will be provided to the Development Committee with formal written reports to be considered at the next available Committee.

- 3.3 The Senior Officer with responsibility for the Broadband Working Group is Council's Assistant Director of Economic Development, Tourism and Strategic Programmes. The Deputy Senior Officer is Council's Economic Regeneration Manager.

4.0 KEY OBJECTIVES

- 4.1 The key objectives of the Broadband Working Group is to be a meaningful strategic grouping, which will:

- 4.1.1 Continue to lobby strategically for investment in the Council area to redress the broadband and mobile deficiencies so that all those in the district who wish to have access to fibre (or equivalent) or better mobile services have the ability to do so;
- 4.1.2 Meet with relevant stakeholders (Government Departments, statutory, commercial and community representatives) to seek their views and clarify their future investment proposals;
- 4.1.3 Inform itself as much as possible regarding existing and potential Council initiatives/projects and undertake a gap analysis to identify potential new initiatives;
- 4.1.4 Assess the "future readiness" of the District to attract new business investment through improved telecoms connectivity;
- 4.1.5 Consider and input to draft responses to relevant policy consultations for consideration by the Council;

5.0 REVIEW

- 5.1 The Broadband Working Group Terms of Reference will be kept under review.

Minutes of Meeting of the Development Committee of Mid Ulster District Council held on Wednesday 10 January 2024 in the Council Offices, Burn Road, Cookstown and by Virtual Means

Members Present	Councillor McNamee, Chair Councillors Black*, W Buchanan, F Burton*, Clarke, Corry*, Forde*, Gildernew, McLernon*, McQuade*, Milne* (7.21 pm), Molloy* (7.15 pm), Monteith*, Quinn*, Wilson
Officers in Attendance	Mr Black, Strategic Director of Communities & Place (SD: C&P) Mr Clarke, Neighbourhood Development Manager (NDM) Mr Gordon, Assistant Director of Health, Leisure and Wellbeing (AD: HL&W) Ms McKeown, Assistant Director of Economic Development, Tourism and Strategic Programmes (AD: EDT&SP)** Miss Thompson, Committee and Member Services Officer
Others in Attendance	Agenda Item 5 – Deputation – Volunteer Now Ms Hayward – Chief Executive Ms Gribbin – Community Engagement Manager

- * Denotes Members present in remote attendance
- ** Denotes Officers present by remote means
- *** Denotes Others present by remote means

The meeting commenced at 7.04 pm.

The Chair, Councillor McNamee welcomed everyone to the meeting and those watching the meeting through the Live Broadcast. Councillor McNamee in introducing the meeting detailed the operational arrangements for transacting the business of the committee in the chamber and by virtual means, by referring to Annex A to this minute.

D001/24 Notice of Recording

This meeting will be webcast for live and subsequent broadcast on the Council's You Tube site.

D002/24 Apologies

Councillor Bell.

D003/24 Declaration of Interests

The Chair, Councillor McNamee reminded Members of their responsibility with regard to declaration of interest.

Councillor Wilson declared an interest in Go Success as Chair of Cookstown Enterprise Centre.

D004/24 Chair's Business

The Chair, Councillor McNamee referred to additional paper circulated in relation to Schools Sports Facilities Access Grants.

The Assistant Director of Health, Leisure and Wellbeing (AD: HL&W) presented previously circulated report which sought approval for the Schools' Sports Facilities Access Grants.

Proposed by Councillor Buchanan
Seconded by Councillor Forde and

Resolved That it be recommended to Council to approve the successful grant applications as detailed in section 3.5 of the report.

D005/24 Deputation – Volunteer Now

The Chair, Councillor McNamee welcomed Ms Gribbin and Ms Hayward from Volunteer Now and invited them to make their presentation (appendix 1).

Ms Hayward made presentation on the work of Volunteer Now. Volunteer Now are a charity who work to promote, enhance and support volunteering across Northern Ireland. Ms Hayward also outlined the key challenges and trends in volunteering particularly since the pandemic.

Ms Gribbin explained the work of Volunteer Now on the ground and sought support in relation to encouraging organisations in the Dungannon area to work with them. Mr Gribbin highlighted that in other Council areas Volunteer Now are involved in Community Planning, Local Action Groups, Age Friendly Networks etc and felt there is an opportunity to work with Mid Ulster Council more closely on these matters. Ms Gribbin also referred to the digital support platform "Be Collective" which is free for organisations to use.

The Chair, Councillor McNamee referred to the volunteering statistics and that it was interesting to note the drop in volunteering since the pandemic. Councillor McNamee stated that Mid Ulster covers the legacy Dungannon, Cookstown and Magherafelt areas and that Volunteer Now works in the Dungannon area, the Councillor asked if Volunteer Now have any influence in the Cookstown and Magherafelt areas.

Ms Hayward advised that Mid Ulster Volunteer Centre cover the Cookstown and Magherafelt areas and that Volunteer Now cover the Dungannon area.

Ms Gribbin advised that there are organisations from across the Mid Ulster area who work with Volunteer Now and are able to avail of their training.

The Chair, Councillor McNamee thanked the representatives for the explanation and was glad that Cookstown and Magherafelt areas were not being left behind.

Councillor Clarke stated he was surprised to hear that volunteering dropped during Covid as he was aware of a huge volunteering effort at that time and that GAA clubs had made a big commitment into supporting their own communities.

Ms Hayward stated that initially figures did not go down but that as time has gone on volunteers have fallen away as people have returned to work after the pandemic. It was advised that Volunteer Now are not alone in seeing this trend as a similar trend has been seen across Europe, America and Australia.

The Strategic Director of Communities & Place (SD: C&P) referred to the previous work with Council in the Dungannon area and that hopefully this can be strengthened going forward. The SD: C&P advised of the Community Development Strategy for the District which Council hopes to embark on, subject to Committee consideration, and that part of this work will look at all the support organisations that are operating in the District and how these can be co-ordinated and maximised.

The Chair, Councillor McNamee thanked Ms Gribbin and Ms Hayward for their attendance following which they withdrew from the meeting at 7.27 pm.

Councillors Milne and Molloy joined the meeting during the presentation.

Matters for Decision

D006/24 Development Report

The Neighbourhood Development Manager (NDM) presented previously circulated report which sought approval for the following –

- Rolling Community Grants
- Community Grants Review and Policy 2023 – 2024
- Pitches Strategy new Grant Programmes
- New Foodbank/Hardship Resourcing Process (Social Supermarket Proposal)
- Forest Schools Project 2023 -2025

Members made comment under the following –

Community Grants Review and Policy 2023-2024

Councillor Burton referred to the proposal to replace the rolling grants (with the exception of the Sports Representative Individual & Team Grant) process to three timebound windows with opening and closing deadlines.

The NDM stated that officers appreciated there will be a need to communicate the three opening/closing dates so that organisations can forward plan to meet the deadlines.

Councillor Burton referred to money running out for a number of the grants this year and asked did officers know how many people/organisations Council were not able to facilitate so that Members have some idea when going into the rate setting process.

The NDM stated that approximately 20-30 applications would have come in since monies were expended in October. The NDM stated that every grant is subject to available budget and it will be important for organisations to forward plan.

Councillor Molloy asked if there will be a similar budget for the three grant rounds.

The Strategic Director of Communities & Place (SD: C&P) advised that officers are currently looking at budgets as part of rate setting process for next year and that there has been some initial engagement with parties. The SD: C&P advised that at this stage the proposal is that the grants will remain static ie. There will be the same amount of money next year as there is in this current financial year, but that this will be subject to political consideration as part of the rate setting process.

Councillor Gildernew referred to the three different opening times for the grants and asked if a grant is fully expended in round one whether there will be rounds two or three or if the grant budget will be split in three.

The SD: C&P advised that there will be one overall pot for each of the individual grants and it will be advertised that a grant will be available subject to monies being exhausted. The SD: C&P stated that if all the money for a grant is expended in round one then rounds two and three will not open.

The Chair, Councillor McNamee stated it is hoped that organisations will forward plan and not all come in at the one time.

Councillor Burton asked how much is in the pot going forward.

The SD: C&P stated he did not have the exact figure but that it will be included in the report being issued to Members as part of the estimates. The SD: C&P advised that the amount of money being budgeted for the next financial year is the same amount as was allocated for the current financial year.

Councillor Burton stated that she would be concerned that if monies ran out this year then they will more than likely run out next year as well if the same amount is allocated. The Councillor stated that the grants do a lot for Mid Ulster in terms of bringing events/people to the area.

Councillor Monteith stated that he did not feel it makes a lot of sense to split the grants into three rounds as all organisations will apply in round one and there will be no money left for rounds two or three.

The SD: C&P stated that there is a risk but that there will always be a risk because there is not an endless pot of money. The SD: C&P stated that having three open calls as opposed to a rolling call is that at the end of each round it allows officers to understand how much resource is available for rounds two or three and that this is difficult to do at the moment because it is unknown how many applications are going to come in each month.

Councillor Monteith stated that there is the potential for organisations to lose out because they have followed the advice of officers.

The SD: C&P stated it was no different to what is happening now in that if an organisation wanted to have an event in March they may not apply until the October or November they are operating in.

The Chair, Councillor McNamee stated that there were some groups that lost out this year and felt there is a need to look at having some sort of safety net and that there can be monies set aside to ensure that situation did not arise again.

Councillor Burton stated she would not be confident that officers were aware of how many groups missed out on funding this year and that one of the things this Council gets credit for is providing grants but that there is a need to ensure that the situation does not get any worse than it is at the moment.

The Chair, Councillor McNamee referred to earlier comment in relation to Community Development Strategy and that part of the strategy will be to review the Grants Policy and that Members will all have an opportunity to input into this when the time comes.

Councillor Wilson referred to Council's strategic events which come through the grants process such as Cookstown 100 and Clogher Valley Show etc and stated that Council do not pay a lot of money for these and that they are the events which attract a large number of people to the area. Councillor Wilson stated that he felt the grant given towards Cookstown 100 is a pittance when considering their huge insurance costs etc and the number of people that come to the District for the event and that all strategic events should be given greater consideration.

The NDM stated that officers will take all comments on board and that hopefully the new Community Development Strategy will inform all this going forward.

Pitches Strategy new Grant Programmes

Councillor Monteith stated that when the Pitches Strategy was first discussed it was felt there would need to be work, particularly in urban areas, in the Development Plan for the zoning of land for recreational space and specifically pitches. The Councillor stated that one of the issues in urban areas is the prohibitive price of land for clubs to provide more pitches and asked for a report on any discussions between Development and Planning on this issue. Councillor Monteith referred to the maximum £50k grant available and asked if this can be used towards the purchase of lands or if the monies have to be used towards the construction of a pitch.

The NDM stated that the grant does not cover the purchase of assets or land.

Foodbanks/Hardship Funds Process (including Social Supermarket Funding)

Councillor Gildernew referred to the Social Supermarket model outlined in the report and asked if the criteria can be widened out as she felt it does not cover working families who do not fall under the listed categories. The Councillor stated there are a lot of working families in difficulties and are going to a foodbank as a last resort however they do not fall into the criteria. Councillor Gildernew stated that a number of families who are in difficulties are reaching out as a last resort however the situation is not of their making and that wording such as poor budgeting and financial

mismanagement might put them off coming forward. The Councillor referred to the eight week support and asked if someone asks for help do they get it at the start of the eight weeks, end of the eight weeks or for the eight weeks.

