



Comhairle Ceantair  
**Lár Uladh**  
**Mid Ulster**  
District Council

# **MID ULSTER DISTRICT BROWN SIGNAGE AUDIT**

**FINAL REPORT : MARCH 2024**

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# CHAPTER 1

## CONTEXT

In November 2022, Gerry Darby Consultancy was commissioned by Mid Ulster District Council (MUDC), following a procurement exercise, to conduct an audit on all brown tourist signs within the Mid Ulster District. The audit was carried out between December 2022 and March 2023. All brown tourist signs were surveyed, photographed, geo-located and placed on a google map link. This allows all photos of the signs to be identified at their actual geographic location.

The purpose of the audit is to inform staff and elected representatives of the location of brown tourist signs, assess the physical condition and visibility of some of the existing signs, help identify any redundant signs and assess the present policy and procedures.

A schedule of potential new and replacement signs will be identified as part of the study. A number of new policy recommendations will also be made.

## BROWN TOURIST SIGNAGE POLICY BACKGROUND

The Brown Tourist Signage Policy in Northern Ireland is currently implemented by the Department for Infrastructure (DFI), in partnership with Tourism Northern Ireland (TNI).

- The Department for Infrastructure Policies and Procedures Guide on the ‘*Signing of Tourist Attractions and Facilities : RSPPG-EO29*’ can be accessed at the following link [Dfi Brown Signage Policy and Procedure RSPPG-EO29](#). This policy was developed jointly between the Government Departments in situ at 2014; TransportNI, the Department of Enterprise, Trade and Investment, and the Northern Ireland Tourist Board.
- Tourism Northern Ireland’s most up to date guidance on ‘*How to Apply for a Brown Sign*’ can be accessed via their website at the following link [TNI](#).

Brown signs are used as a traffic management tool to guide visitors to tourist destinations and are an important tool for promoting tourism in the region. The policy is designed to ensure that brown signs are used effectively to enhance the visitor experience to get to their destination and to ensure that they are used in a safe and sustainable manner.

The Brown Signage policy in Northern Ireland is based on a set of guidelines which outline the criteria for the provision of brown signs. The guidelines cover a range of factors including the quality and accessibility of the attraction or destination, the potential number of visitors, and the impact of the sign on the local environment. The policy is also based on the principle that brown signs should only be used for tourism purposes and should not be used for commercial or advertising purposes.

Department for Infrastructure and Tourism NI work closely with local Councils and tourism stakeholders to identify locations where brown signs are required, and to ensure that they are designed and installed in accordance with the guidelines. The design of brown signs in Northern Ireland follows a consistent style and format which is intended to be clear and easy for visitors to understand. The signs are typically brown with white text, and feature the name of the attraction or destination, as well as a symbol or icon to help visitors identify the type of attraction.

The use of brown signs in Northern Ireland has been successful in promoting tourism and helping visitors navigate the region including the Mid Ulster District Council (MUDC) area. The signs are an important part of the overall tourism infrastructure and are used to guide visitors to a wide range of destinations, including attractions, accommodation, historic sites, natural landmarks, and cultural events. The policy has not been reviewed or updated since 2014 to ensure that it remains effective and sustainable, and to reflect changes in the tourism industry and visitor behaviours. It is hoped this report will stimulate debate and a review of the policy.

Overall, the Brown Signage Policy in Northern Ireland is a key element of the region's Tourism Strategy and plays an important role in directing the visitor to the visitor experiences in the MUDC area. Improvements could be made and these will be suggested in the list of recommendations.

# CHAPTER 2

## REPORT AND WORK REQUIREMENTS

The main elements of work to be carried out relates to the actual identification and audit of existing brown tourist signs. The main activities MUDC identified within their scope of works are highlighted below:

- Check that every sign is pointing in correct direction, reposition if required, and secured to post.
- Report any missing signage whereby a sign is missing but posts are in place.
- Cut back vegetation as required to ensure each sign is visible.
- Clean each sign using appropriate materials as directed by Transport NI.
- Photograph each sign or where a sign should be erected.
- Submit a report displaying a photograph of each sign and its location noting what remedial action was taken, or is required.
- A complete set of digital photographs should be clearly referenced (e.g., Route, Road Name, Junction/Location) and submitted on a USB stick or similar device.
- Prepare and submit a report detailing what replacement or new signage is required in a format that meets DFI / TNI requirements.

# CHAPTER 3

## AUDIT METHODOLOGY

The delivery audit was carried out in several main stages. These included:

### **i) Initial contact meetings with Stakeholders**

Meetings with the client team from MUDC was held to clarify the proposal specification and gather necessary information on existing signage and stakeholder contacts held by MUDC.

### **ii) Gather existing information and survey methodology**

The main survey methodology is detailed below.

- a) Met with client team to go through google maps to mark any known or suggested signs that is thought to exist.
- b) Gather all relevant plans, photos and locations of suggested brown signs that are detailed within existing tourism plans and signage strategies, such as, car parks, coach parks, interpretation and visitor centres, scenic driving tours and walking routes, forest parks and cycle routes.
- c) Identification of all tourism accommodation and activity centres for possible brown signs and all junctions for directional white signs.

### **iii) Survey signage routes and individual signs**

Carried out an on-site assessment of each sign as per the work requirements.

### **iv) Client Engagement**

Discussions took place around recommendations from the signage site visits whilst bearing in mind the Brown Signage Policy and Procedures. Client team was asked their views on the following issues:

- The need to remove or add some signs
- The need to prioritise some signs
- How the existing tourism signage policy could be improved
- Detail what replacement or new signage is required in a format that meets DfI/TNI requirements.

### **v) Draft Report**

- A draft report was drawn up including recommendations for new or replacement signs. A list of all the cleaned signs has also been provided.

# CHAPTER 4

## BROWN SIGNAGE POLICY SPECIFICATIONS

### Brown Tourist Signage Policy

Brown Tourist Signing Policy has jointly been agreed between DfI Roads and Tourism NI. The policy seeks to reinforce/emphasise the roles of the different bodies involved on the public road network. The full details of DfI's most up to date Policy and Procedure Guidelines are provided in **Appendix 1.4 [DfI Brown Signage Policy and Procedure RSPPG-EO29](#)**. Below is a summary of the guidelines.

### The Process involved in implementing and applying for Brown Signs

- 1) MUDC co-ordinates all applications relating to Mid Ulster District.
- 2) Tourism NI confirms eligibility of the application as a tourist destination.
- 3) DfI will determine the extent of the signage to be provided and will design and erect all signs. As part of its duty to manage the road network, DfI Roads will be ultimately responsible for whether signing is provided or not.

### Process

The following is a summary of the process of applying for Brown Tourism Signage:

- Applicants complete a tourism signage application form and submit it to their local Council.
- The Council submits the application form to Tourism NI to verify eligibility in terms of the tourist product.
- The Council liaises with DfI Roads on the likely provision of traffic signs for applications deemed eligible by Tourism NI
- DfI Roads assess the extent of signing and advises the Council of the estimated cost for each tourist applicant
- The Council advises the applicant of the estimated costs, terms and conditions and the Council refers all queries on sign provision, design, location, and cost to DfI Roads
- The Council collects the associated cost of the signage from the applicant on behalf of DfI Roads
- DfI Roads organises sign design, purchase and erection on the specified site.

### Eligible "Tourist facilities and attractions"

The following is a list of eligible tourist facilities and attractions.

- Tourism NI funded tourism products
- Visitor attractions that have received TNI Quality Grading
- Historic buildings

- Museums
- Zoos
- Natural attractions such as nature reserves
- Beaches and viewpoints
- Scenic routes
- Outdoor pursuits centre
- Activity tourism centres
- Golf courses
- Areas providing fishing
- TNI approved tourist accommodation
- Caravan and camping parks
- Marinas
- Public slipways
- Boat/cruiser hire
- motorhome service facilities
- Picnic sites
- Visitor information centres and tourist information boards
- Theatres/arts centres
- Gardens
- Aires de Service
- Motorhome hire companies
- Activity tourism centres

### **General Eligibility Criteria**

The guidelines state that in order for any tourist destination to be signed it must be:

- Permanently established.
- Open to the public without prior booking. NB: this does not constitute free entry. Entry fees may still apply.
- Have adequate parking on site or close by.
- Have adequate toilet facilities on site (where appropriate) including those for visitors with disabilities.
- Have adequate publicity material (e.g. leaflets, featured within tourist guidebooks, websites or at visitor information centres).
- Be of excellent quality, well-maintained and suitable for people with disabilities.
- Be open continuously from Easter to October (inclusive) each year, at a minimum.
- Be adequately identifiable in terms of the nature of the tourist destination at the point of entry.
- Be a member of a Tourism NI approved quality assurance scheme for tourist accommodation (where appropriate).

DFI Roads Service Policy Procedure and Guidance outlines *'Where clear guidance is given by other direction signing, tourist attraction signs will not be necessary until the general area of the attraction is reached'*.



## Additional Points

The policy also highlights that the following points should be considered when assessing the likelihood of a site qualifying for a new brown sign and drafting application so that expectations are not raised unrealistically.

- Existing authorized signing not complying with current policy will remain until it needs replacement for sign maintenance or traffic management reasons. (This also applies to signage that a destination or Council would choose to replace for aesthetic or branding reasons, but this may need to be discussed further with Transport NI (DFI Roads).
- The primary purpose of tourist signing is for traffic management, not to advertise the destination.
- Consultation must be held with bodies controlling adjoining areas to ensure consistent arrangements for cross-boundary signing.
- Properties and sites such as forest parks, country parks, historic monuments and those controlled by the National Trust are automatically considered to be tourist destinations.
- Motorway signage can be provided for attractions with more than 75,000 visitors a year.
- Signage from a primary route that is not the main road may be provided to attractions with more than 20,000 visitors per annum up to a maximum of twenty miles from the attraction.

## Costs

Costs for design, production, and installation of brown signs are borne by the applicant. Applicants should know that final costs are dependent on the size of the sign required and if there are any installation requirements, for example if the ground surface would require additional preparation.

Costs for signs includes design, production and installation, however these can and will vary depending on specific locations and requirements.

## Indicative costs

- Small brown sign e.g., 'flag' directional sign: \*£600
- Large brown directional sign: \*£1000

(\*NB: Above figures may have increased due to inflationary pressures).

# CHAPTER 5

## RECOMMENDATIONS GOING FORWARD

When it comes to improving the Brown Tourist Signage Policy in Northern Ireland and the MUDC area, there is a need for safety considerations, clear and consistent language, collaboration and communication with all partners.

By implementing the recommendations of this report detailed below, brown signs in Mid Ulster can hopefully be enhanced to provide a more informative and seamless experience for visitors, ultimately promoting tourism and supporting local businesses.

Finally, it is important to know that while every effort has been made to document every brown sign this should be treated as a live report and be constantly updated.

Signs continue to be vandalised or foliage material grow over/around them and therefore, ideally there is a need to review and update the signage audit on an ongoing basis.

Outlined below are a number of Recommendations:

### 1) Presentation to Council Committee

A summary presentation of this report will be provided to the Mid Ulster District Council's Development Committee in Spring 2024.

### 2) Damaged Signs





A number of brown tourist signs relating to MUDC area appear to have been damaged and are in need of repair or replacement. Contact should be made with the owner of the tourism facility and DfI to arrange for repair. These are detailed below:

Site	Location	Repair	Photo
Knockmany Chambered Cairn	1A Main St, Augher BT77 0BD	Repair damage	
Newferry Canoe Trail	57 Ballynease Rd, Bellaghy, Magherafelt BT45 8NF	Sign Bent	

Drumcairne Forest	88 Ballygittle Road, Stewartstown Dungannon BT71 5JU	Sign and Posts bent over	
Ardboe Cross Sign	Cookstown BT80 0HU	Posts Bent	
Manor View B&B	Drum Road, Cookstown BT80 9DX	Sign Bent	
OM Dark Sky Park Sign	155 Davagh Rd, Omagh BT79 8JQ	Large sticker on sign	
Altmore Fishery	Best Cross Roads Cabragh, Dungannon BT70 2HW	Sign Bent	
The Linen Green	30 Main Rd, Dungannon BT71 6PH	Part of Sign Missing	
Tirkane Sweat House	4 Slaughtneill Rd, Maghera BT46 5NJ	Full sign missing	

### 3) Tourist Sites No Longer Operating

There may be several signs relating to tourism businesses that are no longer operating and so it would be advisable to contact the original applicant and ask them sensitively and diplomatically to remove the signs. If the applicant cannot be contacted, then Dfl should be requested to remove them.

Site	Location	Photograph
Fish Processing Factory	185 Battery Rd, Cookstown BT80 0HY	
Springwell Fishery	Tobermore Road, Magherafelt, BT45	
Tullylagan Hotel	The Pipers Cave, 138 Dungannon Rd, Cookstown BT80 9BD	
Muleany House	100 Gorestown Rd, Moy, Dungannon BT71 7TW	

### 4) Annual List Update

The list of brown tourism signs should be provided to Dfl and TNI with a request they carry out an annual audit to update the information, as per the brown tourist sign procedures.

## 5) Heritage and Tourism Sites

There are a number of very important heritage buildings, nature reserves and archaeological sites within the MUDC area that already have brown signs, however, a number of these do not have the appropriate brown signs. These may be of huge interest to tourists with some having high tourism and heritage value. It is important that key priority heritage sites are appropriately signed.

It is recommended a meeting be convened with Department for Communities Historic Environment Division (HED) and Department of Agriculture, Environment and Rural Affairs, Northern Ireland Environment Agency (NIEA) to ask if they wish to highlight the need for new or additional brown signs for any priority existing or new heritage sites, such as;

- Mountjoy Castle
- Brookend Nature Reserve
- Tradd Point
- Ballymaguigan Nature Reserve
- Toome Lockhouse
- Donaghmore High Cross
- The Forge, Hillhead Rd
- Roughan Castle
- Drumnaph Nature Reserve

This is not an exhaustive list.

