

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?	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 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>