The NDM stated that those who are in crisis will get immediate support until the situation has stabilised and that the Social Supermarket model will kick in after this initial phase and will look at a programme of support. The NDM stated that those who are in work are not excluded but highlighted that support organisations are having to make harder choices as to who gets support and who doesn't.

Councillor Burton felt that the wraparound idea is much better as she was unsure as to the need of some people who use the foodbank. The Councillor asked how much Council has in the budget for this fund as it is important to know for the rate setting process.

The NDM advised that for the current year, the monies are all from central government and there has been no money coming from Council but that it is something to consider going forward.

Councillor Corry asked if it is a mandatory requirement to complete the debt management programmes as in some cases peoples wages are simply not going far enough.

The NDM advised there is no mandatory requirement for anyone to complete the debt management programme and that it is more the relationship between the support organisation and the individuals needs and trying to maximise the support for them.

Councillor Monteith stated he had previously asked for a breakdown of what is available in each area from the groups that Council has funded and that he has no issue with the wraparound concept but asked that if this goes out to tender how does one organisation deliver all that is outlined in the report and how can it be ensured that there is a geographic spread. The Councillor stated that all the organisations currently have different criteria for how often support can be availed of and stated that one size does not fit all and that he was unsure how the system outlined will reflect that.

The NDM stated that government policy is relying on charities and organisations providing support and it is down to the individual organisations on how they provide support and it is difficult for Council to dictate what they should or shouldn't be doing but that he would be confident that each organisation would have the best interests of trying to support those who ask for help but highlighted that demand is currently outstripping resource. The NDM stated that if money became available to appoint a co-ordinator then that person could work with the groups to co-ordinate what support was needed in a situation.

Councillor Monteith asked if officers were 100% sure that the groups can deliver this support in every postcode in the District because that was not happening at the moment.

The NDM stated that there is geographical spread across the District in terms of the organisations Council are working with but took the point that there will be some rural areas where a person will have to actively seek help.

Councillor Gildernew responded to earlier comments and stated she did not believe there was anyone that goes to a foodbank who is not in need and that she did not have issue with people not taking foods that are not going to be used. The Councillor stated that children with autism or people with other medical conditions may be able to eat some foods and not others and it did not come down to being picky. Councillor Gildernew stated that anyone who goes to a foodbank is in need and should be supported.

Councillor Burton stated that she was not against anyone who is in need of food but felt that if there are food boxes put together and a person does not want an item in that box then they should give it back and not pick what they want out of another box. The Councillor stated that the wraparound service should provide more help for the families and less stress on those trying to provide at a foodbank. Councillor Burton stated that she would like to know how much Council money is available to provide the services and what money is coming from the department as it is coming to the rate setting process.

The Chair, Councillor McNamee referred to concern that the services will not cover every postcode area but that he had not seen a solution that will cover every postcode area and felt that if everyone was made aware of what is available close to them then there is not much more Council can do. Councillor McNamee stated that Members will have to wait to see what monies come from central government but that there is also opportunity to discuss the matter in party groupings and with officers.

Councillor Monteith stated that if a person makes contact with a foodbank then they will do their best to help the person or refer them on but that there is a perception that if a foodbank is in a certain location then a person from outside that area may not make contact as they feel there will be no support for them there. The Councillor stated that there needs to be a mechanism of advising people where they can go for help and that communications need to be better.

The Chair, Councillor McNamee asked that officers find out what monies is likely to come to Council and that discussions need to take place on this before setting the budget.

The SD: C&P thanked Members for their comments which were useful and will be taken on board. The SD: C&P stated that there is not a one size fits all and that one of the biggest issues will be communication and how Council continues to network with organisations. The SD: C&P stated that the report focuses on process but that running parallel is the funding of the grants and managing Council budgets along with lobbying central government and that this detail will be made available to Members as part of the rates discussions on the basis that it is known before the rate is struck.

Forest Schools Project 2023 -2025

Councillor Corry stated that the Forest Schools is an excellent programme which is highly subscribed each time it comes out. The Councillor stated that the Forest School is currently based at Hill of The O'Neill and that she had previously asked that other areas such as Iniscarn be considered.

The Assistant Director of Health, Leisure and Wellbeing (AD: HL&W) advised that there are plans for Forest Schools to be implemented before the end of March in different areas across the District and that he would gather the information and circulate to Members.

Development Update – PCSP

Councillor Quinn referred to the RAPID bin being moved in Coalisland and asked that this be promoted as some people may not be aware of what a RAPID bin is.

Arts Festival

Councillor Quinn stated that there had previously been discussions in relation to a Mid Ulster Arts Festival and that there was a keen uptake amongst the arts groups for this however this interest waned when the groups realised that they would not get any extra money to partake in such a festival. The Councillor asked if officers are still investigating this and if there are monies available to encourage groups to put on performances as he felt if the initiative could be driven forward it would not only help the arts but also local businesses.

The SD: C&P advised that officers are still exploring the potential for an arts festival but that resourcing is a challenge. The SD: C&P stated that officers are looking for funding opportunities particularly under Peace+.

The Chair, Councillor McNamee stated that officers will contact the PCSP Manager in relation to promoting the RAPID bin and its re-siting in Coalisland.

Proposed by Councillor Clarke
Seconded by Councillor Gildernew and

- Resolved** That it be recommended to Council –
- To approve the assessment panel recommendations under the Good Relations grant as set out at appendix 1 of report.
 - To approve the Community Grant Aid Policy 2024 – 2025 as set out at appendix 2 of report.
 - To approve the approach for the 2 new grant programmes under the Pitches & Recreational Strategy as set out in report.
 - To approve the revised approaches for the Foodbanks/Hardship Funds Process (including Social Supermarket Funding) – Subject to funding as set out at appendix 3 of report.
 - To approve the Council participation in the Forest Schools Programme 2023-2025.

D007/24 Extension to the Partnership Liaison Officer post shared between Councils and HSENI

The Assistant Director of Health, Leisure and Wellbeing (AD: HL&W) presented previously circulated report which provided information on the extension request for the Partnership Liaison Officer (PLO) post between the Health and Safety Executive for Northern Ireland (HSENI) and district Councils and to seek approval to continue with Mid Ulster District Council's financial contribution until 31st March 2026.

Proposed by Councillor Burton
Seconded by Councillor Corry and

Resolved That it be recommended to Council to continue with the provision of annual funding towards the Partnership Liaison Officer until 31st March 2026.

D008/24 Economic Development Report – OBFD

The Assistant Director of Economic Development, Tourism and Strategic Programmes (AD: EDT&SP) presented previously circulated report which provided update on key activities as detailed below –

- Digital Transformation Flexible Fund 2024-26
- Go Succeed Grants 2024-25
- DfE Consultation on Draft Tourism Strategy for NI – 10 Year Plan

Councillor Gildernew proposed the recommendations and as Chair of the Tourism Development Group she thanked officers for their work in putting together a very robust response to the consultation on Draft Tourism Strategy for NI – 10 Year Plan.

Councillor Burton seconded Councillor Gildernew's proposal.

Councillor Wilson stated that he felt there were very few KPIs within the Draft Tourism Strategy and that whilst he agreed that Council's response to the consultation is very detailed it should include reference to the need for more KPIs within the Strategy as they are a useful tool to have and measure against.

The AD: EDT&SP advised that the consultation response highlights that measures are essential and should be built into the strategy but agreed to look at the wording within the response and strengthen it accordingly.

Councillor Wilson stated that he did not feel the wording within the consultation response regarding measures was strong enough at the moment and should be reconsidered to include KPIs.

Resolved That it be recommended to Council –
• **Digital Transformation Flexible Fund 2024-26**
That delegated authority be granted to the Chief Executive to approve the payment of grants to successful applicants from the Mid Ulster Council area in line with the Letters of Offer. A report will be brought to

the Development Committee thereafter to update Members on the outcome of assessment and to note approved projects.

- **Go Succeed Grants 2024-25**

That delegated authority be granted to the Chief Executive to approve the issuing of Letters of Offer to successful applicants. A report will be brought to the Development Committee thereafter to update Members on the outcome of assessment and to note approved projects.

- **DfE Consultation on Draft Tourism Strategy for NI – 10 Year Plan**

To approve Mid Ulster Council's draft Consultation Response to DfE's Draft Tourism Strategy for NI – 10 Year Plan as set out at appendix to report, to include additional wording in relation to KPIs and; Grant delegated authority for Council's Chief Executive to submit MUDC's Consultation response to DfE, by the deadline of Friday 12 January 2024, prior to Council Meeting on 25 January 2024.

Matters for Information

D009/24 Minutes of Development Committee held on 6 December 2023

Members noted Minutes of Development Committee held on 6 December 2023.

D010/24 Environmental Health Service Update

Members noted previously circulated report which provided an update on the work of the Environmental Health Service during November and December 2023.

Councillor McLernon asked if there was an update in relation to the dredging of the River Blackwater.

The AD: EDT&SP advised that updates in relation to this were being taken through the Environment Committee but that she was aware of a further meeting being co-ordinated between Mid Ulster Council, Armagh, Banbridge and Craigavon Council and DfI.

Councillor Monteith referred to air pollution and previous meetings in relation to the two worst areas for this being Moy and Dungannon. The Councillor stated that there had been conversations that vegetation and billboards on Council property at New Well Road in Dungannon could be making air quality issues worse in this area and asked for a report back or that a meeting take place in respect of this matter.

The Assistant Director of Health, Leisure and Wellbeing (AD: HL&W) agreed to Councillor Monteith's request and highlighted that officers are looking at organising a meeting for the air quality action plan update but were waiting on confirmation of availability from statutory external partners.

Councillor Molloy referred to publicity regarding abandoned dogs and stated that he had recently visited Dungannon Park and Windmill Wood and that there were a number of dogs off the lead and that there was also dog fouling. The Councillor

stated that he had been approached by a number of people who will not walk their dog at Windmill Wood because of other dogs off the lead and asked officers to look at this and seek a way forward in reminding people that dogs should be on a lead and that dog fouling should be cleaned up.

The Chair, Councillor McNamee agreed with Councillor Molloy's comments and that the matter be brought forward to the relevant officers.

Councillor Burton expressed concern at the condition of some of the footpaths and referred to 86 year old lady who had fallen this week on Main Street, Caledon due to the condition of the footpath at that location. The Councillor asked for a report on what Council plans to do in relation to this matter as she stated that some of the footpaths are in a very bad condition.

The Chair, Councillor McNamee stated that officers had noted the issue and would advise the relevant department.

Councillor Quinn referred to the footpaths in Coalisland town centre and that these footpaths have been slippery since the public realm scheme has finished. The Councillor referred to the Council policy which states that there needs to be three consecutive days below zero before gritting of the footpaths will take place and stated that he would like to see this policy reviewed.

The Chair, Councillor McNamee stated that every town is the same and that there are similar issues in Cookstown but that officers would pass the comments on.

Councillor McLernon agreed with Councillor Quinn's comments and felt that the policy of three days below zero before gritting takes place does need to be looked at and that consideration should be given to preventative measures as there had been a number of falls in Coalisland recently.

Councillor Burton clarified that the fall in Caledon was not due to frost but because of a broken flagstone.