## 6) Policy and Procedure Review

Discussion with a number of stakeholders and local Elected Members has highlighted concerns regarding the process and approval of brown signage. Some of the feedback is listed below:

- The brown signage policy and procedures were published ten years ago (October 2014), therefore, it is now timely that DFI and Tourism NI review them, providing key stakeholders the opportunity to input their views.
- The process in general seems to be lengthy, expensive and involves too many partners and stakeholders.
- Existence of illegal signs has resulted in feedback that DFI do not seem to police or remove them.
- It was noted that the eligibility criteria for a Tourism Body to be permanently open can be too onerous and excludes a lot of smaller tourism businesses.

This is not an exhaustive list.

In summary, there is general consensus of the need to extend invitations to the Chief Executive of Tourism NI and Senior DFI Officials (who have responsibility for the Brown Signage Policy), to meet with Elected Members, Senior Council Officials and other tourism stakeholders to listen to their concerns.

### **7) Inform Tourism Stakeholders**

There is a need to update, promote and inform all potential tourism stakeholders of the process and cost of applying for brown signs. This can be done in the form of a workshop with a TourismNI representative in attendance or information being sent out to businesses.

### **8) Clear Visible Signs**

Signs that were not visible due to dirt or foliage have been cleaned and foliage removed (as detailed in Appendix 1.3).

However, there were instances where thick algae had formed on the brown signs from overhanging trees and it was not possible to remove it as part of this assignment. This should be reported to DFI and Tourism NI, so that they can agree a mechanism whereby brown tourist signs can be checked and cleaned annually.

## APPENDIX 1.1

### LIST OF BROWN SIGN LOCATIONS AND PHOTOGRAPHS ACROSS MID ULSTER

WIDER DUNGANNON AREA					
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Ref	Attraction	Address	Area	WKT	Photo of Signage
A1	Altmore Fishery	1 Pomeroy Road, Donaghmore, Dungannon BT70 3BF	Wider Dungannon Area	POINT (-6.82 54.53)	
A2	Altmore Fishery	Aghnagar Road, Dungannon BT70	Wider Dungannon Area	POINT (-6.96 54.49)	
A3	Altmore Fishery	Inishative Road	Wider Dungannon Area	POINT (-6.94 54.55)	
A4	Altmore Fishery	Altmore Road, Dungannon BT70	Wider Dungannon Area	POINT (-6.95 54.56)	
A5	Altmore Fishery	Termon Road B4	Wider Dungannon Area	POINT (-6.99 54.58)	
A6	Altmore Fishery	Barnaghs Road	Wider Dungannon Area	POINT (-6.95 54.55)	







A7	Altmore Fishery	Termon Road	Wider Dungannon Area	POINT (-6.99 54.58)	
A8	Altmore Fishery & Caravan Park	Bests Cross, Cabragh, Dungannon BT70 2HW	Wider Dungannon Area	POINT (-6.95 54.48)	
A9	Annaginny Fishery	100 Farlough Rd, Dungannon BT71 4DX	Wider Dungannon Area	POINT (-6.74 54.55)	
A10	Annaginny Fishery	Drumglass House, Cookstown Road, Dungannon BT71 4BG	Wider Dungannon Area	POINT (-6.77 54.53)	
	Benburb Castle	Priory House West, 14 Main St, Benburb, Dungannon BT71 7LA	Wider Dungannon Area	POINT (-6.74 54.41)	
A12	Blessingbourne Estate, The Old Barn, Round Lake & Carleton Trail	Butter Market, Main Street, Fivemiletown BT75 0PW	Wider Dungannon Area	POINT (-7.31 54.37)	
A13	Blessingbourne Estate, The Old Barn, Round Lake & The Valley Hotel	Butter Market, Main Street, Fivemiletown BT75 0PW	Wider Dungannon Area	POINT (-7.31 54.37)	
A15	Canoe Trail	13 The Quays Moy, Dungannon BT71 7TG	Wider Dungannon Area	POINT (-6.68 54.44)	




A16	Canoe Trail	Post Box, Dungannon BT71 6LX	Wider Dungannon Area	POINT (-6.67 54.47)	
A17	Carleton Trail	2 Ballagh Road, Clogher BT76 OHE	Wider Dungannon Area	POINT (-7.17 54.40)	
A18	Carleton Trail & Blessingbourne Estate	10 Main Street, Fivemiletown BT75 OPW	Wider Dungannon Area	POINT (-7.31 54.37)	
A19	Castlecaulfield	Mid Ulster, 1 Old Caulfield Rd, Castlecaulfield, Dungannon BT70 3NQ	Wider Dungannon Area	POINT (-6.83 54.50)	
A20	Castlecaulfield	62 Main Street, Castlecaulfield, Dungannon BT70 3NP	Wider Dungannon Area	POINT (-6.83 54.50)	
A21	Charlemont House B&B	12 The Square, Moy, Dungannon BT71 7SB	Wider Dungannon Area	POINT (-6.69 54.44)	
A22	Charlemont House B&B	1 Killyman Street, Moy, Tyrone, Dungannon BT71 7SJ	Wider Dungannon Area	POINT (-6.69 54.44)	
A23	Clogher Valley	Butter Market, Main Street, Fivemiletown BT75 OPW	Wider Dungannon Area	POINT (-7.31 54.37)	
A24	Clogher Valley & Errigal Keerogue Cross	2 Ballynany Road, Dungannon BT70 2AW	Wider Dungannon Area	POINT (-7.04 54.44)	

A25	Clogher Valley & Mullaghfad Forest	100 Main Street, Fivemiletown BT75 0PW	Wider Dungannon Area	POINT (-7.31 54.37)	
A26	Corick House Hotel	46 Crossowen Road, Clogher BT76 0AT	Wider Dungannon Area	POINT (-7.14 54.42)	
A27	Corick House Hotel	45 Crossowen Road, Clogher BT76 0AT	Wider Dungannon Area	POINT (-7.14 54.42)	
A28	Corick House Hotel	45 Crossowen Road, Clogher BT76 0AT	Wider Dungannon Area	POINT (-7.14 54.42)	
A29	Corick House Hotel	62 Crossowen Road, Clogher BT76 0AT	Wider Dungannon Area	POINT (-7.14 54.42)	
A30	Corick House Licenced Restaurant	11A Corick Road, Augher BT77 0BY	Wider Dungannon Area	POINT (-7.15 54.42)	
A31	Dungannon Park	Cunninghams Lane, Dungannon BT71 6WS	Dungannon Area	POINT (-6.75 54.49)	
A32	Dungannon Park	Ballynorthland Park, Dungannon BT71 7DS	Dungannon Area	POINT (-6.75 54.49)	
A33	Errigal Keerogue Cross	Errigal Keerogue Church and Cross, Dungannon BT70 2DE	Wider Dungannon Area	POINT (-7.09 54.45)	

A34	Errigal Keerogue Cross	80 Glenhoy Road, Dungannon BT70 2AY	Wider Dungannon Area	POINT (-7.095 54.45)	
A35	Errigal Keerogue Cross	Errigal Keerogue Church and Cross, Dungannon BT70 2DE	Wider Dungannon Area	POINT (-7.09 54.45)	
A36	Errigal Keerogue Cross and Scenic Drive	Errigal Keerogue Church and Cross, Dungannon BT70 2DE	Wider Dungannon Area	POINT (-7.07 54.45)	

A37	Eskragh Lough	Woodlough Road, Dungannon BT70	Wider Dungannon Area	POINT (-6.81 54.48)	
A38	Eskragh Lough	28 Killyliss Road, Dungannon BT70 1QQ	Wider Dungannon Area	POINT (-6.82 54.48)	
A39	Eskragh Lough	Woodlough Road, Dungannon BT70	Wider Dungannon Area	POINT (-6.82 54.48)	
A40	Eskragh Lough	57 Parkanaur Road, Dungannon BT70 3AA	Wider Dungannon Area	POINT (-6.85 54.49)	
A41	Eskragh Lough	A4, Dungannon BT70 1RR	Wider Dungannon Area	POINT (-6.83 54.48)	
A42	Eskragh Lough	105 Old Ballygawley Road, Dungannon BT70 1TA	Wider Dungannon Area	POINT (-6.80 54.50)	
A43	Eskragh Lough	31 Old Ballygawley Road, Dungannon BT70 1TA	Wider Dungannon Area	POINT (-6.78 54.50)	

A44	Eskragh Lough	31 Ashdene, Dungannon BT70 1JL	Wider Dungannon Area	POINT (-6.78 54.50)	
A45	Eskragh Lough	1 Windmill Drive, Dungannon BT71 7BU	Wider Dungannon Area	POINT (-6.78 54.50)	
A46	Fardross	37 Ballagh Road, Clogher BT76 0LA	Wider Dungannon Area	POINT (-7.20 54.40)	
A47	Fardross	Ballagh Road, Clogher BT76 0LA	Wider Dungannon Area	POINT (-7.18 54.40)	
A48	Glenkeen Fishery	A28, Aughnacloy BT69 6JD	Wider Dungannon Area	POINT (-6.91 54.38)	



A49	Glenmore Scenic Walk	Ballyreagh Bridge, Dungannon BT70 2JX	Wider Dungannon Area	POINT (-6.99 54.47)	
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A50	Golf Club	38 Thomas St Dungannon BT71 4RR	Wider Dungannon Area	POINT (-6.76 54.50)	
A51	Golf Club	1 Hawthorn Cres Dungannon BT70 1QS	Wider Dungannon Area	POINT (-6.77 54.50)	
A52	Grange Lodge	Grange Bridge Dungannon BT71 7DX	Wider Dungannon Area	POINT (-6.72 54.46)	
A53	Hill of The O'Neill	1 Ranfurly Rd Dungannon BT71 6ED	Wider Dungannon Area	POINT (-6.76 54.50)	

A54	Hill of the O'Neill	44a Circular Rd Dungannon BT71 6BE	Wider Dungannon Area	POINT (-6.76 54.50)	
A55	Hill of the O'Neill	16 Market Square Dungannon BT70 1AA	Wider Dungannon Area	POINT (-6.76 54.50)	
A56	Hill of the O'Neill & Bank House Hotel	47 Thomas St Dungannon BT70 1HW	Wider Dungannon Area	POINT (-6.76 54.50)	
A57	Hill of the O'Neill & Dungannon Park	47 Carland Rd Dungannon BT71 4AA	Wider Dungannon Area	POINT (-6.76 54.51)	
A58	Hill of the O'Neill & Dungannon Park	Castle Hill Promotions 4, Dungannon Enterprise Centre, 2 Coalisland Rd, Dungannon BT71 6JT	Wider Dungannon Area	POINT (-6.76 54.514)	
A59	Hill of the O'Neill & Dungannon Park	100 Donaghmore Rd Dungannon BT70 1HD	Wider Dungannon Area	POINT (-6.77 54.50)	
A60	Island Turf Crafts & Bog Museum, Craic Theatre & Industrial Heritage Centre	54 Dungannon Rd Coalisland, Dungannon BT71 4HP	Wider Dungannon Area	POINT (-6.70 54.53)	
A61	Island Turf Crafts & Bog Museum, Craic Theatre & Industrial Heritage Centre	50 Dungannon Rd Coalisland, Dungannon BT71 4HP	Wider Dungannon Area	POINT (-6.70 54.53)	
A62	Knockmany	Unhitched 6 Annaghilla Rd, Augher BT77 0BN	Wider Dungannon Area	POINT (-7.13 54.43)	
A63	Knockmany	34 Crossowen Rd Augher BT77 0AX	Wider Dungannon Area	POINT (-7.13 54.42)	





A64	Knockmany Chambered Cairn	1A Main St Augher BT77 0BD	Wider Dungannon Area	POINT (-7.13 54.42)	
A65	Knockmany Chambered Cairn	35 Augher Rd Clogher BT76 0AE	Wider Dungannon Area	POINT (-7.15 54.41)	
A66	Linen Green	15 Mullybrannon Rd Dungannon BT71 7ER	Wider Dungannon Area	POINT (-6.75 54.47)	
A67	Linen Green Design	50 Moy Rd Dungannon BT71 7DT	Wider Dungannon Area	POINT (-6.73 54.48)	
A68	Linen Green Design and Visitors Centre	30 Main Rd Dungannon BT71 6PH	Wider Dungannon Area	POINT (-6.74 54.48)	
A69	Linen Green Design and Visitors Centre	8 Main Rd Dungannon BT71 7QR	Wider Dungannon Area	POINT (-6.74 54.48)	
A70	Mikora Lodge	81 Cookstown Road A29 Dungannon BT71 4HG	Wider Dungannon Area	POINT (-6.77 54.55)	
A71	Mountjoy Castle	Lineside 340 B520, Coalisland, Dungannon BT71 4LP	Wider Dungannon Area	POINT (-6.69 54.54)	
A72	Mountjoy Castle	1 Annagher Rd Coalisland, Dungannon BT71 4NE	Wider Dungannon Area	POINT (-6.69 54.54)	
A73	Mountjoy Castle	6 Dungannon Rd Coalisland, Dungannon BT71 4HP	Wider Dungannon Area	POINT (-6.70 54.53)	