D011/24 Centre for Ageing Better UK Annual Conference

Members noted previously circulated report which provided update on an Age Friendly best practice opportunity – the Centre for Ageing Better UK Network of Age Friendly Communities Annual Conference 2023.

D012/24 Update on Concept for lands at Mullagh Road, Maghera

Members noted previously circulated report which provided update from Outdoor Recreation NI (ORNI) on a concept for lands at Mullagh Road, Maghera that focuses on the potential development of lands between Mullagh Road / Tobermore Road as an outdoor recreational green space for the Maghera area.

Councillor Corry stated she welcomed the concept plan circulated and the future public consultation. The Councillor felt that the scheme will be a fantastic asset to the Maghera area.

D013/24 Economic Development Report - OBFI

Members noted previously circulated report which provided update on the key activities as detailed below –

- Mid Ulster Labour Market Partnership (LMP) Minutes – 14 September 2023
- Mid Ulster Labour Market Partnership (LMP) Update
- NIBSUP / Business Start Up Performance 2023/24
- Town Centre Spruce Up Scheme

Councillor Monteith asked if there was any further update in relation to opening up the Spruce Up Scheme to other settlements and towns. The Councillor also referred to the town centre boundaries for this scheme and that he did not see any maps within the report of the areas included/not included as he was aware that this has caused difficulties in the past.

The Assistant Director of Economic Development, Tourism and Strategic Programmes (AD: EDT&SP) advised that officers had contacted DAERA to determine if they had funding available to assist with rolling out of the Spruce Up Scheme to rural areas across Mid Ulster. The AD: EDT&SP stated that DAERA advised they have no funding available in the current financial year and could not comment on budget availability for the next financial year as their budgets are not yet known. In relation to town centre boundaries the AD: EDT&SP advised that officers have strongly lobbied for the boundaries to be stretched out to the 30mph limits of each town in order to be inclusive of as many businesses as possible but on each occasion DfC had refused to accommodate such requests. The AD: EDT&SP advised that there have been a number of meetings with DfC officials in relation to this matter and stated that they will not move from their position that the town centre boundaries need to mirror the boundaries as identified within the Area Plans for the four towns. The AD: EDT&SP stated that officers are aware of Members views and entirely agree with them but stated it has not been possible to achieve this and highlighted that if Council wants to avail of DfC funding, then it must abide by DfC guidelines in terms of the eligible boundaries.

Councillor Quinn stated there are businesses on the edge of the town boundary in Coalisland who are just missing out and that if the boundary could be stretched to the 30mph it would be more inclusive. The Councillor asked if this is something DfC could move on or whether Council would have to wait on a Minister being in place to lobby them directly.

The AD: EDT&SP advised that DfC have indicated their policy position and are not willing to move from it. The AD: EDT&SP stated that if a Minister was in place, then there may be an opportunity to lobby again for a change to the current policy. Councillor Monteith stated that Council then becomes the bad guy and that there is no good news story as the same people consistently miss out. The Councillor stated that town centre boundaries has been an issue whether there has been a Minister in place or not and that the DfC's comment that the town centre boundary has to mirror the area plan does not match some of the documents produced by DfC which show different town boundaries. It was also highlighted that the area plan for Dungannon is 30 years old. Councillor Monteith stated that DfC keep moving the goalposts and

that there is no consistency and that whilst Council has to deliver the scheme for those that can avail of it he felt that if DfC want to implement the rules then they should do the grant scheme.

The Chair, Councillor McNamee stated that the people that can avail of the grant do appreciate it and that Council does not have much option but to proceed under the DfC rules.

The live broadcast ended at 8.47 pm.

Local Government (NI) Act 2014 – Confidential Business

Proposed by Councillor Gildernew
Seconded by Councillor Wilson and

Resolved In accordance with Section 42, Part 1 Schedule 6 of the Local Government Act (NI) 2014 that Members of the public in accordance with Section 42, Part 1 Schedule 6 of the Local Government Act (NI) 2014 that Members of the public be asked to withdraw from the meeting whilst members consider items D014/24 to D016/24.

Matters for Information

D014/24 Confidential Minutes of Development Committee held on 6 December 2023
D015/24 Economic Development - CBF
D016/24 Mid South West Growth Deal Update

D017/24 Duration of Meeting

The meeting commenced at 7pm and concluded at 8.50 pm

Chair _____

Date _____

Annex A – Introductory Remarks from the Chairperson

Good evening and welcome to the Council's [Policy & Resources/Environment/Development] Committee in the Chamber, [Dungannon/Magherafelt] and virtually.

I specifically welcome the public watching us through the Live Broadcast. The Live Broadcast will run for the period of our Open Business but will end just before we move into Confidential Business. I let you know before this happens.

Just some housekeeping before we commence. Can I remind you:-

- If you have joined the meeting remotely please keep your audio on mute unless invited to speak and then turn it off when finished speaking
- Keep your video on at all times, unless you have bandwidth or internet connection issues, where you are advised to try turning your video off
- If you wish to speak please raise your hand in the meeting or on screen and keep raised until observed by an Officer or myself
- Should we need to take a vote this evening I will ask each member to confirm whether they are for or against the proposal or abstaining
- When invited to speak please introduce yourself by name to the meeting
- For any member attending remotely, if you declare an interest in an item, please turn off your video and keep your audio on mute for the duration of the item
- If referring to a specific report please reference the report, page or slide being referred to
- Lastly, I remind the public and press that taking photographs of proceedings or using any means to enable anyone not present to see or hear proceedings, or making a simultaneous oral report of the proceedings are not permitted

Thank you and we will now move to the first item on the agenda.

Report on	<ol style="list-style-type: none"> 1. Tourism Development Group Minutes – 19.10.23 2. Mid Ulster International Women’s Day Events 3. Mid Ulster Enterprise Week 2023 Evaluation 4. Taste Mid Ulster Food Heritage Events
Date of Meeting	15 February 2023
Reporting Officer	Assistant Director of Economic Development, Tourism and Strategic Programmes

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

1.0	Purpose of Report
1.1	To provide Members with an update on key activities as detailed below.
2.0	Background
2.1	<p>Tourism Development Group Minutes – 19.10.23</p> <p>The Tourism Development Group (TDG) was established to create a working forum between Council and private sector businesses. The TDG will assist with policy development and support the implementation of Council’s Tourism Strategy and associated work in order to create economic growth, increase visitor numbers and create employment. The group meet on a bi-monthly basis and as per the agreed Terms of Reference all business will be reported to Council through the Development Committee.</p>
2.2	<p>Mid Ulster International Women’s Day Events</p> <p>As part of the Economic Development Action Plan 2023/24, Council previously agreed to organise two events to celebrate International Women’s Day in Mid Ulster.</p>
2.3	<p>Mid Ulster Enterprise Week 2023 – Evaluation</p> <p>To coincide with Global Entrepreneurship Week 2023, Mid Ulster’s fifth Enterprise Week comprised of 11 events: 6 in-person events and 5 virtual, which took place between 13-17 November 2023. This year Council was supported by its delivery partner Dungannon Enterprise Centre in the promotion and set up for the week’s events, and management of the webinars.</p>

2.4	<p>Taste Mid Ulster Food Heritage Events – 2024</p> <p>In March 2024, the first ‘Taste Mid Ulster’ Food Heritage event will take place on 9th and 10th March in Moy Village to celebrate Mid Ulster’s food heritage from across the district. These events will link to the development of Council’s new Heritage Strategy.</p>
3.0	<p>Main Report</p>
3.1	<p>Tourism Development Group Minutes – 19.10.23</p> <p>To present the minutes of the Tourism Development Group and Officer Cluster Reports meeting held on 19 October 2023 (Appendix 1). These were subsequently approved at the Tourism Development meeting held on 10 January 2024.</p> <p>3.2 Mid Ulster International Women’s Day Events</p> <p>Mid Ulster’s two International Women’s Day Events will take place as follows:</p> <p><i>Event 1</i> <i>Date: Wednesday 6 March 2024, 7.15pm</i> <i>Venue: Royal Hotel, Cookstown</i></p> <p><i>Event 2</i> <i>Date: Wednesday 13 March 2024, 7.15pm</i> <i>Venue: The Ryandale, Moy</i></p> <p>The events will incorporate a drink’s reception on arrival, after which the Council Chairperson will greet the audience and officially open each event. A range of inspirational speakers will be present to address and inspire the audience at both events and the evening will close with a buffet supper. Each guest will also receive a free gift bag containing a number of artisan products from local suppliers.</p> <p>The events are both ticketed at £5 per head with all proceeds being donated to Causeway and Mid Ulster Women’s Aid. Tickets will be allocated on a first come, first served basis.</p> <p>3.3 Mid Ulster Enterprise Week 2023 – Evaluation</p> <p>Over 700 people participated in Mid Ulster District Council’s fifth Enterprise Week (13-17 November 2023), attending 11 free online and in-person events focusing on how to help businesses ‘Challenge, Adapt, Succeed’, in today’s ever-evolving economic landscape.</p>

Events during the week included the popular AI Uncovered event which was hosted by UTV's Paul Clark, alongside a panel of AI experts, including Naomh McElhatton, the mastermind behind dara & co; Jason Bell, founder of Synthetica Data, and Elaine Donaghy McCrory, Global Marketing Manager with Terex. During the in-person event at the Burnavon, Cookstown, attendees unravelled the mysteries of AI and discovered how it is poised to reshape the local business landscape.

Assisting businesses to grow their sales through powerful storytelling was a common theme throughout the week. Attendees heard from the best in the business with webinars like 'Influencer Magic,' featuring Francesca Morelli from Vava Influence; 'Powerful Tourism,' where Tina O'Dwyer from The Tourism Space shared her insights, and 'Leading the Way,' a spotlight on self-leadership and business resilience by elite performance coach Enda Mc Nulty.

Other events included Trailblazers where three successful Mid Ulster business women talked to host Annette Kelly, co-founder of Little Penny Thoughts, in the Burnavon about how they 'upskilled' in order to adapt and succeed in their roles.

In Dungannon, business owners across Mid Ulster had an exclusive chance to 'Meet the Experts'. With over 40 experts spanning various business sectors all under one roof, businesses received one-on-one advice to tackle key challenges head-on. From export and energy, to marketing and finance, Mid Ulster Enterprise Week had businesses covered.

- The Mid Ulster Enterprise Week 2023 Events Programme is attached on **Appendix 2**.
- The Mid Ulster Enterprise Week 2023 Evaluation Report is enclosed on **Appendix 3**.
- Recordings of Enterprise Week online webinars are available to view at; <https://www.youtube.com/watch?v=CuyrJ8ZDvw0&list=PLzfkogzAiZjUzHfzdQp2u-gGIZtqaQ6R5>
- The Enterprise Week *highlights video* is available to view at; <https://www.youtube.com/watch?v=JkzuDFuRx10&list=PLzfkogzAiZjUzHfzdQp2u-gGIZtqaQ6R5&index=6>

3.4 **Taste Mid Ulster Food Heritage Events – 2024**

'Taste Mid Ulster' was launched in March 2022 at the Banquet at Hill of The O'Neill, Dungannon. At that time, 17 businesses in Mid Ulster registered to be part of the scheme. It is proposed to build upon this and attract and engage wider representation from local food producers / suppliers etc.

On the 9 and 10 March 2024 the Council will host it's first 'Taste Mid Ulster' event celebrating Mid Ulster's food heritage, linked to the development of Council's new Heritage Strategy.

	<p>Food related events in Mid Ulster are always popular with the public and when such events are coupled with music and entertainment, they draw in significant crowds.</p> <p>Members previously approved support towards these events, one in Moy and the other in Pomeroy.</p> <p>The first event will be held in Moy Village (The Square) on the following dates. ;</p> <ul style="list-style-type: none"> • 9 March 2024 11am – 7pm • 10 March 2024 1pm – 5pm <p>Widespread consultation has taken place with numerous individuals and stakeholders groups in Moy village to secure their buy in towards the event.</p> <p>The event will include a range of activities such as;</p> <ul style="list-style-type: none"> • Creating a Taste Mid Ulster Food Market, showcasing a variety of local food produce and crafts. • To augment the market there will be a wide range of activities such as live music and entertainment from the main stage, children’s activities, cookery demonstrations given by Mid Ulster celebrity chefs showcasing delicacies from around the district with the involvement of Local Cookery Schools. <p>The second event will be held in Pomeroy Forest later in the year to coincide with the completion of works on the Connecting Pomeroy Project.</p>
<p>4.0</p>	<p>Other Considerations</p>
<p>4.1</p>	<p>Financial, Human Resources & Risk Implications</p> <p>Financial:</p> <p>Mid Ulster International Women’s Day Events Events will be funded from existing economic development budget as previously agreed.</p> <p>Taste Mid Ulster Food Heritage Events – 2024 Both high profile Taste Mid Ulster Food Heritage Events will be funded from the Economic Development, Tourism and Strategic Programmes budget in 2023/24 and will cost circ. £50,000 per event x 2 villages.</p> <p>Human:</p> <p>Taste Mid Ulster Food Heritage Events – 2024</p> <p>Officer time to organise and manage the event. There is also a communication and promotion role for the Tourism and Economic Development teams, in conjunction with the Marketing and Communications team.</p>

	<p>Risk Management:</p> <p>Taste Mid Ulster Food Heritage Events – 2024 Adverse weather conditions could have an impact on outdoor events.</p>
4.2	<p>Screening & Impact Assessments</p> <p>Rural Needs Implications:</p> <p>These will be considered as part of the event plan for Taste Mid Ulster Food Heritage Event.</p> <p>Equality & Good Relations Implications:</p> <p>These will be considered as part of the event plan for Taste Mid Ulster Food Heritage Event.</p>
5.0	<p>Recommendation(s)</p>
	<p>It is recommended that Members: -</p> <p>5.1 Tourism Development Group Minutes – 19.10.23 Note minutes of Tourism Development Group held on 19 October 2023.</p> <p>5.2 Mid Ulster International Women’s Day Events Note dates and venues for Council’s two International Women’s Day Events on:</p> <ul style="list-style-type: none"> • Wednesday 6 March 2024, at 7.15pm in The Royal Hotel, Cookstown • Wednesday 13 March 2024, at 7.15pm in The Ryandale, Moy <p>5.3 Mid Ulster Enterprise Week – Evaluation Note Evaluation report for Mid Ulster Enterprise Week 2023.</p> <p>5.4 Taste Mid Ulster Food Heritage Events – 2024 Note update on the two Taste Mid Ulster Food Heritage Events. The first event to take place in Moy on 9th-10th March 2024 and the second event in Pomeroy Forest to be held later in 2024, to coincide with the completion of works on the Connecting Pomeroy Project.</p>
6.0	<p>Documents Attached & References</p>
	<p>Appendix 1 – Tourism Development Group Minutes 19.10.23</p> <p>Appendix 2 – Mid Ulster Enterprise Week 2023 Events Programme</p> <p>Appendix 3 – Mid Ulster Enterprise Week 2023 Evaluation Report</p>



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

Tourism Development Group Meeting to be held on
Wednesday 10th January 2024 at 10.30am on Teams

Agenda

1. Welcome, Introductions and Apologies
2. Declarations of Interest
3. Minutes of Meeting held on Wednesday 19th October 2023
4. Matters Arising
5. Skills Focus Programme - Presentation by Nicola Quinn - South West College
6. Industry Update - TDG Members
7. Business Engagement Programme – Grace Booth
8. Cluster Reports
 - Loughinsholin
 - Clogher Valley Cluster – Genevieve Bell
 - Archaeology, History & Heritage – Genevieve Bell
 - Outdoor Activities – Allison O’Keefe
9. Tourism Strategy for Northern Ireland (DFE) MUDC Response
10. Food Heritage Event – Moy Village 2024 – Mary McKeown
11. Shared Island Tullaghoge Fort, Sliabh Beagh – Mary McKeown
12. Any Other Business
13. Date of Next Meeting

MID ULSTER TOURISM DEVELOPMENT GROUP MINUTES
Thursday 19th October 2023 via Microsoft Teams

Present:

Cllr G Gildernew	Mid Ulster District Council
Cllr S Clarke	Mid Ulster District Council
Cllr D Varsani	Mid Ulster District Council
Cllr N McLernon	Mid Ulster District Council
Cllr P Kelly	Mid Ulster District Council
Cllr B McGuigan	Mid Ulster District Council
Cllr E Cahoon	Mid Ulster District Council
C Murray	Deli on The Green
N Bell	Killymoon Castle
T Purvis	South West College
C O'Neill	Friel's Bar & Restaurant
B McCormick	Seamus Heaney HomePlace
F McKeown	Mid Ulster District Council
M McKeown	Mid Ulster District Council
J Robinson	Mid Ulster District Council
G Bell	Mid Ulster District Council
A O'Keefe	Mid Ulster District Council
C Bell	Mid Ulster District Council
G Booth	Mid Ulster District Council
L Shannon	Mid Ulster District Council
M Beattie	Mid Ulster District Council
K Irwin	Mid Ulster District Council
J Hoyle	Tourism NI

	DISCUSSION	ACTIONS										
1.	<p>Welcome and Introductions M McKeown welcomed everyone to the meeting and in particular new members and gave a brief synopsis of the TDG meetings</p> <p>Apologies</p> <table style="width: 100%; border: none;"> <tr><td style="width: 50%;">E Dobbin</td><td>Tourism NI</td></tr> <tr><td>R Mullholland</td><td>Ballyscullion Park</td></tr> <tr><td>S Wiggins</td><td>South West College</td></tr> <tr><td>Cllr P McLean</td><td>Mid Ulster District Council</td></tr> <tr><td>Cllr F Burton</td><td>Mid Ulster District Council</td></tr> </table>	E Dobbin	Tourism NI	R Mullholland	Ballyscullion Park	S Wiggins	South West College	Cllr P McLean	Mid Ulster District Council	Cllr F Burton	Mid Ulster District Council	
E Dobbin	Tourism NI											
R Mullholland	Ballyscullion Park											
S Wiggins	South West College											
Cllr P McLean	Mid Ulster District Council											
Cllr F Burton	Mid Ulster District Council											
2.	<p>Declarations of Interest N/A</p>											

3.	<p>Minutes of Meeting held on 29th March 2023 Having been circulated in advance of the meeting were taken as read and correct.</p> <p><i>Proposed: C Murray Seconded: N Bell</i></p>	
4.	<p>Matters Arising N/A</p>	
5.	<p>Nomination of Chair and Vice-Chair M McKeown stated that election of the Chair and Vice Chair of the TDG would rotate annually between Councillors and the industry.</p> <p>M McKeown invited nominations from Council Members for the role of Chair.</p> <p><i>Proposed: Cllr B McGuigan Seconded: Cllr N McLernon</i></p> <p>That the Nomination of Cllr Gael Gildernew as Chair be taken.</p> <p><i>Proposed: N Bell Seconded: C Murray</i></p> <p>That in the absence of any other industry nominations that D Friel, who was not in attendance, be taken upon confirmation of acceptance.</p>	<p>D Friel to confirm acceptance of position of Vice Chair.</p>
6.	<p>Experiential Tourism EAGS – Presentation by Jessica Hoyle from Tourism NI</p> <p>M McKeown welcomed J Hoyle from Tourism Northern Ireland to the meeting to give a short overview of the Embrace a Giant Spirit brand roadshow and Experience Development Framework highlighting the following key points:</p> <ul style="list-style-type: none"> • The aim of the roadshows is to re-engage the hospitality and tourism industry with the destination brand. The destination brand was launched in 2019 and encompasses “what makes our destination unique”. • Market testing and visitor insights have proved the success of the brand. J Hoyle alluded that the end goal is to increase visitor numbers, disperse visitors when they are here and offer a regionally balanced tourism proposition. • On average visitors stay for 3 days. J Hoyle stated that they want to encourage longer stays of up to 5-7 days. This will enhance spend and ultimately 	

business growth, industry opportunities and business performance in the tourism sector. It will also enhance the brand reputation of N Ireland as an international must holiday destination through a collective tourism identity.

- Tourism NI have developed 114 experiences working with over 100 businesses since 2019.
- Provided support and mentoring in a 5 step experience development process.
- J Hoyle stated that the Embrace a Giant Spirit brand represents a tourism brand for all. Comprising of three levels.



There is an emphasis on extending seasonality to offer an all year round proposition and to grow and scale tourism businesses in a more sustainable way. J Hoyle further stated that it was important to identify how the industry can up-scale their businesses in terms of:

- Offering greater availability of experiences
- Enhancing visitor experiences across all stages of the visitor journey
- Promoting wider sustainability and regeneration
- Encouraging a network of collectively supportive businesses promotion in the destination
- Encouraging more experiences to align with the brand in order to better understand business needs

J Hoyle emphasised that there is no one size fits all approach in the tourism industry and one of the main focuses was to increase commerciality and purchasability.

	<p>J Hoyle further explained the key list of experience development trends, namely:</p> <ul style="list-style-type: none"> • Value for money • Seamless travel • Unique tourism experiences • Availability <p>J Hoyle concluded that the roadshows are an excellent opportunity for Tourism NI to stimulate wider engagement of the tourism brand with stakeholders, partners and the industry.</p> <p>Cllr G Gildernew thanked J Hoyle for her presentation and invited people to provide feedback and questions.</p> <p>T Purvis raised the skills gap in the hospitality and tourism industry and touched on how SWC could support businesses in potential gaps such as skills and websites through the Skills Focus Fund. T Purvis provided feedback on the Great Days Out event which took place on Wednesday 18th October 2023. She relayed that the tourism students really enjoyed the event.</p> <p>Cllr D Varsani raised concern over the new Electronic Travel Authorisation process as 70% of international visitors enter N Ireland via Dublin. J Hoyle responded that the NI Travel Alliance are addressing the issue and advocating against the cross border checks. She added that Tourism NI do not support the initiative.</p> <p>F McKeown echoed the importance of the Skills Focus programme and the wide range of support this offers businesses. F McKeown suggested that a representative from South West College present information on the programme to the trade and members at the next Tourism Development Group meeting.</p> <p>M McKeown proposed the date of next meeting on 11th January 2024.</p> <p>J Hoyle exited the meeting at 11:12am.</p>	<p>T Purvis to arrange for Nicola Quinn to present at the next Tourism Development Group meeting on Skills Focus Programme.</p>
<p>7.</p>	<p>Industry Update – Tourism Development Group Members</p> <p>Hill of The O’Neill and Ranfurly House J Robinson informed that an O’Neill conference was organised for 20th October 2023. This was a two-day conference exploring history, DNA and genealogy of the O’Neill’s. A talk and visit to Benburb priory had also been</p>	

arranged with visitors from America attending, priced at £60 per ticket.