A74	Muleany House	100 Gorestown Rd Moy, Dungannon BT71 7TW	Wider Dungannon Area	POINT (-6.70 54.44)	
A75	Mullaghfad	51 Ballagh Rd Clogher BT76 0LB	Wider Dungannon Area	POINT (-7.23 54.39)	
A76	Parkanaur	A4 Dungannon BT70 1AE	Wider Dungannon Area	POINT (-6.83 54.48)	
A77	Parkanaur	140 Woodlough Rd Dungannon BT70 1AE	Wider Dungannon Area	POINT (-6.84 54.48)	
A78	Parkanaur	A4 Dungannon BT70 1RR	Wider Dungannon Area	POINT (-6.83 54.48)	
A79	Parkanaur	160 Ballygawley Rd Dungannon BT70 1RX	Wider Dungannon Area	POINT (-6.86 54.48)	
A80	Parkanaur	78 Reaskmore Rd, Dungannon BT70 1RS	Wider Dungannon Area	POINT (-6.84 54.48)	
A81	Parkanaur	A4 Dungannon BT70 1RR	Wider Dungannon Area	POINT (-6.83 54.48)	
A82	Parkanaur	A4 Dungannon BT70 1RR	Wider Dungannon Area	POINT (-6.83 54.48)	

A83	Parkanaur	57 Parkanaur Rd Dungannon BT70 3AA	Wider Dungannon Area	POINT (-6.85 54.49)	
A84	Parkanaur	190 Ballygawley Rd Dungannon BT70 1TF	Wider Dungannon Area	POINT (-6.88 54.48)	





A85	Parkanaur	Donaghmore High Cross, 3HD Castlecaulfield Road Donaghmore BT70 3HB	Wider Dungannon Area	POINT (-6.81 54.53)	
A86	Parkanaur	A4 Dungannon BT70 1AE	Wider Dungannon Area	POINT (-6.88 54.48)	
A87	Parkanaur	57 Parkanaur Rd Dungannon BT70 3AA	Wider Dungannon Area	POINT (-6.85 54.49)	
A88	Parkanaur	A4 Dungannon BT70 1AE	Wider Dungannon Area	POINT (-6.88 54.48)	
A89	Parkanaur	Donaghmore High Cross 3HD, Castlecaulfield Rd, Donaghmore, Dungannon BT70 3HB	Wider Dungannon Area	POINT (-6.81 54.535)	
A90	Parkanaur	140 Woodlough Rd Dungannon BT70 1AE	Wider Dungannon Area	POINT (-6.84 54.48)	
A91	Parkanaur	57 Parkanaur Rd Dungannon BT70 3AA	Wider Dungannon Area	POINT (-6.85 54.49)	
A92	Round Lake	15 Murley Rd Fivemiletown BT75 0QS	Wider Dungannon Area	POINT (-7.31 54.38)	




A93	Roxborough	1 Killyman St Moy BT71 7SJ	Wider Dungannon Area	POINT (-6.69 54.44)	
A94	Scenic Drive	Ballagh Road Clogher BT76 0TQ	Wider Dungannon Area	POINT (-7.18 54.40)	
A95	Scenic Drive & Knockatallon Walks	16 Augher Rd Clogher BT76 0AD	Wider Dungannon Area	POINT (-7.15 54.41)	
A96	Scenic Drive & Knockmany	2 Sunnymead Clogher BT76 0AN	Wider Dungannon Area	POINT (-7.16 54.41)	

A97	Scenic Drive & Knockmany	5 Sunnymead Clogher BT76 0AP	Wider Dungannon Area	POINT (-7.16 54.41)	
A98	Sunnyside Care Home & Carleton Trail	2 Augher Rd Clogher BT76 0AD	Wider Dungannon Area	POINT (-7.16 54.41)	
A99	Sunnyside Care Home & Carleton Trail	2 Augher Rd Clogher BT76 0AD	Wider Dungannon Area	POINT (-7.16 54.41)	
A100	The Argory	133 Tamnamore Rd Dungannon BT71 6HW	Wider Dungannon Area	POINT (-6.65 54.49)	
A101	The Argory	Bovain Road Dungannon BT71 6HP	Wider Dungannon Area	POINT (-6.665 54.49)	
A102	The Argory & Canoe Trail	Post Box Dungannon BT71 6LX	Wider Dungannon Area	POINT (-6.66 54.47)	

A103	The Forest Stables & Hidden Gem Cottages	Cooper Irvine Chartered Accountants & Registered Auditors 103 Main St, Fivemiletown BT75 OPG	Wider Dungannon Area	POINT (-7.31 54.37)	
A104	The Old Barn	15 Murley Rd Fivemiletown BT75 OQS	Wider Dungannon Area	POINT (-7.31 54.38)	
A105	The Ryandale	Moy War Memorial 31 The Square, Moy, Dungannon BT71 7SG	Wider Dungannon Area	POINT (-6.69 54.44)	
A106	The Ryandale	Moy War Memorial 31 The Square, Moy, Dungannon BT71 7SG	Wider Dungannon Area	POINT (-6.69 54.44)	
A107	Todds Leap Activity Centre	Annaghilla Road Ballygawley, Dungannon BT70 2BB	Wider Dungannon Area	POINT (-7.03 54.45)	
A108	Todd's Leap Activity Centre & Balinroey B&B	93 Omagh Rd Ballygawley Dungannon BT70 2BY	Wider Dungannon Area	POINT (-7.06 54.47)	
A109	US Grant Homestead	Patterson Sawmill Dungannon BT70 2HT	Wider Dungannon Area	POINT (-6.97 54.48)	
A110	Valley Hotel & Clogher Valley	14 Main St Fivemiletown BT75 0PW	Wider Dungannon Area	POINT (-7.31 54.37)	
A111	Various Dungannon	2 Parklane Dungannon BT71 6JL	Wider Dungannon Area	POINT (-6.75 54.49)	

A112	Washing Bay Wetlands Park	Killen Crossroads Dungannon BT71 5Q	Wider Dungannon Area	POINT (-6.63 54.55)	
A113	Washing Bay Wetlands Park	Killen Crossroads Dungannon BT71 5Q	Wider Dungannon Area	POINT (-6.63 54.55)	
A114	Washing Bay Wetlands Park	249 Washing Bay Rd Dungannon BT71 5DS	Wider Dungannon Area	POINT (-6.61 54.53)	
A115	Golf Club	1 Hawthorn Cres, Dungannon BT70 1QS	Wider Dungannon Area	POINT (-6.77 54.50)	

WIDER COOKSTOWN AREA					
B1	Accommodation	Manor House, 30 High Street, Moneymore BT45 7PD	Wider Cookstown Area	POINT (-6.67 54.69)	
B2	Accommodation	7 Greenvale, Drum Road, Cookstown BT80 8QS	Wider Cookstown Area	POINT (-6.75 54.63)	
B3	Accommodation	2 Sweep Road, Cookstown BT80 8GD	Wider Cookstown Area	POINT (-6.74 54.63)	
B4	Accommodation	15-51 Church St, Cookstown BT80 8HT	Wider Cookstown Area	POINT (-6.60 54.75)	
B5	Accommodation	2 Sweep Rd, Cookstown BT80 8GD	Wider Cookstown Area	POINT (-6.74 54.63)	

B6	Ardboe Abbey & Cross	164 Mullanahoe Rd, Coagh BT71 5AU	Wider Cookstown Area	POINT (-6.55 54.61)	
B7	Ardboe Abbey & Cross	Biggers House Bus Stop, Ardboe Road, Cookstown BT71 5BW	Wider Cookstown Area	POINT (-6.53 54.61)	
B8	Ardboe Abbey & Cross	Old Cross Ardboe, Ardboe Road, Cookstown, BT80 0HU	Wider Cookstown Area	POINT (-6.50 54.61)	
B9	Ardboe Abbey & Cross	6 Ardboe Road, Cookstown BT80 0HT	Wider Cookstown Area	POINT (-6.516 54.63)	
B10	Ardboe Abbey & Cross	Old Cross Ardboe, Old Ardboe Road, BT80 0HU	Wider Cookstown Area	POINT (-6.50 54.61)	

B11	Beaghmore Stone Circles	62 Blackrock Rd, Cookstown BT80 9PA	Wider Cookstown Area	POINT (-6.93 54.70)	
B12	Beaghmore Stone Circles	100-96 Blackrock Rd, Omagh BT79 8JG	Wider Cookstown Area	POINT (-6.94 54.71)	
B13	Beaghmore Stone Circles & OM Dark Sky Park	60 Dunamore Road, Cookstown BT80 9NX	Wider Cookstown Area	POINT (-6.94 54.67)	
B14	Beaghmore Stone Circles & OM Dark Sky Park	Blackrock Road, Omagh BT79 8JG	Wider Cookstown Area	POINT (-6.93 54.69)	
B15	Beaghmore Stone Circles & OM Dark Sky Park	Blackrock Road, Omagh BT79 8JG	Wider Cookstown Area	POINT (-6.92 54.66)	
B18	Beaghmore Stone Circles & OM Dark Sky Park and Observatory	Keenans Bridge, Cookstown BT80 9PT	Wider Cookstown Area	POINT (-6.90 54.66)	

B19	Beaghmore Stone Circles & OM Dark Sky Park and Observatory	Keenans Bridge, Cookstown BT80 9PT	Wider Cookstown Area	POINT (-6.90 54.66)	
B20	Beaghmore Stone Circles & OM Dark Sky Park and Observatory	321 Drum Rd, Cookstown BT80 9PS	Wider Cookstown Area	POINT (-6.94 54.66)	
B21	Burnavon Theatre & Tourist Information	The Hearing Care Partnership, 35 James Street, Cookstown BT80 8AA	Wider Cookstown Area	POINT (-6.74 54.64)	
B22	Burnavon Theatre, Tourist Information & East Sperrins Scenic Route	9 James St, Cookstown BT80 8AA	Wider Cookstown Area	POINT (-6.74 54.644)	
B23	Coyle's Cottage & Kinturk Cultural Centre	175 Battery Rd, Cookstown BT80 0HS	Wider Cookstown Area	POINT (-6.52 54.63)	
B24	Cregganconroe Chambered Cairn	248 Drum Rd, Cookstown BT80 9HP	Wider Cookstown Area	POINT (-6.87 54.65)	
B25	Davagh Forest	4 High St, Draperstown BT45 7AA	Wider Cookstown Area	POINT (-6.78 54.79)	
B26	Davagh Forest	62 Blackrock Rd, Cookstown BT80 9PA	Wider Cookstown Area	POINT (-6.93 54.70)	
B27	Drum Manor Forest Park	200 Drum Rd, Cookstown BT80 8UN	Wider Cookstown Area	POINT (-6.815 54.64)	
B28	Drum Manor Forest Park & OM Dark Sky Park & Observatory	55 Church St, Cookstown BT80 8HT	Wider Cookstown Area	POINT (-6.74 54.63)	
B29	Drum Manor Forest Park & OM Dark Sky Park & Observatory	110 Church St, Cookstown BT80 8HX	Wider Cookstown Area	POINT (-6.74 54.63)	

B30	Drumcairne Forest	6 Castlefarm Rd, Stewartstown BT71 5JD	Wider Cookstown Area	POINT (-6.67 54.58)	
B31	East Sperrins Scenic Route	112 Church St, Cookstown BT80 8HX	Wider Cookstown Area	POINT (-6.74 54.63)	
B32	East Sperrins Scenic Route	55 James St, Cookstown BT80 8NX	Wider Cookstown Area	POINT (-6.74 54.64)	
B33	East Sperrins Scenic Route	149 Lough Fea Rd, Cookstown BT80 9TZ	Wider Cookstown Area	POINT (-6.80 54.71)	
B34	East Sperrins Scenic Route	Lough Fea Road, Cookstown BT80 9TZ	Wider Cookstown Area	POINT (-6.82 54.73)	
B35	East Sperrins Scenic Route	31 Blackrock Rd, Cookstown BT80 9NY	Wider Cookstown Area	POINT (-6.92 54.68)	
B36	East Sperrins Scenic Route	24 Sixtowns Rd, Draperstown BT45 7BA	Wider Cookstown Area	POINT (-6.78 54.79)	

B37	East Sperrins Scenic Route	1 Lissan Rd, Cookstown BT80 8EN	Wider Cookstown Area	POINT (-6.74 54.65)	
B38	Fish Processing Factory	185 Battery Rd, Cookstown BT80 0HY	Wider Cookstown Area	POINT (-6.51 54.63)	
B39	Forest Park & An Creagan Visitor Centre	151 Drum Rd, Cookstown BT80 9DW	Wider Cookstown Area	POINT (-6.76 54.63)	
B40	Forest Trail & Parking	34 Castlefarm Rd, Stewartstown, Dungannon BT71 5LD	Wider Cookstown Area	POINT (-6.65 54.58)	










B41	Forest Trail & Parking	88 Ballygittle Rd, Stewartstown, Dungannon BT71 5JU	Wider Cookstown Area	POINT (-6.64 54.57)	
B42	Glenavon House Hotel & Greenvale Hotel	Asda, A29 Dungannon Road, Cookstown BT80 8GD	Wider Cookstown Area	POINT (-6.74 54.63)	
B43	Glenavon House Hotel & Greenvale Hotel	19 Killymoon St, Cookstown BT80 8HX	Wider Cookstown Area	POINT (-6.74 54.63)	
B44	Golf Club	112 Church St, Maghera BT46 5HD	Wider Magherafelt Area	POINT (-6.74 54.63)	
B45	Killycolp House & Avondale	A29 Dungannon Road, BT80	Wider Cookstown Area	POINT (-6.74 54.61)	
B46	Killymoon Golf Club	19 Killymoon St, Cookstown BT80 8HX	Wider Cookstown Area	POINT (-6.74 54.63)	
B47	Kinturk Cultural Centre & Coyle's Cottage	96 Drumenny Rd, Cookstown BT80 0HN	Wider Cookstown Area	POINT (-6.55 54.63)	
B48	Lissan House	155 Coolreaghs Rd, Cookstown BT80 9QD	Wider Cookstown Area	POINT (-6.75 54.66)	
B49	Lissan Road & Lough Fea	Lissan Road B162	Wider Cookstown Area	POINT (-6.76 54.66)	
B50	Lough Fea	59 Lissan Rd, Cookstown BT80 8EW	Wider Cookstown Area	POINT (-6.7554.65)	
B51	Lough Fea	1 Lissan Rd, Cookstown BT80 8EN	Wider Cookstown Area	POINT (-6.74 54.65)	

B52	Lough Fea	110 Lough Fea Rd, Cookstown BT80 9SS	Wider Cookstown Area	POINT (-6.79 54.70)	
B53	Lough Fea	Muff Road, Magherafelt BT45 7YH	Wider Cookstown Area	POINT (-6.70 54.67)	
B54	Lough Fea	8 Lissan Rd, Cookstown BT80 8EN	Wider Cookstown Area	POINT (-6.74 54.65)	
B55	Lough Fea	155 Coolreaghs Rd, Cookstown BT80 9QD	Wider Cookstown Area	POINT (-6.75 54.66)	
B56	Lough Fea	A29 Moneymore Road, Magherafelt BT45 7YH	Wider Cookstown Area	POINT (-6.70 54.67)	
B57	Manor Park & Turnaface Fishery	29 Lawford St, Moneymore, Magherafelt BT45 7QS	Wider Cookstown Area	POINT (-6.67 54.69)	
B58	Manorview	Drumm Front Gate, Cookstown BT80 9DX	Wider Cookstown Area	POINT (-6.81 54.64)	
B59	OM Dark Sky Park	166-168 Davagh Road, Magherafelt BT45	Wider Cookstown Area	POINT (-6.88 54.754)	
B60	OM Dark Sky Park	155 Davagh Road, Omagh BT79 8JQ	Wider Cookstown Area	POINT (-6.92 54.72)	
B61	OM Dark Sky Park	130 Davagh Road, Omagh BT79 8JJ	Wider Cookstown Area	POINT (-6.94 54.71)	
B62	Pomeroy Forest	Soccer Pitch, Dungannon BT70 3FD	Wider Cookstown Area	POINT (-6.91 54.59)	



B63	Pomeroy Forest	MoneyGram 5 - 6 The Diamond, Dungannon BT70 2QX	Wider Cookstown Area	POINT (-6.92 54.59)	
B64	Pomeroy Forest	20 Tanderagee Road, Pomeroy, Dungannon BT70 3DS	Wider Cookstown Area	POINT (-6.91 54.59)	
B65	Pomeroy Forest	56-50 Tanderagee Road, Dungannon BT70 3DS	Wider Cookstown Area	POINT (-6.90 54.59)	
B66	Rectory Lodge Trout Fishery	Church Road, Cookstown BT80 9RY	Wider Cookstown Area	POINT (-6.84 54.64)	
B67	Rosehill House	4 Mullantain View, Stewartstown, Dungannon BT71 5HJ	Wider Cookstown Area	POINT (-6.67 54.57)	
B68	Royal Hotel	29 Oldtown Street, Cookstown BT80 8EE	Wider Cookstown Area	POINT (-6.74 54.64)	
B69	Royal Hotel	8 Oldtown Street, Cookstown BT80 8EF	Wider Cookstown Area	POINT (-6.74 54.64)	
B70	Sperrins	130 Lough Fea Road, Cookstown BT80 9ST	Wider Cookstown Area	POINT (-6.80 54.70)	
B71	Springhill House	1 Springhill Road, Moneymore, Magherafelt BT45 7NG	Wider Cookstown Area	POINT (-6.65 54.68)	
B72	Springhill House	3 High Street, Moneymore, Magherafelt BT45 7PE	Wider Cookstown Area	POINT (-6.66 54.69)	

B73	Springhill House	1 High Street, Moneymore, Magherafelt BT45 7PE	Wider Cookstown Area	POINT (-6.66 54.69)	
B74	Springhill House	1 High Street, Moneymore, Magherafelt BT45 7PE	Wider Cookstown Area	POINT (-6.66 54.69)	
B75	Tourist Information	25 Killymoon Street, Cookstown BT80 8JJ	Wider Cookstown Area	POINT (-6.74 54.63)	
B76	Tullaghoge Fort	Tullywiggan Road, Cookstown BT80 8UB	Wider Cookstown Area	POINT (-6.73 54.60)	
B77	Tullaghoge Fort	Tullywiggan Road, Cookstown BT80 8UB	Wider Cookstown Area	POINT (-6.73 54.60)	
B78	Tullaghoge Fort	Tullywiggan Road, Cookstown BT80 8UB	Wider Cookstown Area	POINT (-6.73 54.60)	
B79	Tullylagan House Hotel	The Pipers Cave	Wider Cookstown Area	POINT (-6.76 54.59)	
B80	Tullylagan House Hotel	The Pipers Cave, 138 Dungannon Rd, Cookstown BT80 9BD	Wider Cookstown Area	POINT (-6.76 54.59)	
B81	Turnaface Fishery	1 Coltrim Road, Moneymore, Magherafelt BT45 7QG	Wider Cookstown Area	POINT (-6.69 54.68)	
B82	Wellbrook Beetling Mill	210 Drum Road, Cookstown BT80 9RU	Wider Cookstown Area	POINT (-6.83 54.64)	


WIDER MAGHERAFELT AREA					
C1	Accommodation	90 Gortead Rd Upperlands, Maghera BT46 5DZ	Wider Magherafelt Area	POINT (-6.63 54.88)	
C2	Accommodation & North Sperrins Scenic Route	Crosskeys Crossroads Maghera BT46 5SU	Wider Magherafelt Area	POINT (-6.62 54.88)	
C3	An Carn	68-72 Main St Maghera BT46 5AF	Wider Magherafelt Area	POINT (-6.67 54.84)	
C4	An Carn	54 Halfgayne Rd Maghera BT46 5NZ	Wider Magherafelt Area	POINT (-6.69 54.88)	
C5	An Carn	Crawford Field Sports Maghera BT46 5AE	Wider Magherafelt Area	POINT (-6.67 54.84)	
C6	Annagh Cottage & Dewhamill B&B	39 Ballydermot Rd Bellaghy, Magherafelt BT45 8LF	Wider Magherafelt Area	POINT (-6.50 54.79)	
C7	Annagh Cottage & Dewhamill B&B	43 Ballydermot Rd Magherafelt BT45 8LF	Wider Magherafelt Area	POINT (-6.49 54.78)	
C8	Annagh Cottage, Dewhamill B&B & The Strand at Lough Beg	50 Deerpark Rd Castledawson, Magherafelt BT45 8BU	Wider Magherafelt Area	POINT (-6.510 54.79)	
C9	Bellaghy Bawn	Amazon Counter - Post Office Bellaghy 17-19 Main St, Bellaghy, Magherafelt BT45 8HS	Wider Magherafelt Area	POINT (-6.51 54.80)	

C10	Canoe Trail	Glendale School Magherafelt BT45 8JS	Wider Magherafelt Area	POINT (-6.50 54.819)	
C11	Canoe Trail	Glendale School Magherafelt BT45 8JS	Wider Magherafelt Area	POINT (-6.50 54.81)	
C12	Canoe Trail	57 Ballynease Rd Bellaghy, Magherafelt BT45 8NF	Wider Magherafelt Area	POINT (-6.49 54.82)	
C13	Coarse Angling Facility & Molloy's Ford	20 Ballymacombs Rd Portglenone, Ballymena BT44 8NQ	Wider Magherafelt Area	POINT (-6.48 54.86)	
C14	Coarse Angling Facility & Molloy's Ford	20 Ballymacombs Rd Portglenone, Ballymena BT44 8NQ	Wider Magherafelt Area	POINT (-6.48 54.86)	
C15	Cycle Trail	9 Draperstown Rd Magherafelt BT45 5GH	Wider Magherafelt Area	POINT (-6.70 54.81)	
C16	Davagh Forest & East Sperrins Scenic Route	Holy Family Sisters High St, Draperstown, Magherafelt BT45 7AA	Wider Magherafelt Area	POINT (-6.78 54.79)	
C17	East Sperrins Scenic Route	83 Desertmartin Rd Moneymore, Magherafelt BT45 7RF	Wider Magherafelt Area	POINT (-6.66 54.74)	
C18	East Sperrins Scenic Route	29 Tobermore Rd Magherafelt BT45 5LW	Wider Magherafelt Area	POINT (-6.67 54.76)	
C19	Marina & Caravan Park	125 Shore Rd Ballyronan, Magherafelt BT45 6JA	Wider Magherafelt Area	POINT (-6.53 54.70)	

<b>C20</b>	Marina & Caravan Park	180 Shore Rd Ballyronan, Magherafelt BT45 6LS	Wider Magherafelt Area	POINT (-6.53 54.71)	
<b>C21</b>	Moyola Park Golf Club	3 Boyne Row Castledawson, Magherafelt BT45 8AE	Wider Magherafelt Area	POINT (-6.56 54.77)	
<b>C22</b>	Moyola Park Golf Club	57 Glenshane Rd Magherafelt BT45 8DQ	Wider Magherafelt Area	POINT (-6.58 54.78)	
<b>C23</b>	New Ferry	Martin McAleese Fruit & Veg Ltd 23 Ballymacombs Rd, Antrim, Ballymena BT44 8NQ	Wider Magherafelt Area	POINT (-6.49 54.86)	
<b>C24</b>	New Ferry & Canoe Trail	15 Ballymacombs Rd Portglenone, Ballymena BT44 8NQ	Wider Magherafelt Area	POINT (-6.50 54.86)	
<b>C25</b>	New Ferry & Canoe Trail	Smithstown Crossroads Ballymena BT44 8NL	Wider Magherafelt Area	POINT (-6.50 54.86)	
<b>C26</b>	North Sperrins Scenic Route	9 Draperstown Rd Magherafelt BT45 5GH	Wider Magherafelt Area	POINT (-6.70 54.81)	
<b>C27</b>	North Sperrins Scenic Route	52 Main St Maghera BT46 5AE	Wider Magherafelt Area	POINT (-6.67 54.84)	
<b>C28</b>	North Sperrins Scenic Route	Crawford Field Sports 58 Main St, Maghera BT46 5AE	Wider Magherafelt Area	POINT (-6.67 54.84)	
<b>C29</b>	North Sperrins Scenic Route	Holy Family Sisters High St, Draperstown, Magherafelt BT45 7AA	Wider Magherafelt Area	POINT (-6.78 54.79)	

C30	North Sperrins Scenic Route	58 Main St 58 Main St, Maghera BT46 5AE	Wider Magherafelt Area	POINT (-6.67 54.84)	
C31	North Sperrins Scenic Route	Rafters Bar 2-4 Kilrea Rd, Swatragh, Maghera BT46 5QF	Wider Magherafelt Area	POINT (-6.66 54.90)	
C32	North Sperrins Scenic Route	88 Coleraine Rd Maghera BT46 5BP	Wider Magherafelt Area	POINT (-6.66 54.85)	
C33	Scenic Route	1A Grillagh Rd Maghera BT46 5HU	Wider Magherafelt Area	POINT (-6.66 54.86)	
C34	Seamus Heaney HomePlace	98 Deerpark Rd Toomebridge, Antrim BT41 3SS	Wider Magherafelt Area	POINT (-6.50 54.77)	
C35	Seamus Heaney HomePlace	45 Main St Bellaghy, Magherafelt BT45 8H	Wider Magherafelt Area	POINT (-6.52 54.80)	
C36	Seamus Heaney HomePlace	Ballymacombs Road A54, Ballymena BT44	Wider Magherafelt Area	POINT (-6.48 54.86)	
C37	Seamus Heaney HomePlace	Orchard Portglenone, Ballymena BT44 8DX	Wider Magherafelt Area	POINT (-6.48 54.87)	
C38	Seamus Heaney HomePlace	47 Magherafelt Rd Castledawson, Magherafelt BT45 8DR	Wider Magherafelt Area	POINT (-6.57 54.77)	
C39	Seamus Heaney HomePlace	47 Magherafelt Rd Castledawson, Magherafelt BT45 8DR	Wider Magherafelt Area	POINT (-6.57 54.77)	
C40	Seamus Heaney HomePlace & Moyola Park Golf Club	18 Boyne Row Castledawson, Magherafelt BT45 8AE	Wider Magherafelt Area	POINT (-6.56 54.77)	

C41	Seamus Heaney's Grave	3-7 Oldtown Road Magherafelt BT45 8JD	Wider Magherafelt Area	POINT (-6.51 54.81)	
C42	Springwell Fishery	22 Gortinari Moneyneeny, Draperstown, Magherafelt BT45 7EA	Wider Magherafelt Area	POINT (-6.82 54.81)	
C43	St Lurach's Old Church & Maghera Walled Garden	Maghera Medical Centre 25 Church St, Maghera BT46 5EA	Wider Magherafelt Area	POINT (-6.66 54.84)	
C44	The Jungle Outdoor Adventure & Glamping	83 Desertmartin Rd Moneymore, Magherafelt BT45 7RF	Wider Magherafelt Area	POINT (-6.66 54.74)	
C45	The Strand at Lough Beg	8 Ballyscullion Rd Bellaghy, Magherafelt BT45 8LD	Wider Magherafelt Area	POINT (-6.51 54.80)	
C46	Tirnoney Dolmen	101 Tirkane Rd Maghera BT46 5NB	Wider Magherafelt Area	POINT (-6.69 54.85)	
C47	Broken Sign	Renault Car BreakersNi 10 Urbalshinny Rd, Maghera BT46 5PD	Wider Magherafelt Area	POINT (-6.71 54.86)	
C48	Tirnoney Dolmen	101 Tirkane Rd Maghera BT46 5NB	Wider Magherafelt Area	POINT (-6.69 54.85)	
C49	Broken Sign	4 Slaghtneill Rd Maghera BT46 5NJ	Wider Magherafelt Area	POINT (-6.72 54.87)	
C50	Accommodation	40 King St, Magherafelt BT45 6AS	Wider Cookstown Area	POINT (-6.60 54.75)	

C51	Various Maghera	15 Lana Shui Finn Maghera BT46 5GF	Wider Magherafelt Area	POINT (-6.66 54.84)	
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## **Appendix 1.2 –**

[Interactive Google Map of Brown Signs in Mid Ulster](#)

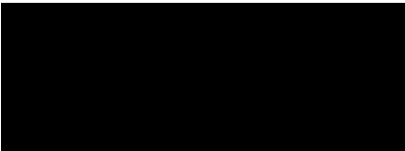
### APPENDIX 1.3

#### LIST OF BROWN TOURIST SIGNS WASHED

(Please note in some instances thick algae formed from overhanging trees could not be removed).