Hill of The O'Neill are planning a series of talks, the first one commencing Friday 17th November 2023 focusing on the rise and fall of Thomas Knox-Hannington.

Living History tours and Wine Tasting have been planned for Nov and Dec, piloted with Tourism NI and Woodlab Distillery Symphonia Gin.

A Murder Mystery night planned for December and Christmas Grotto from 14th – 19th December 2023.

Friel's Bar and Restaurant

C O'Neill stated that Friel's had a very busy summer. Their new visitor centre has been approved and is in the process of going out to tender for an interpretative designer. This process will be completed at the end of March 2024.

C O'Neill mentioned the Halloween event and Christmas markets with the Swatragh village lights switch on taking place on 18th November 2023. C O'Neill also provided positive feedback on the Great Days Out event. There was a good atmosphere and greater visitor numbers than last year.

Killymoon Castle

N Bell provided an updated stating that Killymoon Castle has had an increase in coach tours. In 2024 it will be the 80 year anniversary of the American GIs leaving the castle. It is hoped to encourage a large number of American visitors.

N Bell informed of a craft fair on 17th and 18th November 2023 and bookings for Christmas lunches.

N Bell thanked staff in Council for their work at Great Days Out.

Deli on The Green

C Murray provided an update, highlighting issues with a skilled workforce in the kitchen and including chefs. Southwest College offered support with this in terms of upskilling staff in the hospitality industry. C Murray stated that the main problem is with finding the time and resources to enable staff undertake the training. C Murray said they need to look at how they can make their business work better financially and review pricing structures.

	<p>A O’Keefe suggested doing in-house training with South West College.</p> <p>T Purvis echoed this, mentioning that through their Skills Academy they can help identify gaps in training and provide the necessary support to businesses.</p> <p>L Shannon also mentioned a business engagement workshop she had previously organised focusing on Recruitment and Retaining Staff on the hospitality and tourism industry.</p> <p>Seamus Heaney HomePlace B McCormick provided an update stating that they had a busy summer, room bookings were increasing with external businesses using the facilities.</p> <p>A Tourism NI food and drink workshop was booked. The Arts and Education programmes are doing extremely well, and the BBC are visiting on Sunday afternoon to explore and provide media coverage on the culture café and classical connections.</p> <p>South West College S Wiggins sent his apologies prior to the meeting and provided the following update:</p> <ul style="list-style-type: none"> • September’s intake of students to study Catering, Hospitality and Tourism courses has been very positive, the biggest recruitment year for quite some time. This has been seen across all South West College campuses which is encouraging for both the industry and the college. We aren’t aware of any single reason behind the uptake, but we certainly wish to build upon it and to encourage all partners with this news. It’s important we continue to create a buzz for all things catering, hospitality and tourism. • South West College in connection with Mid Ulster Council are in the process of delivering the final Hospitality and Tourism Employability Academy. These short 4-week taster programmes for the unemployed have helped encouraged some young people into the hospitality industry or think about future career paths at South West College 	<p>L Shannon to email presentation slides from business engagement workshop to C Murray.</p> <p>M McKeown & L Shannon to follow up and meet with C Murray to discuss issues.</p>
8.	Business Engagement Programme – L Shannon	

	<p>L Shannon provided stated that a range of business engagement workshops have been organised for the trade. These include:</p> <ul style="list-style-type: none"> • Understanding the Unwinding Time Brand guidelines • Marketing workshop • Content creation <p>L Shannon has liaised with a new glamping facility in the Pomeroy area and an organic wine company in Magherafelt who hope to develop a wine tasting tour.</p> <p>L Shannon told the group that If anyone needed the new tourism visitor map she would be happy to deliver it.</p> <p>M McKeown mentioned that Tina O’Dwyer from Tourism Space and Ryan Donnelly from Letteran Lodges will be speaking at the tourism event during Enterprise Week. through enterprise week.</p> <p>F McKeown stated that Enterprise week will run from 13th – 16th November 2023. Itinerary to be shared with the group.</p>	<p>L Shannon to send the Tourism NI presentation to the businesses</p>
<p>9.</p>	<p>Cluster Reports Cluster reports were circulated in advance of the meeting with the following comments made in addition:</p> <p>Loughinsholin Cluster – C Bell C Bell provided an update. L Goodall is following up with MLA’s and lobbying on their behalf in relation to cross border issues.</p> <p>Clogher Valley Cluster – G Bell No update</p> <p>Archaeology, History and Heritage – G Bell No update</p> <p>Outdoor Activities – A O’Keefe A O’Keefe informed the group that tour guide Stephanie Lavery received a full page article with Sunday life and Belfast Live which raised her profile and increased Hidden Heritage tours.</p> <p>Hospitality and Taste – L Shannon No update</p>	
<p>10.</p>	<p>Visitor Monitoring – M McKeown M McKeown stated that there was a 95% increase in visitor site numbers from the previous year.</p>	

11.	<p>Autumn/Winter Marketing Campaign 2023 – M McKeown M McKeown outlined the details of the Autumn/Winter Marketing Campaign. A report for approval sent to the development committee on 14th October 2023.</p> <p>The TV advertisement will run on UTV from the end of October 2023 into the first week in November 2023. This year video on demand is being used due to changing viewing habits. M McKeown said that the call to action is to visit the Visit Mid Ulster website and the autumn offers.</p> <p>Cool FM Radio advertising along with social and digital media advertisements are also included for cost effectiveness. There will be a focus on the Giant of the Sperrins in Davagh Forest.</p>	.
12.	<p>Shared Island, Tullahogue Fort, Sliabh Beagh – M McKeown M McKeown stated that the draft feasibility study will go to the Development Committee in November 2023 for approval.</p> <p>This project involves an upgrade of new paths and interpretation options in Tullahogue Fort.</p> <p>M McKeown provided an update on the Sliabh Beagh Feasibility Study stating that there are 7 work packages developed and a funding application will be submitted through Shared Island. The final feasibility study will go to November’s Development committee meeting for approval.</p>	
13.	<p>Any Other Business Cllr N McLernon highlighted the potential for tourism along the Lough Shore. There may be an opportunity to open up waterways and potential for collaborative work with other councils.</p> <p>Based on feedback from businesses there is a need for more artisan markets in local towns. This would provide a great opportunity for online businesses.</p> <p>Date of Next Meeting: 10th January 2024 via Microsoft Teams</p>	M McKeown to update Management in the Economic Development department on this feedback.

CLUSTER REPORTS

LOUGHINSHOLIN CLUSTER REPORT – L GOODALL

The last cluster meeting took place at Ballyscullion Park on Thursday 30th November 2023 facilitated by Lara Goodall as the cluster continue to work through the Work streams as identified in their Phase 2 Invest NI Collaborative Growth Programme.

Governance:

Interest in the group is increasing, the application process for new members will open in January 2024. It is anticipated that no more than 3 new members will join. The recruitment process will aim to identify those tourism businesses that will contribute most to the Loughinsholin brand values.

Marketing and Communications:

A working communications strategy for the cluster has been developed and is shared to cluster members to review and add too. Feedback from ongoing communications with Operators has highlighted that they are keen to work with the cluster, but noted that there is limited awareness of the product offering with their customer base. The cluster is planning to launch an ongoing B2C campaign to complement the business development activities and assist the work of the Operators.

Business Development:

The cluster attended WTM London in November and had a productive three days, with 18 meetings with potential international operators. This has generated a number of opportunities for members which will be pursued in the coming months. The cluster also attended ITOA in November and met with 10 buyers.

The cluster has secured a place at the Celtic Connections trade event and Holiday World trade / consumer event in January 2024.

The cluster will also welcome 5 buyers from CIE Tours on 16th and 17th January and 10 buyers from Abbey Tours on 23rd and 24th January. Work on additional FAM trips is also continuing and includes Wilderness Travel and Visit Belfast Conference Team for January / February 2024.

The group were unable to host a networking event in Westminster in November as Tourism Ireland hosted a networking dinner and would have created conflicting events. The group are now investigating the potential to host a business reception with potential Tour Operators, influencer's and stakeholders at Westminster in March 2024 and Dublin in February 2024.

Skills Development

Cluster members will take part in a workshop "AI to assist with Marketing – A How To" in January 2024.

Events:

The literature festival at Ballyscullion Park will be launched in January 2024. The Ballyscullion Park Book Festival is a celebration of literature, music and art in the heart of Seamus Heaney country. The weekend event on 11th and 12th May 2024 and features 18 writers, performers and artists.

CLOGHER VALLEY CLUSTER – G BELL

Each of the cluster businesses will continue to focus on marketing their own unique product whilst collectively working with other businesses within the cluster to develop new packages and programmes, market their product as an add-on, scope out new markets and market segments while encouraging visitors to spend more time and money in the area.

Julie O'Brien will continue to mentor each business on their individual needs.

Location and dates discussed for community events.

ARCHAEOLOGY, HISTORY AND HERITAGE CLUSTER – G BELL

Tourism Mentor Programme

The Tourism Mentoring Programme is continuing to take shape with a number of the applicants moving forward to the next stage. The facilitator from Lough Neagh Partnership has compiled a brief survey to identify the skills that need developed and then plans to offer skills mentoring to support the development of the new tourism experiences.

Hidden Heritage 2024

The Tourism team are now planning for the Hidden Heritage Programme 2024 and will be encouraging Mid Ulster's Heritage cluster members to forward suggested itineraries.

The National Lottery Heritage Fund

The National Lottery Heritage Fund has published the first three-year delivery plan for their new 10-year strategy, Heritage 2033. It includes details about budgets and priorities, and forthcoming changes to National Lottery Grants for Heritage.

The following National Lottery Grant for Heritage is now temporarily closed:

- Project enquiry forms and applications for grants from £10,000–£250,000. This will re-open in late January with new forms and guidance available. Exact date to be confirmed.
- Once this programme re-opens there will be a rolling deadline and applications will take around 8 weeks to assess.
- Expressions of Interest form for grants from £250,000-£10m is currently available. An EOI can be submitted at any time and if approved the applicant will be invited to submit an application. The applications forms and guidance in line with Heritage 2033 will be available at the end of January. Exact date to be confirmed. This level of grant has quarterly deadlines with 2024-25 dates to be confirmed. Once an application has been submitted it will take around 12 weeks for assessment and decision.

The Heritage Fund Engagement team in NI will deliver a series of online and in person workshops in early 2024. The exact dates are still being confirmed and will be circulated via social media and other platforms in January 2024.

OUTDOOR CLUSTER REPORT – A O’KEEFE

The Sperrins Partnership in collaboration and with support from Sport NI and Partner Councils, secured funding through The Outdoor Partnership (TOP) to appoint an Outdoor Activity Development Officer for the Sperrins for a 4-year funded period. The Outdoor Partnership is an organisation based in Wales who work to support people across the UK to take up outdoor activities as a life-long pursuit. Their vision is: “Enhancing people’s lives through outdoor activity”. Gary Donaldson was appointed as The Outdoor Activity Development Officer in February 2023 and his role is to build capacity, identify training and education needs within outdoor sports and recreation in Sperrins Communities. Gary has already made great strides during his short time in post and is building networks within the Sperrins. Gary has carried out a gap analysis audit of the Sperrins AONB and surrounding areas in order to highlight opportunities for development, Sperrins facilities and resources, club and community links and to greater understand local needs and interests.