Site	Address	Town/Area	Brown Sign	Washed
Ardboe Cross	Ardboe Road, Cookstown BT80 0HU	Cookstown	yes	yes
Coyles Cottage	57 Annaghmore Rd, Cookstown BT80 0JA	Cookstown	yes	yes
Kinturk Cultural Centre	7 Kinturk Road, BT80 0JD	Cookstown	yes	yes
Burnavon/ VIC	Burn Road, Cookstown, BT80 8DN	Cookstown	yes	yes
Lissan House	Drumgrass Road, Cookstown, BT80 9SW	Cookstown	yes	yes
Springhill House	20 Springhill Road, Moneymore, Magherafelt, BT45 7NQ	Moneymore	yes	yes
Manor House	Moneymore, Magherafelt, BT45 7PD	Moneymore	yes	yes
Manor Park	Ministers Walk, Moneymore, Magherafelt BT45 7PD	Cookstown	yes	yes
Jungle NI	60 Desertmartin Road, BT45 7RB	Moneymore	yes	yes
Ballyronan Marina	135A Shore Rd, Ballyronan, Magherafelt, BT45 6JA	Ballyronan	yes	yes
Manor View	Drum Road, Cookstown BT80 9DX	Cookstown	yes	yes
Drum Manor	Drum Rd, Cookstown BT80 8UN	Cookstown	yes	yes
Wellbrook Beetling Mill	20 Wellbrook Rd, Corkhill Rd, Cookstown BT80 9RY	Cookstown	yes	yes

Beaghmore Stone Circles	64-62 Blackrock Rd, Cookstown BT80 9PA	Cookstown	yes	yes
Davagh Forest Trails	Davagh Rd, Omagh BT79 8JQ	Cookstown	yes	yes
OM Dark Sky Park	155 Davagh Rd, Omagh BT79 8JQ	Cookstown	yes	yes
Rectory Lodge Trout Fishery	Drum Rd Cookstown BT80 9RY,	Cookstown	yes	yes
Glenavon House	Main St Cookstown 19 Killymoon St, Cookstown BT80 8HX	Cookstown	yes	No Difficulty removing algae
Greenvale Hotel	Main St Cookstown 19 Killymoon St, Cookstown BT80 8HX	Cookstown	yes	No Difficulty removing algae
Royal Hotel	29 Oldtown St, Cookstown BT80 8EE	Cookstown	yes	Yes
Avondale B & B	Killycolpy Road, BT80 8UL	Cookstown	yes	yes
Lough Fea	149 Lough Fea Road, Cookstown BT80 9TZ	Cookstown	yes	yes
Dungannon Park	Moy Road, Dungannon BT71 6WS	Dungannon	yes	yes
Ranfurly House Arts & Visitor Centre	26 Market Square, Dungannon, BT70 1AB	Dungannon	yes	yes
Eskragh Lough	109 Ballygawley Road, Dungannon, BT71 7DF	Dungannon	yes	yes
Dungannon Golf Club	1 Hawthorn Crescent, Dungannon BT70 1QS	Dungannon	yes	yes
Linen Green	Main Road, Moygashel, Dungannon, BT71 7QR	Dungannon	yes	yes



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**Author :** Stephen Hughes  
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**Level 4:**(Business Functn.) Traffic

**Notes**

**Certification**

This document represents TransportNI Policy drawn up in conjunction with the Northern Ireland Tourist Board (NITB) and is to be implemented with effect from the date of issue.

(Signed) PB Doherty Director of Engineering

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## 1 Introduction

### 1.1 Purpose

1.1.1.1 This Policy & Procedure Guide (RSPPG): -

- a) has been developed jointly between TransportNI, the Department of Enterprise, Trade and Investment, and the Northern Ireland Tourist Board;
- b) is aimed at all staff involved in the provision of tourist attraction signing.

### 1.2 Definitions

1.2.1.1 In this RSPPG the following definitions and abbreviations apply: -

- a) DRD – the Department for Regional Development
- b) NITB – The Northern Ireland Tourist Board
- c) DETI - the Department of Enterprise, Trade and Investment
- d) TNIHQ – TransportNI Headquarters
- e) TSR – The Traffic Signs Regulations (Northern Ireland)
- f) RTRO – The Road Traffic Regulation (Northern Ireland) Order
- g) RO – The Roads (Northern Ireland) Order
- h) Cost, sign cost, total cost, etc. - The total cost of design, purchase, erection and illumination or reflectorisation of a sign, including administration charges
- i) B&B – Bed and breakfast
- j) Urban area – A location within a built-up area with a speed limit of 40mph or less
- k) Rural area – A location outside a built-up area where the national speed limit applies or where a 50 or 60 mph speed limit has been introduced
- l) Visitor - a person from outside the immediate locality in which the tourist attraction is located

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m) Tourist destination - A permanently established tourist attraction or tourist facility (both defined following this definition) which:

- attracts or is used by visitors to an area; and
- is open to the public without prior booking.

n) Tourist attraction - a location or place that, in itself, tourists would wish to see or visit. Typically, this would include: -

- NITB funded tourism products;
- Visitor attractions that have received NITB Quality Grading;
- historic buildings;
- museums;
- zoos;
- natural attractions such as nature reserves;
- beaches and viewpoints;
- scenic routes;
- outdoor pursuits centres;
- activity tourism centres;
- golf courses; and
- areas providing fishing.

o) Tourist facility - an enterprise that provides a service primarily for tourists, such as the provision of NITB accredited accommodation and information for tourists and would, typically, include: -

- hotels;
- guesthouses;
- B&B establishments;
- guest accommodation;
- caravan and camping parks;
- hostels;
- bunk houses;
- self catering accommodation;



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- campus accommodation;
- marinas;
- public slipways;
- boat / cruiser hire;
- motorhome hire;
- Aire de service/motorhome service facilities;
- picnic sites; and
- tourist information centres and tourist information boards.

p) Utility - a place or service that would be of use to tourists but does not of itself constitute a tourist attraction. Utilities are commonplace and will not be signed, and would, typically, include: -

- banks;
- doctors' surgeries;
- chemist shops;
- hire (cars, cycles, surfing equipment, etc.) shops;
- sports facilities;
- antique shops;
- art galleries;
- restaurants;
- garden centres;
- shopping centres; and
- individual shops.

Generally, libraries may be deemed to be utilities unless they are individually designated for historical or other reasons as attractions by NITB.

## **1.3 Background**

1.3.1.1 Included in 'A Strategy for the Development of Tourism in Northern Ireland' published by NITB in November 1997 is an agreement that the then Roads Service would work with NITB on a review of the jointly agreed tourist signing policy.

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1.3.1.2 Scott Wilson Resource Consultants were appointed in October 1998 to carry out a review of tourist signing policy. NITB subsequently carried out extensive consultations with local Councils, Government Departments and tourist industry associations to determine overall tourist signing needs. The main findings of these consultations have been taken into account in developing the first version of this policy in 2004. This version of the policy has been produced to reflect changes in the tourism market in the time since 2004.

1.3.1.3 There are three main parties in terms of the operation and implementation of the tourist signing policy in Northern Ireland. These are:

- NITB
- Local Councils
- DRD

1.3.1.4 NITB is the official body responsible for the development of tourism and marketing of Northern Ireland as a tourist destination to visitors within Northern Ireland and from the Republic of Ireland. Tourism Ireland promotes Northern Ireland outside Ireland. NITB's role in terms of tourist signing is to provide expert guidance on tourism products so that only suitable destinations that benefit tourists receive signing.

1.3.1.5 Local councils are responsible for the promotion and development of tourism within their respective local areas. Local councils have it in their remit to provide the following tourist related amenities:

- Coach parking;
- Car parking for leisure or tourism purposes;
- Visitor information/interpretation panels/boards;
- Tourism facilities; and,
- Visitor centres.

1.3.1.6 Councils are best placed to interface with the local tourist industry and to assist with developing any local tourism strategies.

1.3.1.7 The Local Council's Tourism Development or Economic Development Unit is the first point of contact for applicants. The Council is responsible for assisting applicants in completing the application form for tourism signage; for liaising with NITB to establish eligibility for tourism signage on the applicant's behalf; and in liaising directly with TransportNI regarding the production and installation of signage on behalf of the applicant.

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1.3.1.8 DRD has a discretionary statutory power to provide, or permit the provision of, traffic signs which includes 'white on brown' tourist direction signs. The Department has a key role in the design and provision of signs, and is concerned with the content and layout of the sign as well as the positioning of it on the road network. As DRD is responsible for road network stewardship it has a final arbiter role in terms of the provision of signs bearing in mind the need to maintain road safety and minimise the proliferation of traffic signs.

1.3.1.9 This policy has been developed and agreed between DETI, NITB and DRD so that eligible and harder to find tourist destinations in Northern Ireland can receive signing. The agreed eligibility criteria is intended to ensure that applications are treated on a fair and balanced basis, and traffic management and road safety considerations are given priority.

## **1.4 Implementation**

1.4.1.1 This policy and procedure guide is to be implemented with immediate effect. Whilst the criteria listed within this policy apply to the provision of new signs, existing authorised signing not complying with these criteria should be allowed to remain until they require replacement for either sign maintenance or traffic management reasons.

1.4.1.2 When sign replacement is required, a new application for signing should be submitted by the operator of the destination in order that it can be confirmed that the destination continues to meet the relevant criteria for the provision of tourist signing. Automatic replacement of tourist signs should not, therefore, be undertaken.

1.4.1.3 The implementation of the policy will be subject of an annual review between DRD/DETI/NITB.

## **1.5 Costs and benefits**

1.5.1.1 As with former policy, this policy and procedure guide places with the applicant the responsibility for bearing the total cost of all signs provided.

1.5.1.2 Some costs will arise from the removal of signs to destinations that no longer comply with the policy. It is anticipated that these costs will be minimal and will generally be borne by TransportNI.

1.5.1.3 The main benefit to derive from implementation of this policy and procedure guide will be clear guidance on the provision of high quality, visitor-focused tourist signing.

## 2 Policy & Procedure

### 2.1 Core principles

2.1.1.1 White-on-brown tourist signs constitute one part of the overall family of direction signs. The main purpose of tourist signs is to guide visitors to their desired destinations via the most appropriate route at the latter stages of their journey, particularly where destinations are hard to find. As with all other direction signs, tourist signs are an aid to safe and efficient navigation, to complement, but not replace, pre-planning of the journey and the use of navigational aids such as verbal instructions, maps, road atlases, websites, satellite navigation systems, and mobile phone applications.

2.1.1.2 White-on-brown signs for tourist destinations (Appendix 1 – Tourist destinations) should supplement rather than duplicate information already provided on other direction signs provided for the guidance of all traffic. While recognising that ancillary benefits may accrue to the operator of a tourist destination through increased patronage, white-on-brown signs should only be used where there are clear benefits to the road user, eg. for safety reasons, where locations are hard to find or to encourage visitors to use particular routes.

2.1.1.3 In built-up areas it may not be possible to sign all tourist destinations due to the large number involved. It is therefore recommended that comprehensive signing schemes be implemented, with applications for tourist signs being considered only as part of a group and not individually (see paragraph 2.5).

2.1.1.4 Only businesses in which a tourism element predominates as opposed to a commercial retail focus will be considered for white-on-brown signs. For example a large retail centre which while attracting visitors is primarily providing for the local retail market and will not be eligible for white-on-brown signing.

### 2.2 Criteria

2.2.1.1 Consideration of applications for the erection of tourist signs is a two-stage process:

- a) eligibility addresses the nature of the destination itself. Only tourist destinations designated as such by NITB will be eligible for tourist signing; and
- b) entitlement takes into consideration compliance with this policy and the satisfactory accommodation of the signing within the overall needs of other traffic.

2.2.1.2 Eligibility will not confer automatic entitlement to tourist signs. Where a tourist destination is deemed by NITB to be eligible for tourist signing the final decision as to whether a destination is signed will be made by TransportNI. Where TransportNI decides not to approve the provision of signing a full explanation as to the reason why will be provided to the local council.

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2.2.1.3 For a tourist destination to be signed it must be permanently established and be open to the public without prior booking. In addition, it should: -

- a) have adequate parking on site or close by. The signs should direct road users to the parking facilities with onward pedestrian signing (see paragraph 4.2.9) to the tourist destination itself;
- b) have adequate toilets on site (where appropriate), including those for visitors with disabilities;
- c) have adequate publicity material (eg. leaflets, within tourist guide books, websites or at tourist information centres), or have a website dedicated to the promotion of their product or make use of social media and mobile phone technology/applications, or be able to demonstrate the use of other on-line channels for promoting tourism such as the discover Northern Ireland web page link as follows <http://www.discovernorthernireland.com/>;
- d) be of good quality, well-maintained and suitable for people with disabilities;
- e) be open continuously from Easter to October (inclusive) each year, as a minimum;
- f) be adequately identifiable in terms of the nature of the tourist destination at the point of entry , as described in paragraph 4.2.7.1;
- g) be a member of an NITB approved quality assurance scheme for tourist accommodation (where appropriate); and
- h) enter into the appropriate financial arrangements as described in paragraph 2.7.