Gap Analysis activity included:

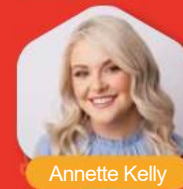
- Face to face meetings
- Site visits
- Community engagement meetings
- Stakeholder meetings including NGBs & Councils
- Community Survey

The Outdoor Activity Development Officer will look to secure grant funding opportunities to develop activities and capitalise on what has been delivered so far.

Mid Ulster Enterprise Week

13-17 Nov 2023

Challenge, Adapt, Succeed



Annette Kelly



Jason Bell



Francesca Morelli



Paul Clark

MON 13th
November**AI Uncovered: The impact of Artificial Intelligence on Business**

9.30am arrival - 9.50am start - 11.00am

(Refreshments & Breakfast served)

Venue: The Burnavon, Cookstown

Join Paul Clark, UTV, and guests at 'AI Uncovered', an enlightening panel discussion featuring AI experts Jason Bell (The AI Provocateur) and Naomh McElhatton (dara&co); who will unravel the mysteries of Artificial Intelligence and its profound impact on local businesses. Elaine Donaghy McCrory, Terex's Global Marketing Manager will also share how the company is being impacted. This event is your gateway to understanding the transformative power of this cutting-edge technology.

Lights! Camera! Action! Unlock the Power of Video for your Business

1.30pm - 2.30pm

Hosted on: Zoom

Speaker: Niamh MacAuley, Purple Dot Media

In today's digital age, video has become the undisputed king of content. Join video content creator Niamh MacAuley, Purple Dot Media, for a practical masterclass, where you'll dive deep into the world of video marketing and acquire the skills needed to create captivating videos and also boost your confidence on camera. This masterclass is designed for business owners and entrepreneurs eager to harness the potential of video marketing. Whether you're just starting your video journey or looking to refine existing skills, this event offers a roadmap to success.

Friday 17th
Nov

If you attend any of our events, your name will automatically go forward into a prize draw with the opportunity to win some great prizes. The more events you attend, the more opportunity you have of winning a prize! Winners will be announced on Friday 17th November 2023.

*All events are free to attend, excluding the Meet the Expert event.

Register at:

midulstercouncil.org/enterpriseweek

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

TUE 14th
November**Employment Matters**

9.30am arrival - 10.00am start - 12.00pm

(Refreshments & Breakfast served)

Venue: Seamus Heaney Home Place, Bellaghy

Janis Simpson-Mahoney, Managing Director of Global Education (NI) Ltd, has many years' experience working with organisations to help them to improve their employment processes. Janis has worked with Pizza Hut, EuroStar, Corporation of London and has recently delivered the Mid Ulster District Council Transform Programme which was delivered to improve the employment processes of businesses based in Mid Ulster. This workshop has been designed to support businesses who are struggling to recruit and retain staff and who wish to identify ways in which they can increase the attractiveness of their businesses to the labour market.

Leading the Way: Self Leadership and Business Resilience

10.00am - 11.00am

Hosted on: Zoom

Speaker: Enda McNulty, McNulty Performance

Enda McNulty, Elite Performance Coach and Best-Selling Published Author, coaches some of the leading companies in the world including, Microsoft, Facebook, & Intel. Enda will prompt you to stop and think and to reflect on how well you are leading in all aspects of your business life. This webinar is facilitated by Yvonne Mitchell, founder of Out of the Box Consulting, who has worked for over 20 years in global organisations, including Microsoft, where she was Chief of Staff. First 10 attendees will receive a signed copy of Enda's newest book, Commit 2 Lead!

Meet the Experts*

1:00pm - 5:00pm

Venue: The Junction, Dungannon

*Registration charge applies - this event only.

Join us for an exclusive opportunity to connect with over 40 experts across business sectors, all under one roof. Whether you're a budding entrepreneur or an established small business owner, this event is your gateway to personalised solutions and insights. From export and energy experts to marketing and finance gurus, the experts will help you tackle business challenges head on.

WED 15th
November**Powerful Tourism**

10.00am - 11.00am

Hosted on: Zoom

Speaker: Tina O'Dwyer, The Tourism Space & Ryan Donnelly, Letteran Lodges

Discover the power of sustainable tourism. Founder of The Tourism Space, Tina O'Dwyer specialises in sustainable tourism, regenerative approaches to tourism, food tourism, tourism networks and destination collaboration. This webinar will help you better understand sustainable and regenerative tourism and the power it has to transform the tourism industry. Founder of Letteran Lodges, Ryan Donnelly, will join Tina. Ryan will speak about how he has created a luxury haven for guests on our doorstep to enjoy the beauty of the stunning Slieve Gallion mountains.

InstaGrowth: Mastering Instagram

1.30pm - 2.30pm

Hosted on: Zoom

Speaker: Cara Jackson, Digital 24

Looking to enhance your Instagram game? Join Cara Jackson, the Social Media and Content Lead at Digital 24, an award-winning digital marketing agency. With years of experience and successful partnerships with clients such as Dale Farm, Shnuggle, and Babocush, Cara has consistently delivered impressive results. Designed specifically for small businesses, this session will be packaged with practical insights and will explore how you can use Instagram to grow your brand.

Mid Ulster LMP Celebration*

7.00pm - 9.00pm (Refreshments served)

Glenavon House Hotel, Cookstown -

Invite Only*

Mid Ulster Labour Market Partnership (LMP) will recognise and celebrate the achievements of participants who have completed employment academies or programmes, as well as the local businesses and support agencies who have assisted individuals with their journey back into meaningful employment. Through the various programmes, participants have gained accredited qualifications as well as receiving employability support and mentoring, with many returning to the labour market as a result. Others have continued their journey by re-entering education to gain additional skills before seeking employment. During the event, participants will speak about the benefits of taking part in the programmes and the change to their daily lives."

THUR 16th
November**Trailblazers**

9:30am arrival - 9:50am start - 11:00am

(Refreshments & Breakfast served)

The Burnavon, Cookstown

Prepare to be inspired, educated, and empowered at 'Trailblazers', an extraordinary event tailored for women who are ready to level up. Hosted by Annette Kelly, Little Penny Thoughts, Trailblazers promises a morning of networking and an insightful panel discussion featuring remarkable women and role models who have blazed their own trails. Sandra Quinn (Outsource Group), Grainne Bannon (Shareit Biz) and Eve Beattie (Fuss Free Funnels) have founded successful businesses, grew organisations and continually honed their skills along the way. You will come away from this event with a renewed sense of purpose and passion for your own ventures.

Operational Excellence Workshop

10.00am - 1.00pm

(Refreshments & Breakfast served)

The Junction, Dungannon

Do you want practical advice and guidance on how to improve processes, reduce waste, implement change, and improve employee engagement to improve your business productivity? Invest Northern Ireland, in partnership with Mid Ulster District Council, is delivering this as part of a series of 5 Operational Excellence workshops. The workshops will be delivered over 5 consecutive Thursdays and include opportunities for one-to-one mentoring sessions.

Influencer Magic

1.30pm - 2.30pm

Hosted on: Zoom

Speaker: Francesca Morelli, VAVA Influence

Let VAVA Influence's Francesca Morelli help you understand why influencer marketing is a MUST for small businesses. Francesca connects influencers to businesses across NI, ROI, and UK for marketing and promotional purposes. She is one of the founders of The VAVA Club, NI's first TikTok House, and The VAVA Awards, NI's first exclusive Influencer Awards. Learn how to find the perfect influencers for your brand and hear real-life success stories. Learn from the best and stay ahead of the competition.



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

MID ULSTER ENTERPRISE WEEK 2023

13TH – 17TH NOVEMBER 2023

EVALUATION REPORT



Introduction

To mark Global Entrepreneurship Week 2023, Mid Ulster District Council's fifth Enterprise Week took place from Monday 13th November to Friday 17th November 2023.

Based on feedback from last year Mid Ulster District Council (MUDC) made the decision to retain a blend of in person and online webinar formats for the 11 events of the week. 5 webinars and 6 in person events took place with over 700 attendees in total. The week was launched on Monday 13th November with 'AI Uncovered – The Impact of Artificial Intelligence on Business'; a topical panel discussion hosted by UTV's Paul Clark with 3 expert speakers. Further details can be found in this document in the Programme of Events outline.

Marketing and Promotion

Marketing and promotion was carried out across a range of platforms using various mediums. A clear tactic this year was to use marketing channels to try and direct as many people back to MUDC's website as possible or event information and booking. The statistics below of where attendees heard about events indicates that this was successful. Marketing actions included:

- News release and launch photo with Cllr D Molloy, Chairman, Mid Ulster Council.
- Newspaper adverts - Full page advert designed and promoted in 6 local newspapers/
- Radio advertising – week long adverts scripted and played on Q Radio
- Social Media – channels were continuously used in the run up to MUEW23 both on MUDC, DEC platforms and also those of speakers, networks and other stakeholders such as Local Enterprise Agencies, local businesses.
- Digital programme – featured engaging content including speaker videos, explainer video etc.
- MUDC website – marketing and promotion including social media was targeted to encourage as many people back to MUDC website to click on booking links
- Explainer and Highlights videos produced and promoted.
- Speaker videos and bios – shared across social media and web platforms including the digital brochure.
- Newsletters/online - e.g. LEAs, Invest NI/nibusinessinfo, COSTA, CWSAN, NI Chamber of Commerce.
- Eventbrite – event descriptions and visuals were created and booking links set up for each event to facilitate promotion and online booking.
- Direct marketing – face to face and email marketing was successfully used to engage with businesses right across Mid Ulster to ensure a broad range of business sectors attended events.

Statistics gathered from social media activities are as follows:

Council's Mailchimp:

- No of emails send out- 1010
- Emailed opened- 473

- Links clicked- 82

Google Analytics stats:

- Page views
- Unique page views
- Referrals from MUDC LinkedIN:
- Facebook: 1,129
- Twitter: 19
- Instagram: 2

Webinar recording uploaded to MUDC YouTube channel on ---November. By 30th November 5 videos had a total of _49__views.

Social Media Engagement (From 20th October – 17th November)

Twitter - _15__posts 5,059__impressions (number of times a tweet has been delivered to twitter streams of users), _165__engagements (Number of users that interacted with post) and _794__video views.

MUDC Facebook _15__posts (excluding those shared from DEC) 82,275____ people reached, __6,871__people engaged,_20,159__video views.

There was also one boosted post on Facebook to the sum of £50.

MUDC Instagram - __2__posts, _1.051__people reached, __22__people engaged and _0__video views. **Instagram isn't the proper channel to promote such a business event. We focused on FB, Twitter and LinkedIn.**

MUDC LinkedIn - __16__posts, _7348__people reached, __966__people engaged and _1859__video views. Click through rate ranged from 0.93% to 48.93% (equates to percentage of people who saw the post and then clicked through).

MUDC website analytics - _1,349__page views and _645__ users (the new term for unique page views).