2.2.1.4 Existing authorised signing not complying with this policy should be allowed to remain until it is in need of replacement for either sign maintenance or traffic management reasons. When such signs are to be removed, TransportNI shall advise the operator of the destination concerned and the local Council so that provision may be made for inclusion of the destination on local tourist information boards if deemed appropriate by the local Council.

2.2.1.5 Utilities will not be signed individually, but information pertaining to them may be included on information panels at tourist information boards.

## 2.3 General principles

2.3.1.1 The primary purpose of tourist signing is to assist in the management of traffic and to ensure the safe operation of the road network. It is not intended that signs be used as advertising for the tourist destination. Signing should not be permitted that will provide an advantage to one commercial enterprise at the expense of another.

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2.3.1.2 On the basis that signs should only be provided for enterprises that are difficult to find, tourist destinations located on A or B class roads will not normally receive any tourist signing, unless there are demonstrable traffic management or road safety reasons for signing or the destination is funded or Quality Graded by NITB and the tourist destination is intended to have a significant impact on the overall tourism offering for Northern Ireland. This may include high visitor numbers as outlined in section 2.4. Further exception may be made for tourist destinations located on A or B class roads carrying less than 1,500 vehicles per day.

2.3.1.3 Signing to a tourist destination shall not be provided until all unauthorised signs relating to that destination are removed from the public road (see paragraph 2.8.1.2i).

2.3.1.4 It is important to ensure that there is consistency across Divisional and local Council boundaries. To this end, signing to a tourist destination should only be developed after consulting bodies controlling adjoining areas to agree consistent arrangements for cross-boundary signing.

2.3.1.5 In some cases it may be difficult to decide whether a particular enterprise is primarily a tourist facility or a retail outlet (for example, craft workshops and potteries). NITB shall be responsible for determining if the tourism element predominates (eg. if the public can watch a demonstration or display without necessarily making any purchases of the products or goods on offer).

2.3.1.6 Properties and sites such as forest parks, country parks, historic monuments and those owned by the National Trust are automatically considered to be tourist destinations, but shall comply with the criteria given in paragraph 2.2.1.3 before signing is provided.

2.3.1.7 Permanent garden exhibitions that are part of, or are attached to a garden centre, should not be considered for tourist destination signing unless the exhibition is recognised by NITB as being of particular significance in horticultural or arboriculture terms.

2.3.1.8 In the interests of road safety, sign proliferation should be minimised by ensuring that, where a tourist destination comprises more than one attraction or facility, only the main attraction or facility is referred to on the signs. An exception may be made, however, where a destination is widely known as, say, 'Hotel and country club'. It is unlikely that a destination would be known, for instance, as 'Hotel and conference centre facilities' and requests of this nature should be refused, as they are basically an attempt to advertise rather than direct. Where there are number of discrete tourist products on offer at the same general tourism location product related symbols can be used to indicate the different ones up to a maximum of four.



2.3.1.9 Service symbols are generally not to be used. Symbols such as those indicating the availability of toilets or accessible parking are not required as tourist destinations have to provide these to receive signing (paragraph 2.2.1.3 refers). Other symbols such as the 'knife and fork' or 'cup' symbol are used on service areas signs on strategic routes for safety reasons in that they benefit people making longer journeys and on signs to by-passed communities (section 4.1.3 refers). However in the context of tourist signing they have the potential to provide commercial advantage for a tourist destination over a standalone 'non-tourist' related business in the general area.

2.3.1.10 In all cases TransportNI shall determine the design, size and siting of traffic signs.

## 2.4 Extent of Signing and Visitor numbers

2.4.1.1 If deemed eligible by NITB to constitute either a tourist attraction or tourist facility, a tourist destination may be signed from the nearest A or B class road regardless of visitor numbers to that destination. Appendix 4 in paragraph 4.4 provides an indicative map of the A and B class road network in Northern Ireland.

2.4.1.2 Where signing is to be permitted to a tourist destination located on an A or B class road carrying less than 1500 vehicles per day (paragraph 2.3.1.2) signing shall be from the nearest A or B class road carrying more than 1500 vehicles per day.

2.4.1.3 Exceptionally, signing may also be provided from the next nearest A or B road when it can be established that traffic visiting the destination is likely to approach from either direction.

2.4.1.4 For traffic management and road safety reasons signing from main routes beyond the nearest A or B road will generally only be considered for tourist attractions when the relevant stipulations in the following paragraphs apply.

2.4.1.5 The signing of tourist facilities shall not be permitted from motorways.

2.4.1.6 The signing of tourist attractions from motorways shall only be permitted in exceptional circumstances and reserved for strategically significant tourist products that are deemed so, and fully supported, by the local Council and NITB, such as Titanic Belfast.

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2.4.1.7 Before tourist signing from a motorway is considered the adequacy of the existing direction signing to the nearest main destination shall be assessed and improved if appropriate and more local but less extensive dedicated signing be provided closer to the attraction. Where more than one attraction is located at the same geographical destination, only the main attraction shall be signed.

2.4.1.8 Tourist signing shall also only be provided to tourist attractions located less than twenty miles from the nearest motorway junction. The opportunity to provide tourist signing will however be dependent on the existing signing on the stretch of motorway in question. If it is proposed to include the attraction on existing advance direction signs then the standard rules in Local Transport Note 1/94, in terms of the number of units of information that can be included on a sign, shall apply. If there is the opportunity to provide standalone dedicated supplementary tourist signs between existing motorway advance direction signs then up to a maximum of 3 eligible tourist attractions may be indicated from each motorway off-slip where a standard 'stack' type direction sign is used (see sign diagram 2924 below). Where a 'map' type sign is to be used which shows either a diverge or a roundabout ahead the number of attractions should be reduced to 2.



Sign Diagram 2924

2.4.1.9 It is accepted, however, that there may be instances where a motorway may be the closest and most suitable route to an attraction (eg. Peatlands Park, Ardross House & The Argory) and that each of these may not meet the revised approach to signing from motorways. Signing in such instances shall be allowed to remain until such times as the existing motorway signing needs replaced or an application is received asking for tourist signing from the same junction when the on-going need/eligibility for the existing signing will need assessed.

2.4.1.10 Signing from a primary route that is not the nearest main road may be provided to attractions with more than 20,000 visitors per annum, up to a maximum of twenty miles from the attraction. Appendix 3 in paragraph 4.3 provides an indicative map of the Northern Ireland Primary Route network. Continuity signing along a primary route from the junction with another primary route may be approved to tourist attractions meeting these criteria. This is designed to cater for traffic approaching the attraction from different directions. Such cases are likely to be rare and will be considered on their individual merits. However, signing may be permissible from two different primary routes if traffic is obviously drawn from more than one direction.

2.4.1.11 The applicant shall provide reliable proof of visitor numbers.



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2.4.1.12 Extended signing from a motorway or primary route should not be based on projected visitor numbers for a new attraction. Initial signing should be undertaken from the nearest A or B class road. Signing can then be extended further to include primary routes or motorways based on actual visitor numbers when achieved. Exceptions to this may be made for tourist destinations supported; Quality Graded; and/or funded by NITB irrespective of visitor numbers or by agreement between TNIHQ and NITB where a new tourist attraction is reasonably expected to have visitor numbers that are at least twice those required to merit such signing.

2.4.1.13 Where a multi-function venue is being assessed for tourist signing, it is important that only the elements eligible for tourist signing are included in visitor number totals. Where the primary purpose of a multi-function venue is clearly commercial, retail or unrelated to tourism, additional signing shall not be permitted. Where the balance between the tourist and non-tourist elements is less clear-cut, TransportNI may arrange to have such surveys carried out, as it considers appropriate to validate a request for additional signing. Applicants shall bear the cost of these surveys and failure to co-operate fully shall invalidate the request for additional signing.

2.4.1.14 Should visitor numbers not meet the required level within three years of the establishment opening, removal of the extended signing should be considered. This is important in order to maintain the validity of sign provision criteria relative to the standard of tourist destinations being signed and to prevent criticism from other attractions where extended signing has been denied on the basis of visitor numbers.

2.4.1.15 Extended signing may be retained where visitor numbers are showing annual increases and there is a likelihood that the required visitor level will be reached within the following three-year period. Signs should be removed, however, where visitor numbers are decreasing annually or are static at or below 80% of the required visitor level.

2.4.1.16 Departures from the above criteria in respect of visitor numbers will require the approval of the Director of Engineering. In all cases, NITB should be consulted regarding visitor levels before any action to remove signs is taken. As it is anticipated that the number of signs requiring removal will be small, TransportNI will bear the cost of removal in the interests of maintaining signing standards.

## **2.5 Application Process**

2.5.1.1 All applications should be made via the local council which has a responsibility for developing tourism in its area.

2.5.1.2 Further details of the application process are contained in Appendix 5.

2.5.1.3 The local council along with NITB will determine the eligibility of a destination for signing. The final decision on the provision of signing will however be dependent on the agreement of TransportNI which will consider all aspects of practical implementation.

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2.5.1.4 TransportNI will determine the type and extent of signing required and whether it can be accommodated along with existing traffic signing in the area. If signing can be provided TransportNI will give an indication of the possible cost of provision.

2.5.1.5 The local Council will act as the sole point of contact with TransportNI regarding the provision and funding of tourist signing in its area and as such, all requests for tourist signing should be directed to it.

2.5.1.6 The local Council shall also be the point of contact with the applicant and is responsible for transmitting all decisions to the applicant, apart from any specific detail in relation to the sign provision. In accordance with paragraph 2.7.1.2 the local council will also organise obtaining the funding for the sign provision from the applicant.

2.5.1.7 When an application is rejected the council shall inform the applicant in writing of the reasons why.

2.5.1.8 When an application is successful the applicant shall be informed of the extent of signing to be offered and that the signing will only be provided after they have deposited the funding to cover the estimated cost with the local Council. Applicants should also be informed that they will need to agree to reconciling actual costs at the end of the process should the out turn figure be over the estimated figures. Where the outturn figure is less than the estimated figure the excess will be returned to the applicant.

## **2.6 Tourist signing inventory**

2.6.1.1 The local Council, in conjunction with NITB, should maintain an inventory of tourist attractions and facilities that have received tourist signing in its area. It is important that this inventory includes all existing approved tourist signing in the council area. Part of the council's responsibility in maintaining the inventory will be to identify any enterprises no longer operating and consequently any signs no longer needed. Councils shall inform TransportNI of any redundant signs and TransportNI will arrange removal.

2.6.1.2 Those items on the inventory not eligible for direction signing may be catered for by means of tourist information boards or specialist literature at tourist information centres.

2.6.1.3 The local Council will be responsible for the co-ordination and assembly of funding for the signing of destinations identified for signing as part of this policy on the provision of tourist signs.

2.6.1.4 If considered necessary by the partners, the tourist signing scheme will be subject to review on an annual basis.

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## **2.7 Financial arrangements**

2.7.1.1 In all cases, the applicant shall provide all funding for tourist signing to the destination, whether publicly or privately owned. Regional delivery partners or local Councils should fund direction signing to general tourist attractions such as Areas of Outstanding Natural Beauty, scenic routes and viewpoints.

2.7.1.2 All funding shall be directed to the local Council who will act as the funding co-ordinator for tourist signing. This will ensure that the Council is aware of all signing provision within its area.

## **2.8 Sign erection**

2.8.1.1 Signs shall be erected by TransportNI, except in cases where specific agreements are drawn up in accordance with Article 29(3) of RTRO. Where applicants choose to supply signs, they shall comply with the specification contained in the current TransportNI Signs Supply Contract as let by the Central Procurement Directorate.

2.8.1.2 The following shall be made clear in writing to operators of destinations requesting tourist signing. It is anticipated that the local Council will be responsible for issue of a letter covering these points: -

- a) the signs shall become the property of the Department;
- b) the signs shall be removed if the destination fails to meet the criteria set out in this policy document;
- c) TransportNI will carry out normal sign maintenance, but should the signs be severely damaged and become unsightly or a road safety hazard, they will be removed from the site;
- d) the operator shall be responsible for the cost of replacing signs if they become damaged or require renewal due to normal wear and tear;
- e) if TransportNI can recover the cost of damage from a third party, the signs will be replaced at no cost to the operator. Otherwise the operator will be required to meet the cost of a replacement sign, if required;
- f) while estimates may be given, actual costs, whether more or less, shall be charged;
- g) full payment is required in advance;
- h) the signs shall be white-on-brown tourist direction signs and illuminated in accordance with TransportNI policy on illumination and reflectorisation;
- i) unauthorised signing / advertisement of the destination within the road boundary shall be removed by the operator before authorised tourist direction signs are provided; and

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j) subsequent erection of unauthorised signs / advertisements within the road boundary shall result in the removal of authorised tourist direction signs (see paragraph 2.9.1.2).

2.8.1.3 It is anticipated that the number of signs requiring removal will be small and as such the costs associated with this will be borne by TransportNI out of existing sign maintenance funding.

2.8.1.4 Where more than one attraction is shown on a sign, the cost of the sign should be shared proportionally between the attraction operators.

2.8.1.5 The piecemeal addition of individual signs to existing signage is undesirable both in terms of appearance and the clarity of information conveyed to the motorist. Where an extra attraction is to be added to an existing sign, the operator of the additional attraction should meet the full cost of reconstruction of all new signs.