Below are the results from evaluation respondents when asked how they heard about Mid Ulster Enterprise Week 2023:

- Social Media - 33%
- Email - 15%
- Mid Ulster District Council website - 30%
- Newsletter - 11%
- Newspaper - 2%
- Word of Mouth - 8%
- Radio - 0%
- Other - 1%

Synopsis and Programme of Events

11 events in total were offered as part of Mid Ulster Enterprise Week 2023 under the theme of Challenge, Adapt, Succeed. Topics were carefully considered based on research and feedback from the local business community in advance of selection of topics and speakers. The high numbers of attendees and the overall feedback clearly indicates the value of the events that MUDC offered to the business community this year.

Topics included Artificial Intelligence, Leadership, digital marketing to name a few and ensured that topics were relevant to all business sectors. A specific event for hospitality and tourism (Powerful Tourism) was included to support this local industry, in addition to Trailblazers, an event to support development of women in local business.

Google Forms were used to capture attendee feedback post event. Feedback was overwhelmingly positive from respondents. A full breakdown on feedback has been included separately to this report but a headline breakdown is provided here:

98% of respondents stated they were either **very satisfied or satisfied** with both the speakers and the content of the events.

Some of the positive comments included:

AI Uncovered – “The panel format with a compere was very engaging. Each of the panel members brought their own experiences and opinions, and resulted in a very insightful session. Thank you.”

Influencer Magic- “Really insightful and helpful webinar by an experienced and knowledgeable leader in Influencer Marketing and PR. Fantastic insight, actionable tips and a new business connection gained to better serve my own clients. Thank you Francesca and Thank you Mid Ulster Council and Dungannon Enterprise.”

Instagrowth – “The content was very clear, Cara is very knowledgeable & covered what we can check & implement immediately! Many Thanks for the slides also!”

Leading the Way – “Interesting & dynamic, so many good pieces of advice for all areas of life - work & personal.”

Lights, Camera, Action – “A very informative webinar... Looking forward to 'trying' to put some of the information & tips given into practice!!”

Powerful Tourism – “Great Event raising relevant information about utilising tourism as a source of income.”

Trailblazers – “Fantastic event where great connections were made. Lots of inspirational and uplifting women ready to empower each other. I felt leaving inspired. More time networking would be great and organised networking mingles would be fabulous.”

MID ULSTER ENTERPRISE WEEK

2023

Event	Speakers	Format	Attendance
AI Uncovered – The Impact of Artificial Intelligence on Business	Hosted by UTV’s Paul Clark. Panellists: Naomh McElhatton (daraandco), Elaine Donaghy McCrory (Terex Washing Systems), Jason Bell (Synthetica Data)	In Person	70
Lights! Camera! Action! Unlock the Power of Video for your Business	Niamh MacAuley, Purple Dot Media	Webinar	73
Employment Matters	LMP event	In Person	24
Leading the Way: Self Leadership and Business Resilience	Enda McNulty, McNulty Performance Faciliated and hosted by Yvonne Mitchell, Out of the Box Consulting	Webinar	64
Meet the Experts	Experts included Invest NI, InterTradelreland, Ulster Bank, Cavanagh Kelly and many more	In Person	200
Powerful Tourism	Tina O’Dwyer, The Tourism Space; Ryan Donnelly, Letteran Lodges	Webinar	30
Instagrowth: Mastering Instagram	Cara Jackson, Digital 24	Webinar	97
LMP Celebration Event		In Person	67
Trailblazers	Sandra Quinn, Outsource Group; Eve Beattie, The Hive/Fuss Free Funnels; Grainne Bannon, Sharelt Biz Hosted by Annette Kelly, Little Penny Thoughts	In Person	53
Operational Excellence Workshop	Hosted by Invest NI	In Person	25
Influencer Magic	Francesca Morelli, VAVA Influence	Webinar	34

Events Manager Feedback

Overall, the outcome of Mid Ulster Enterprise Week was extremely positive with record numbers of attendance. In part this can be attributed to the local knowledge, additional direct marketing, attractive visual social media marketing and networks of the event management team. An integral part of the success was the highly effective team in MUDC and the regular communication between this team and the event managers. The initial plan agreed between MUDC and DEC informed the ongoing activities and requirements and ensured everything went according to plan.

Topics and speakers were excellent and brought a variety but also a clear relevance to the needs of the local business community and this is reflected in the attendance levels and types of businesses who engage across the week. Many businesses attended more than one event during the week. The blend and timings of the in person and online events worked very effectively. Some anecdotal feedback indicated that a longer in person event should be considered to support further networking amongst businesses.

Planned strike action by four unions caused significant disruption to business across Northern Ireland on Thursday 16th November and this was reflected in the drop off of attendees (predominantly female) who were unable to attend Trailblazers (an event for females) and Influencer Magic as a result. It is estimated that this affected a minimum of 30% of planned attendees at Trailblazers.

Some further observations are noted below to help inform future planning:

Earlier marketing is key to attracting sign ups and consideration should be taken to launch MUEW earlier than it currently is.

Effectiveness or necessity of digital programme could be reviewed to allow more effective allocation of marketing budget. Although attractive and engaging this is not where the vast majority of sign ups originated as outlined in feedback.

Much of the direct marketing was done in good gesture by DEC outside of the specified requirements for this contract but it had an extremely positive impact on numbers. There was an additional cost to marketing this year given the sizeable budget required for the newspaper ads and it is recommended that the marketing budget be reviewed to take this into consideration for future.

Review effectiveness of newspaper and radio advertising as extremely low levels of attendees reported having heard about events this way –feedback received noted 0% from radio advertising and 2% from newspapers. Marketing budget could be reallocated to focus on more effective outreach which has the potential to enhance attendees even further.

Although attendance was high there were 2 key external factors that affected the week. Storm Debi on Monday 13th November had some impact on attendance at AI Uncovered due to a weather warning and encouragement of people to stay and work at home where possible that morning.

It is recommended that MUDC consider including further event manager duties in the specification in future including: preparation of draft news release and Chair's speech for in person events. This worked well this year as DEC had more working knowledge of the specifics of the events and this proved a useful resource for the MUDC Communications team. It also alleviated any delays or miscommunication and ensured a consistent and timely marketing message.

Anecdotal feedback from events suggest retaining the practical in person sessions such as 'Meet the Experts' which was a great example of networking and learning. It is recommended that an event such as this be included in future weeks. Evidence indicated that some businesses made actual sales as a result of their participation.

Other feedback indicates a further need in Mid Ulster for specific tailored business support to female business owners.

Earlier, pre summer planning of MUEW is key as putting together the programme is the most important piece of ensuring a well-attended, relevant and impactful series of events. It is recommended that MUDC consider earlier recruitment of event managers and get a plan in place well in advance of summer 2024. This will also ensure that other organisations who plan their activities well in advance can be included to ensure a wider reach of audience e.g. MEGA, FE Colleges.

Better inclusion of Global Entrepreneurship Week brand could help to exploit marketing in future and support widening the reach of marketing to a greater audience. MUDC could benefit from further association with GEW events.

Zoom Webinar was used to facilitate the online events and this proved successful and highly effective in providing timely reports on attendance. It also allowed for a greater number of attendees without any disruption to service. The technical team worked diligently to ensure an effective digital set up for attendees, hosts and speakers and ensure the webinars ran according to plan and they provided timely reporting on all required elements such as chat, Q&A, managing attendees etc.

Conclusion

MUEW 23 was a great success and is an example to other areas across Northern Ireland to replicate similar initiatives for local business. The enhanced local marketing this year greatly supported the increase in engagement across the local business community and ensure that MUDC were successful in providing a relevant and impactful series of events for Mid Ulster. The blend of in person and online events were effective and well attended. The levels of engagement and feedback from those who attended should give MUDC much confidence that this was a highly successful initiative and one that can have even further impact in the years ahead if effectively planned with further marketing and with the right team working in partnership with MUDC.

Mid Ulster Enterprise Week

13-17 Nov 2023

Challenge, Adapt, Succeed



MON 13th November

AI Uncovered: The impact of Artificial Intelligence on Business

9.30am arrival - 9.50am start - 11.00am

(Refreshments & Breakfast served)

Venue: The Burnavon, Cookstown

Join Paul Clark, UTV, and guests at 'AI Uncovered', an enlightening panel discussion featuring AI experts Jason Bell (The AI Provocateur) and Naomh McElhatton (data8oo), who will unravel the mysteries of Artificial Intelligence and its profound impact on local businesses. Elaine Donaghy McCrory, Terex's Global Marketing Manager will also share how the company is being impacted. This event is your gateway to understanding the transformative power of this cutting-edge technology.

Lights! Camera! Action! Unlock the Power of Video for your Business

1.30pm - 2.30pm

Hosted on: Zoom

Speaker: Niamh MacAuley, Purple Dot Media

In today's digital age, video has become the undisputed king of content. Join video content creator Niamh MacAuley, Purple Dot Media, for a practical masterclass, where you'll dive deep into the world of video marketing and acquire the skills needed to create captivating videos and also boost your confidence on camera. This masterclass is designed for business owners and entrepreneurs eager to harness the potential of video marketing. Whether you're just starting your video journey or looking to refine existing skills, this event offers a roadmap to success.

Friday 17th Nov

If you attend any of our events, your name will automatically go forward into a prize draw with the opportunity to win some great prizes. The more events you attend, the more opportunity you have of winning a prize! Winners will be announced on Friday 17th November 2023.

*All events are free to attend, excluding the Meet the Expert event.

Register at:

midulstercouncil.org/enterpriseweek

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

TUE 14th November

Employment Matters

9.30am arrival - 10.00am start - 12.00pm

(Refreshments & Breakfast served)

Venue: Seamus Heaney Home Place, Bellaghy

Janis Simpson-Mahoney, Managing Director of Global Education (NI) Ltd, has many years' experience working with organisations to help them to improve their employment processes. Janis has worked with Pizza Hut, EuroStar, Corporation of London and has recently delivered the Mid Ulster District Council Transform Programme which was delivered to improve the employment processes of businesses based in Mid Ulster. This workshop has been designed to support businesses who are struggling to recruit and retain staff and who wish to identify ways in which they can increase the attractiveness of their businesses to the labour market.

Leading the Way: Self Leadership and Business Resilience

10.00am - 11.00am

Hosted on: Zoom

Speaker: Enda McNulty, McNulty Performance

Enda McNulty, Elite Performance Coach and Best-Selling Published Author, coaches some of the leading companies in the world including Microsoft, Facebook, & Intel. Enda will prompt you to stop and think and to reflect on how well you are leading in all aspects of your business life. This webinar is facilitated by Yvonne Mitchell, founder of Out of the Box Consulting, who has worked for over 20 years in global organisations, including Microsoft, where she was Chief of Staff. First 10 attendees will receive a signed copy of Enda's newest book, Commit 2 Lead!

Meet the Experts*

1:00pm - 5:00pm

Venue: The Junction, Dungannon

*Registration charge applies - [this event only](#). Join us for an exclusive opportunity to connect with over 40 experts across business sectors, all under one roof. Whether you're a budding entrepreneur or an established small business owner, this event is your gateway to personalised solutions and insights. From expert and energy experts to marketing and finance gurus, the experts will help you tackle business challenges head on.