## **2.9 Unauthorised signs**

2.9.1.1 Action should be taken by the relevant Division to have unauthorised signs / advertisements removed quickly. Authority for removal is contained in either Article 35 of RTRO or Article 87 of RO depending on the nature of the signs / advertisements involved. To assist in identifying unauthorised signs / advertisements, Divisions may wish to maintain records of the siting and nature of all approved signs.

2.9.1.2 If unauthorised signs / advertisements to a destination are erected after authorised signs have been provided, TransportNI shall ensure their removal from property under its control. Where those benefiting from the unauthorised signs / advertisements persist in their erection within the road boundary, consideration should be given to the removal of authorised signs to that destination as well. Applicants should previously have been advised of this course of action in the letter of offer for the provision of the signs (see paragraph 2.8.1.2). Should the applicant then agree, in writing, to withhold from the erection of further unauthorised signs / advertisements, authorised signs may be re-erected provided the applicant bears all costs relating to their removal and subsequent re-erection.

2.9.1.3 The procedures for the removal of unauthorised signs / advertisements are set out in RSPPG\_S035.

## **2.10 Variations to the policy**

2.10.1.1 Departures from policy as set out in this policy and procedure guide may from time to time be approved to accommodate specific cases. Requests for such departures should be submitted to the Director of Engineering through the Divisional Manager.

### 3 Equality Impact Assessment (EQIA)

#### 3.1 Equality Impact Assessment Section 75 of the Northern Ireland Act 1998

3.1.1.1 An equality screening analysis has been carried out on the policy contained within this policy and procedure guide. The analysis did not identify a differential impact on any of the groups listed in section 75 of the Northern Ireland Act 1998. A full equality impact assessment has consequently not been deemed necessary.

3.1.1.2 A copy of the completed 'Equality Screening Analysis Form' has been signed off and forwarded to the DRD Equality Unit.

#### 3.2 Rural Proofing

3.2.1.1 This policy and procedure guide will be applied equally in the urban and rural contexts for the benefit of all road users, although there is a definite emphasis on providing signing to harder to find rural destinations.

#### 3.3 Impact Assessments (IAs)- formerly referred to as Regulatory Impact Assessments

3.3.1.1 An Impact Assessment is not deemed necessary as this policy and procedure guide will not impose either a direct or an indirect impact on businesses, charities, social economy enterprises or the voluntary sector.

#### 3.4 Lifetime Opportunities – Government’s Anti-Poverty Strategy (replaces New TSN)

3.4.1.1 The intention of this policy and procedure guide is to provide guidance on the provision of permanent direction traffic signs to assist the safe and effective movement of traffic. As such there is no opportunity to assist the Government’s Anti-Poverty Strategy.

## 4 Appendices

### 4.1 Appendix 1 – Tourist destinations

#### 4.1.1 Geographical areas of tourist interest

4.1.1.1 Signing of areas of landscape value (such as the Mournes, Causeway Coast, or the Glens of Antrim) or historical cultural value (such as St Patrick's Country or Orchard County) will take the form of boundary signs at the entrance to such areas.

4.1.1.2 It is anticipated that most geographical areas of tourist interest have already been identified and these should not be extended to include marketing or branding initiatives, the signing of which may dilute the impact of those areas already established.

4.1.1.3 In order to maintain consistency in the signing of areas of geographical or historical value throughout Northern Ireland, any new areas shall be agreed by NITB in conjunction with TNIHQ.

4.1.1.4 As Council areas do not in themselves constitute tourist attractions or facilities, it is not appropriate to use white-on-brown signs as boundary signs of Council areas.

#### 4.1.2 Town and village nameplate signing

4.1.2.1 Town and village welcome signs can be dealt with in a number of ways and this section should be read in conjunction with RSPPG E034 'Direction Signs'.

4.1.2.2 Where a request is made to have a town or village signed with more than just its name on a black-on-white sign, this may be accommodated through the erection of a sign similar to that shown below. The content of the sign should be agreed with the local Council.



4.1.2.3 Although not currently in the TSR, this sign has been authorised for use here. Permitted variants shall be as prescribed in diagram 2403.1 of TSRGD, with the maximum number of tourist attraction symbols permitted being three.

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4.1.2.4 The signs should generally be erected on the main approaches to the town or village, in the vicinity of the existing 30mph or 40mph limit signs. As with other tourist signing, the promoter should pay for these signs.

**4.1.3 By-passed communities**

4.1.3.1 Direction signing to by-passed communities (white-on-green or black-on-white) is primarily addressed in a separate RSPPG E064 “The Signing of Service Areas and Local Facilities in By-passed Communities”.

4.1.3.2 The signs that can be used indicate the availability of a range of basic services in a nearby small town or village lying off the main road to those making longer more strategic journeys and who are unfamiliar with the general area.

4.1.3.3 In exceptional cases the tourist signing alternatives of ‘local facilities’ signs may be used (i.e. sign diagrams 2328<sup>GB</sup> and 2329<sup>GB</sup>) where in addition to the requirements for local facilities in RSPPG E064 the town or village has:

- Overnight tourist accommodation; and,
- At least one other tourist attraction.

4.1.3.4 Sample signs are as follows. Where the town or village also has a networked tourist or visitor information centre the Tourist Information Centre ‘i’ symbol should be included.



4.1.3.5 Towns or villages already signed with facility signs in accordance with RSPGG E064 will not be eligible for tourist signing.

**4.1.4 Historic monuments**

4.1.4.1 Whilst historic sites and monuments designated as such by the Department of the Environment may be classed as tourist attractions, tourist signing to them should only be provided where interpretative panels and adequate parking facilities are available on site or nearby. Where parking is located nearby, vehicular signing should be to the car park, with pedestrian signing from there to the site or monument itself.

**4.1.5 Scenic routes and coastal routes**

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4.1.5.1 Scenic routes and coastal routes shall not be signed without the prior agreement of TNIHQ and NITB in order to preserve the consistency of such signing throughout Northern Ireland. As in all matters relating to signing, road safety considerations shall be paramount and TransportNI shall be responsible for all decisions in this regard.

4.1.5.2 The signs at the start of a route and those at other major joining points should contain the legend 'scenic route', 'scenic trail', 'tourist route', 'tourist trail' or 'coastal route' as a minimum. In addition, and subject to space being available on the signs, a geographical name may be added to the legend together with a suitable authorised local symbol, if considered appropriate. TNIHQ will consider authorising the use of suitable local symbols, particularly where there is more than one route in an area. Where the route is to be a coastal one and subject to space being available on the signs, a geographical name generally need not be added. Advance direction signs may also be necessary where the route starts at the junction with a main road.

4.1.5.3 In addition, when designing **scenic** routes, NITB will consider the following:

-

- a) avoid congested areas such as stretches of main roads and traffic bottlenecks and avoid urban areas if possible;
- b) link places of minor interest;
- c) possibly avoid major tourist destinations which are already traffic magnets and plan the route to draw traffic out of these locations;
- d) avoid use of Class A roads where possible;
- e) utilise the most attractive roads where possible;
- f) where possible incorporate facilities required by visitors: - eg. toilets, picnic areas, car parks, restaurants, viewpoints etc.;
- g) plan a route distance of from twenty to sixty miles long, capable of being shortened by the tourist to allow flexibility;
- h) plan a circular route, with traffic not encouraged to join or leave at one particular point; and
- i) plan the route so as to use one direction only, preferably anti-clockwise, thus avoiding right hand turns.

4.1.5.4 Continuity or repeater signing along the route should consist of signs bearing the legend 'scenic route' (or variant) and an authorised symbol, if used.

Three types of signs are illustrated below: -





Advance direction sign for a scenic route



Direction sign at the start of a scenic route



Repeater sign along a scenic route



Direction sign showing attraction off a scenic route

#### 4.1.6 Walking and cycling routes

4.1.6.1 The following definitions apply in this section: -

- a) 'National Cycling Network' (NCN) - A UK-wide network of cycle routes designed to provide a safe and high quality environment for all types of cycling and walking journeys.

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- b) 'Local walking / cycling route (or trail)' - A route primarily intended for use by tourists and recreational walking / cycling. Ideally, it should be located off-road. Otherwise it should generally be located mainly in rural areas and away from busy roads.
- c) 'Cycle lane (or track)' - Part of a carriageway set aside exclusively or primarily for the use of cyclists, ie. mandatory and advisory cycle lanes respectively. These will be almost exclusively located in urban and semi-urban environments and will generally be utilitarian in nature.

4.1.6.2 The erection of tourist walking / cycling signing should complement and not conflict with general signing for pedestrians and cyclists. A consistent approach to the signing of local walking / cycling routes throughout Northern Ireland is important to assist their integration into the existing road infrastructure and to avoid conflict with signing of the National Cycle Network. To help ensure this the Department's Cycling Unit should be consulted when considering any request for tourist walking/cycling signing. The Unit should be able to advise on any planned cycling routes in the vicinity and whether the proposed route opens up any other opportunities to promote and provide for walking/cycling in the area. Only routes that meet the following criteria should be signed. To avoid sign proliferation, guidance on the appropriate levels of signing should be adhered to.

4.1.6.3 The National Cycle Network shall be signed in accordance with principles detailed in 'Cycle-Friendly Infrastructure – Guidelines for Planning and Design', published by Department for Transport. Urban walking / cycling networks shall be signed as set out in Chapter 3 of the Traffic Signs Manual using signs as prescribed in the current TSR or otherwise authorised by the Department.

4.1.6.4 Exceptionally, where urban walking / cycling routes have been clearly identified as having tourist use as their prime purpose or where these form part of a local walking / cycling route, additional signing in accordance with the guidance in paragraph 4.1.6.6 may be provided.

### *Eligibility criteria*

4.1.6.5 To be eligible for tourist signing, local walking / cycling routes must satisfy the following criteria: -

- a) They must be primarily for use by tourists and recreational walkers / cyclists.
- b) Only local routes recognised by NITB as being of tourist merit may be signed with white-on-brown tourist signs.
- c) Approved routes will generally be located in rural areas and away from busy roads. Consideration should be given to locating the start and finish of a local route within a rural town or village. This will increase access to useful facilities (eg. car parks, toilets and public transport) for those using the route. Allowing for this, the aim should be to have no more than about 30% of any local route, on a route mileage basis, located in urban areas.

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- d) The promoter shall demonstrate that the proposed routes will be adequately marketed. The general availability of leaflets / maps in tourist information offices will be deemed to satisfy this requirement.
- e) Care should be taken to ensure that the proposed signing of the local cycle route does not cause confusion with that of the National Cycle Network. TransportNI Divisions should consult with the Departmental Cycling Unit and Sustrans on this matter.
- f) To ensure a co-ordinated approach avoiding duplication, conflict and unnecessary sign proliferation, TransportNI Divisional Cycling Officers should liaise with the Department's Cycling Unit to ascertain the proximity of the proposed local cycle route to any other cycle routes either existing or proposed.

*Guidance for signing*

4.1.6.6 The following should be taken into consideration with regard to the location and signing of local walking / cycling routes: -

- a) Routes need not necessarily include any tourist destinations, as recognised by NITB, but should link places of local interest (such as viewpoints) and local facilities (such as restaurants, picnic areas and toilets).
- b) Routes should generally be of a rural nature and away from busy roads.
- c) The use of A Class roads should be avoided where possible, except where designated cycling facilities have been provided.
- d) The most attractive lower class roads should be used where possible.
- e) The location of a route should be agreed with the TransportNI Divisional Cycling Officer for the area, bearing in mind the important road safety benefits derived from a route that circulates in an anti-clockwise direction, thus avoiding right turns.
- f) The minimum of signing should be provided, consistent with safety and the need to ensure clear directions. It will generally be necessary to erect signing at all main junctions / changes of direction along the route and at natural start and joining points, if applicable.
- g) Route confirmatory signing should not generally be necessary. Where it is required, it is not anticipated that signs will be needed at intervals of less than two miles.
- h) Walking routes should be interlinked as far as possible with other walking routes. Cycle routes should be similarly linked. Care must be taken to ensure that the signing of routes is properly integrated to avoid confusion between different cycle routes or between different walking routes.

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- i) For cycle routes, direction signing to / from the National Cycle Network should be provided where possible up to a distance of ten miles.
- j) Direction signing and distances to towns, villages, tourist destinations, etc. should be included where appropriate on off-road sections of the route.
- k) Thought should be given to the provision of car parking at starting and joining points to the route, where appropriate. Under Article 45 of the Access to the Countryside (NI) Order 1983: - 'a district council may provide parking places for the purpose of facilitating the use of public paths and other public rights of way and access to open country by members of the public'. Also the district council: - 'may acquire land compulsorily for that purpose'.
- l) Where a number of routes are concentrated in a local area, route numbers should be used in preference to trail names.

4.1.6.7 While the general principles set out above should be adhered to, due to the variable nature of local cycling / walking routes it may be necessary to depart from specific points. Records should be kept to explain the background to such departures.

### *Sign Design*

4.1.6.8 The following guidelines should be followed: -

- a) As appropriate to individual circumstances, signs may include a route name, route number, walking / cycling symbols and direction arrow(s). With the approval of TNIHQ, a logo may be added in addition to the pedestrian symbol. Signs incorporating such symbols shall require authorisation by TNIHQ, however, use of these should be kept to a minimum and use made of existing symbols where possible.
- b) Signs shall be white-on-brown. In rural areas they should generally be small and approximately square in shape with a 150mm maximum width.
- c) To reduce their environmental impact in the countryside and in environmentally sensitive areas, signs shall generally not be mounted more than 1m high on posts made of natural materials where possible.
- d) Signs / posts should not encroach into junction sight lines or grass mowing strips and the local TransportNI Section Engineer should be consulted to agree locations before erection. If local circumstances allow, signs may be erected on walls or other appropriate street furniture with the consent of the owner.
- e) In urban areas, signs should be mounted at normal traffic sign mounting height.