WED 15th November

Powerful Tourism

10.00am - 11.00am

Hosted on: Zoom

Speaker: Tina O'Dwyer, The Tourism Space & Ryan Donnelly, Letteran Lodges

Discover the power of sustainable tourism. Founder of The Tourism Space, Tina O'Dwyer specialises in sustainable tourism, regenerative approaches to tourism, food tourism, tourism networks and destination collaboration. This webinar will help you better understand sustainable and regenerative tourism and the power it has to transform the tourism industry. Founder of Letteran Lodges, Ryan Donnelly, will join Tina. Ryan will speak about how he has created a luxury haven for guests on our doorstep to enjoy the beauty of the stunning Slieve Gallion mountains.

InstaGrowth: Mastering Instagram

1.30pm - 2.30pm

Hosted on: Zoom

Speaker: Cara Jackson, Digital 24

Looking to enhance your Instagram game? Join Cara Jackson, the Social Media and Content Lead at Digital 24, an award-winning digital marketing agency. With years of experience and successful partnerships with clients such as Dale Farm, Shnuggle, and Babocush, Cara has consistently delivered impressive results. Designed specifically for small businesses, this session will be packaged with practical insights and will explore how you can use Instagram to grow your brand.

Mid Ulster LMP Celebration*

7.00pm - 9.00pm (Refreshments served)

Glenavon House Hotel, Cookstown - Invite Only*

Mid Ulster Labour Market Partnership (LMP) will recognise and celebrate the achievements of participants who have completed employment academies or programmes, as well as the local businesses and support agencies who have assisted individuals with their journey back into meaningful employment. Through the various programmes, participants have gained accredited qualifications as well as receiving employability support and mentoring, with many returning to the labour market as a result. Others have continued their journey by re-entering education to gain additional skills before seeking employment. During the event, participants will speak about the benefits of taking part in the programmes and the change to their daily lives.*

THUR 16th November

Trailblazers

9:30am arrival - 9:50am start - 11:00am

(Refreshments & Breakfast served)

The Burnavon, Cookstown

Prepare to be inspired, educated, and empowered at 'Trailblazers', an extraordinary event tailored for women who are ready to level up. Hosted by Annette Kelly, Little Penny Thoughts, Trailblazers promises a morning of networking and an insightful panel discussion featuring remarkable women and role models who have blazed their own trails. Sandra Quinn (Outsource Group), Grainne Barron (Shareit Biz) and Eve Beattie (Fuss Free Funnels) have founded successful businesses, grew organisations and continually honed their skills along the way. You will come away from this event with a renewed sense of purpose and passion for your own ventures.

Operational Excellence Workshop

10.00am - 1.00pm

(Refreshments & Breakfast served)

The Junction, Dungannon

Do you want practical advice and guidance on how to improve processes, reduce waste, implement change, and improve employee engagement to improve your business productivity? Invest Northern Ireland, in partnership with Mid Ulster District Council, is delivering this as part of a series of 5 Operational Excellence workshops. The workshops will be delivered over 5 consecutive Thursdays and include opportunities for one-to-one mentoring sessions.

Influencer Magic

1.30pm - 2.30pm

Hosted on: Zoom

Speaker: Francesca Morrell, WAVA Influence

Let WAVA Influence's Francesca Morrell help you understand why influencer marketing is a MUST for small businesses. Francesca connects influencers to businesses across NI, ROI, and UK for marketing and promotional purposes. She is one of the founders of The WAVA Club, NI's first TikTok House, and The WAVA Awards, NI's first exclusive Influencer Awards. Learn how to find the perfect influencers for your brand and hear real-life success stories. Learn from the best and stay ahead of the competition.



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

Mid Ulster Enterprise Week returns for 2023

Mid Ulster District Council's Enterprise Week returns this year from Monday 13 – Friday 17 November 2023.

During the week, 11 events for local businesses, both online and in person, will take place. This year's theme, 'Challenge, Adapt, Succeed', encapsulates the incredible journey local businesses need to undertake to thrive in today's ever-evolving economic landscape.

To set the stage, we're diving headfirst into the realm of Artificial Intelligence with our captivating kick-off event, 'AI Uncovered.' Hosted at The Burnavon in Cookstown, this event is not to be missed. Join UTV's very own Paul Clark, alongside a panel of AI experts, including Naomh McElhatton, the mastermind behind dara & co; Jason Bell, The AI Provocateur, and Elaine Donaghy McCrory from Terex. Get ready to unravel the mysteries of AI and discover how it's poised to reshape the local business landscape.

Assisting businesses to grow their sales through powerful storytelling is a common theme throughout the week. Learn from the best in the business with webinars like 'Influencer Magic,' featuring Francesca Morelli from Vava Influence; 'Powerful Tourism,' where Tina O'Dwyer from The Tourism Space shares her insights, and 'Leading the Way,' a spotlight on self-leadership and business resilience by elite performance coach Enda Mc Nulty.

Other events include Trailblazers where three successful Mid Ulster businesswomen will talk to host Annette Kelly, co-founder of Little Penny Thoughts in the Burnavon about how they 'upskilled' in order to adapt and succeed in their roles. Plus, discover an array of local support organisations designed to empower women and showcase local opportunities in real time.

In Dungannon, business owners across Mid Ulster will have an exclusive chance to 'Meet the Experts.' With over 40 experts spanning various business sectors all under one roof, businesses will receive one-on-one advice to tackle challenges head-on. From export and energy, to marketing and finance, Mid Ulster Enterprise Week has you covered.

Launching this year's Enterprise Week, Councillor Dominic Molloy, Chair of the Council, said:

"Our successful and popular Mid Ulster Enterprise Week returns for its fifth year this year. Over these last five years local businesses have relied on the week to provide them with timely advice, up-to-date information and sound direction for the future. This year's very apt theme of 'Challenge, Adapt, Succeed' will resonate with the local business community as it reflects the resilience and prosperity of our local businesses in the face of today's ever-changing economic climate.

"Everyone is aware of the immense challenges that our local businesses face. The economic landscape has become more complex and competitive than ever before. The challenges posed by the global market dynamics, technological disruptions, and the aftermath of a pandemic have been nothing short of formidable. However, it is important to remember that challenges, in all their complexity, are also the breeding ground for innovation and growth. And this is what Enterprise Week is all about.

"I'm looking forward to attending throughout the week– and to incorporating some of the vital messaging and learning into my own life. I have no doubt our businesses from across the spectrum will do the same and, as always, find the week extremely informative."

Grainne Bannon, Shareit Biz, commented:

"Mid Ulster Enterprise Week is packed with fantastic events and webinars – whether you're looking for practical advice on enhancing your businesses marketing, developing your own leadership skills or finding out how Artificial Intelligence is going to impact your business, Mid Ulster Enterprise week has something for all sectors.

"I can't wait to share my story with my fellow panelists Sandra Quinn and Eve Beattie at the 'Trailblazers' event. I'd encourage businesses across Mid Ulster to check out the week's events and get registered!"

Jason Bell, The AI Provocateur and founder of Synthetica Data, added:

“I am thrilled to join the AI Uncovered panel session, where not only will I share insights from the ever-evolving realm of artificial intelligence, but eagerly anticipate the collective wisdom and perspectives of the attendees. It's only with this kind of conversation we can focus on the right areas so we can all benefit.”

To view the full programme of events for the week, and to register your place, go to:
www.midulstercouncil.org/EnterpriseWeek

ENDS

Cap:

Chair of Mid Ulster District Council, Councillor Dominic Molloy, launches the 2023 Mid Ulster Enterprise Week with three of the week's guest speakers: Paul Clark, Niamh MacAuley and Annette Kelly.

For more information contact Mairead McNally, Mid Ulster District Council, E: mairiad.mcnally@midulstercouncil.org or tel: 03000 132 132 Mob: 07816 339825.

News Release

17 November 2023

Businesses learn to 'Challenge, Adapt, Succeed' at Successful Enterprise Week

Over 700 people participated in Mid Ulster District Council's fifth Enterprise Week (13-17 November), attending 11 free online and in-person events focusing on how to help businesses 'Challenge, Adapt, Succeed', in today's ever-evolving economic landscape.

Events during the week included the popular AI Uncovered event which was hosted by UTV's Paul Clark, alongside a panel of AI experts, including Naomh McElhatton, the mastermind behind dara & co; Jason Bell, founder of Synthetica Data, and Elaine Donaghy McCrory, Terex Washing Systems Global Marketing Manager. During the in-person event at the Burnavon, Cookstown, attendees unravelled the mysteries of AI and discovered how it's poised to reshape the local business landscape.

Assisting businesses to grow their sales through powerful storytelling was a common theme throughout the week. Attendees heard from the best in the business with webinars like 'Influencer Magic,' featuring Francesca Morelli from Vava Influence; 'Powerful Tourism,' where Tina O'Dwyer from The Tourism Space shared her insights, and 'Leading the Way,' a spotlight on self-leadership and business resilience by elite performance coach Enda Mc Nulty.

Other events included Trailblazers where three successful Mid Ulster businesswomen, Sandra Quinn, Outsource Group; Grainne Bannon, ShareIt.biz and Eve Beattie, Fuss Free Funnels talked to host Annette Kelly, Little Penny Thoughts, in the Burnavon about how they 'upskilled' in order to adapt and succeed in their roles.

In Dungannon, business owners across Mid Ulster had an exclusive chance to 'Meet the Experts.' With over 40 experts spanning various business sectors all under one roof, businesses received one-

on-one advice to tackle challenges head-on. From export and energy, to marketing and finance, Mid Ulster Enterprise Week had businesses covered.

Chair of the Council, Councillor Dominic Molloy was delighted with the turnout and engagement of businesses throughout the week, “The turnout from local businesses at this year’s Mid Ulster Enterprise Week has been the highest since we first launched the week back in 2019. This speaks volumes about the how the theme of this year’s event – ‘Challenge, Adapt, Succeed’ – struck a cord with local businesses and is testament to the Council’s commitment to continue to deliver for and support the sector.

“Businesses used phrases including ‘best investment of my time this year so far’, ‘great event for women’ and ‘really insightful’ in their feedback, showing the week really did have a positive impact - emphasising that Mid Ulster’s enterprising spirit is very much alive and well!”

If you missed any of the events, you can watch them on the Council’s YouTube channel in the coming weeks.

ENDS

Caps:

1. Chair of the Council, Councillor Dominic Molloy is pictured at the opening Enterprise Week event, AI Uncovered, with host Paul Clark and panel members Naomh McElhatton, dara & co; Jason Bell, founder of Synthetica Data, and Elaine Donaghy McCrory, Terex Washing Systems Global Marketing Manager.
2. Host Paul Clark opened the AI Uncovered event at the Burnavon, Cookstown.
3. Representatives from over 70 local businesses attended the AI Uncovered event as part of Mid Ulster Enterprise Week 2023.
4. Chair of the Council, Councillor Dominic Molloy is pictured at the Trailblazers event with host Annette Kelly, Little Penny Thoughts and panel members Sandra Quinn, Outsource Group; Grainne Bannon, ShareIt.biz and Eve Beattie, Fuss Free Funnels.
5. The panel pictured at the Trailblazers event during the fifth Mid Ulster Enterprise Week.
6. There was a full house at the Burnavon, Cookstown for the Trailblazers Enterprise Week event.

Note to Editor For more information contact Mairead McNally, Mid Ulster District Council, E: Mairead.Mcnally@midulstercouncil.org or tel: 03000 132 132 Mob: 07816 339825.