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Where essentially rural walking / cycling routes penetrate urban areas, the above principles may be adapted for incorporation into conventional directional signing.

### **4.1.7 Golfing facilities**

4.1.7.1 Golfing facilities (which include golf courses, par-three courses, driving ranges or pitch and putt courses) will be eligible for tourist signing provided that: -

- a) non-members can access the facilities on offer; and
- b) there is clear evidence of promotion and marketing to the tourist market. (NITB should be consulted to confirm the amount of tourist marketing undertaken by the facility.); and,
- c) the facility is a member of NITB's Golf Quality Assurance Scheme or is recognised by NITB as providing a tourism offering to visitors.

4.1.7.2 In the case of a golf course (par-three or otherwise), the name of the club may be included on the sign together with the golf symbol. Other facilities should only contain the golf symbol and the type of facility (pitch and putt or driving range) on offer.

4.1.7.3 The extent of signing should be as for other tourist destinations (see paragraph 4.2.3).

### **4.1.8 Leisure facilities**

4.1.8.1 Equestrian facilities approved by the British Horse Society and NITB shall be eligible for tourist signing.

4.1.8.2 Leisure facilities such as cinemas, ten pin bowling, and snooker halls, are primarily aimed at the domestic market and are not eligible for tourist signing. They may, however, be catered for by inclusion on tourist information boards.

### **4.1.9 Theatres/Arts Centres**

4.1.9.1 Theatres/arts centres approved by NITB may receive tourist signing appropriate to their location due to their important role in presenting local culture.

4.1.9.2 To be eligible for tourist signing the venue must:

- be of cultural significance; and,
- be able to demonstrate that events attract substantial numbers of visitors from outside of the local area; and,
- have a minimum seating capacity of 150; and,
- have performances scheduled for at least 9 months of the year; and,
- meet visitor servicing requirements (e.g. provide refreshments); and,

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- provide an internet based event listing / promotional material and booking contact details; and,
- have a physical box office and provide a messaging service when box office is not open.

4.1.9.3 Theatres / arts centres that do not meet these criteria may instead be eligible for standard 'black-on-white' directional signing as detailed in RSPPG E034.

4.1.9.4 Theatre groups and companies are not eligible for tourist signing.

### **4.1.10 Gardens**

4.1.10.1 Purpose built gardens can be historically significant in the local, and indeed wider Northern Ireland, context. A garden may be signed with tourist signs when:

- it is of horticultural importance e.g. it specialises in rare, unique or traditional plant species;
- it has a visiting season in line with the main tourist season (Easter to October), gardens that only open by appointment are not eligible for signing;
- It has clearly marketed and demonstrable opening arrangements;
- There is evidence of promotion through the tourism sector; and,
- It has interpretation/information panels throughout the site and/or tours available; and,
- Has visitor facilities such as toilets, parking etc.

### **4.1.11 Sports facilities**

4.1.11.1 Unless designated by NITB as a tourist attraction, public sports facilities owned and operated by local Councils are not eligible for white-on-brown tourist signing. They may, however, be eligible for black-on-white direction signs if considered appropriate by TransportNI for traffic management or road safety reasons.

4.1.11.2 Private sports facilities such as football / gaelic / cricket / hockey / rugby / athletic grounds, horse / greyhound racecourses and tennis / badminton / squash clubs are primarily directed at the domestic market. Similarly, unless specifically designated as tourist attractions by NITB, they shall not be eligible for tourist signing. They may, however, be catered for by inclusion on tourist information boards. Major events should be catered for by the erection of temporary black-on-yellow signs.

### **4.1.12 Activity Tourism Centres**

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4.1.12.1 Activity tourism centres and providers may be signed where it can be established that the centre is largely aimed at the tourism market. The types of centre could include:

- diving schools;
- surf schools;
- off-road driving;
- mountain bike trails;
- go-karting;
- off-roading;
- motor sport facilities;
- paint balling;
- dry ski; and,
- water sport facilities.

4.1.12.2 To qualify for signing the enterprise must:

- Be recognised by NITB as having sufficient 'visitor offering' focus on the tourist market;
- Possess an industry recognised safety and quality accreditation such as 'Adventuremark';
- Have a permanent, fixed base;
- Be actively promoted in the tourism sector and be able to demonstrate same.

### **4.1.13 Churches**

4.1.13.1 Tourist signing to churches / cathedrals may only be provided if they are likely to be of historical interest to tourists. In addition, to be eligible for tourist signing they shall be required to be open continuously from Easter to October (inclusive) each year, as a minimum. Information regarding churches not meeting the above criteria may be provided by means of tourist information boards. The direction signing of other church buildings (black-on-white signs) is addressed in RSPPG E034.

### **4.1.14 Conference centres / facilities**

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4.1.14.1 Conference centres / facilities are not eligible for tourist signing as they do not attract passing trade and in general those availing of the facilities do so by invitation with accompanying directions being issued. In any case, most conference centre / facilities form part of a larger hotel / Council office complex whose main business may be eligible for tourist or general direction signing respectively.

**4.1.15 Cross-Border attractions**

4.1.15.1 If recommended by NITB, signing to certain cross-Border tourist attractions may be merited from Northern Ireland. TransportNI will consider signing to such attractions on the same basis as Northern Ireland attractions.

**4.1.16 Restaurants / Tea Rooms / Cafes / Coffee Shops**

4.1.16.1 Due to issues of inequity that would arise from signing some eating establishments and not others, together with the potential proliferation of signs that would result from signing the full range of premises involved, the signing of this type of enterprise shall not be permitted.

**4.1.17 Accommodation signing**

4.1.17.1 To operate legally, all tourist accommodation establishments must be certified by NITB in Northern Ireland. Current NITB certification shall, therefore, be a prerequisite to the signing of such premises.

4.1.17.2 To reduce the proliferation of signs and maintain accommodation standards, providers shall submit to and pass a regular inspection of premises by NITB.

a) NITB shall advise those failing to pass or re-submit for a regular inspection that traffic signing to their premises will be removed if they do not pass an inspection within three months. Advice to this effect shall be included with any quotation for new sign provision being provided to applicants.

b) NITB shall notify TransportNI Divisions annually of all premises failing to pass or resubmit for inspection after the three-month notification period.

4.1.17.3 Signing at or near the entrance to tourist accommodation shall be as set out in paragraph 4.2.7.

4.1.17.4 To be eligible for signing, accommodation shall be available for tourist bookings from March to October (inclusive) each year, as a minimum.

4.1.17.5 The 'bed' symbol shall be the prime feature of all accommodation signs.

**4.1.18 Rural accommodation**

4.1.18.1 Rural accommodation that is certified by NITB may be signed at the request of the operator.



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4.1.18.2 Signing will normally be from the nearest A or B class road and shall be consistent with the guidance given in paragraph 4.2.3.

4.1.18.3 Named signing may be provided for hotel, guesthouse, B&B, self-catering and hostel accommodation on initial and subsequent signs. Consideration should be given to the use of solely the 'bed' symbol on subsequent signing until the destination is reached.

4.1.18.4 Where multiple establishments are to be signed at a rural junction, those of the same type should be grouped and the number and type of premise shown on the sign. Preference shall be given to hotels and guesthouses (in that order), on the assumption that they will generally generate more traffic than the purely B&B establishments.



Direction sign to multiple tourist accommodation establishments

4.1.18.5 Where signing to rural accommodation is to be erected within an urban area, signs should take the same form as urban accommodation signing, ie. a 'bed' symbol only for B&Bs and guesthouses. The names of the B&Bs or guesthouses may be added to subsequent signs sited outside the urban area.

4.1.18.6 Existing named signing in urban areas directing to rural accommodation should remain until the signs are life-expired or are (or are likely to be) challenged by urban accommodation providers in the vicinity whose premises will receive solely a 'bed' type sign. Where for this reason a sign is removed that has been erected within the three years preceding introduction of this policy, the operator will be entitled to reimbursement of the cost of provision on the following basis: -

<i>Age of sign: -</i>	<i>Reimbursement of cost of sign provision: -</i>
over 3 years	Nil
2-3 years	1/4
1-2 years	1/2
<1 year	3/4

In this instance TransportNI shall bear the cost of replacement signs in the revised urban format where this is not covered by new urban accommodation signing provision.

**4.1.19 Urban accommodation**

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4.1.19.1 Accommodation signing within an urban area should not commence further from the premises than the nearest urban distributor road or nearest point on a one-way system. TransportNI shall determine the roads in an urban area from which such signing shall commence.

4.1.19.2 Named signing may be provided for hotel accommodation. Signing to guesthouses, B&B and self-catering accommodation should not display the name or type of individual premises, but should solely depict the 'bed' symbol to convey that accommodation may be found in the direction indicated. Such signing should continue at subsequent junctions until the street on which such accommodation is located has been reached.



Example of urban accommodation signing

4.1.19.3 Accommodation signing is not considered necessary for establishments having direct access from urban distributor roads or one-way circulatory systems within an urban area. Such establishments should be identified as outlined in paragraph 4.2.7.1.

**4.1.20 Campus Accommodation**

4.1.20.1 Accommodation based on campuses provides key accommodation stock particularly for visitors attending larger events.

4.1.20.2 To be eligible for signing the accommodation must be available for at least 4 months of the year. Signing will not be provided to accommodation located on campuses, or in other locations, that are already signed.

**4.1.21 Caravan and camping parks**

4.1.21.1 To be eligible for tourist signing, a caravan site shall: -

- a) comply with the Model Conditions for Holiday Caravan Sites as set out by the Department of the Environment in 1992 (or as subsequently amended) where the site is owned and operated by a local Council;
- b) be licensed under the Caravans Act (Northern Ireland) 1963 where the site is privately owned and operated;
- c) have a minimum of ten pitches for casual overnight use without pre-booking; and

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- d) have received at least a one-star rating in the UK Caravan & Camping Park Star Quality Grading Scheme.

4.1.21.2 Touring caravan and camping sites shall provide the same level of facilities, as those required for static caravans. Similarly, dedicated camping sites should, where practicable, provide facilities to the same standard, as those required for caravan sites. NITB shall determine whether the standard of facilities available merits tourist signing. The extent of signing shall be as indicated in paragraph 4.2.3.

4.1.21.3 Where necessary for traffic management or road safety reasons, for example where there are a number of sites in close vicinity, the name of the park may be included on the sign although applicants should be made aware of impact this will have on the cost of the sign.



Examples of signs using the caravan and camping symbols

#### 4.1.22 Aires de Service / Motorhome Service Facilities

4.1.22.1 Aires de Service are purpose built stopping areas for motor home users and can be signed as long as they are fully supported by the local Council and at a minimum provide:

- A fresh water fill point;
- A waste water emptying point;
- A chemical toilet emptying point; and,
- Rubbish disposal facilities.



Example of Aires de Service / motor home service facilities sign

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#### **4.1.23 Hostels**

4.1.23.1 Signs may only be provided to hostels certified by NITB. The extent of signing shall be as indicated in paragraph 4.2.3.



Examples of signs giving direction to a hostel

#### **4.1.24 Motorhome Hire Outlets**

4.1.24.1 A motorhome hire outlet may be signed when:

- It can prove a minimum cumulative rental of 300 weeks per annum, applicant must supply documented evidence of same to NITB to verify;
- The logistics of the hire operation must show necessity for tourists to visit site with camper van i.e. solely airport pickup and return would not qualify;
- It is well established and in operation for over a year with a significant proportion of its business coming from outside of NI; and,
- It is able to prove that it is extensively marketed outside NI, to be verified by NITB.

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#### 4.1.25 Tourist/visitor information centres & tourist information boards

4.1.25.1 The signs below are examples of those that should be used when directing traffic to tourist information *boards*. When signing to a networked Tourist / Visitor Information Centre the legend 'Tourist information centre' or 'Visitor Information Centre' should be used where possible, particularly on initial signs, however this may be shortened or omitted on subsequent signs where space is limited. NITB will advise as to which centres form part of the overall network.



4.1.25.2 Vehicular signing should only be provided to either a tourist / visitor information centre or tourist information board where adequate car parking is available at the centre or board.

4.1.25.3 Only tourist information boards conforming to a standard design approved by NITB should be signed.

4.1.25.4 Traffic signing for vehicular traffic should only be provided to tourist information *boards* located in rural areas where adequate safe parking is available. Signing to tourist information boards within urban areas may be by means of pedestrian signing, if considered appropriate.

4.1.25.5 Networked tourist / visitor information centres should be signed on all main approaches to the town or village in which they are located. This may be at the speed limit / entrance to small villages or the nearest main junctions within a larger urban environment. The signing examples shown above may be reduced to solely the **i** symbol where sign space is restricted.

## 4.2 Appendix 2 – Tourist signing principles

### 4.2.1 Sign design

4.2.1.1 It is important to achieve a balance between assisting tourists, maintaining safety (by preventing an overload of information on a sign that could not be read and understood safely by a driver passing at normal speed) and minimising environmental intrusion.

4.2.1.2 Sign design shall conform to the rules of traffic sign design prevailing at the time of erection (currently Chapter 7 of the Traffic Signs Manual and Local Transport Note 1/94) and will feature: -

- a) white legend, borders, arrows and chevrons on a brown background to 411 of BS 381C 'Middle Brown'.
- b) the use of Transport Medium alphabet in upper or lower case legend as appropriate; and
- c) a legend x-height that is the same as for normal direction signing on the route. This will be the appropriate size for the 85<sup>th</sup> percentile speed of traffic on the road.

4.2.1.3 The decision regarding illumination or reflectorisation of the signs (or neither) will rest with TransportNI, and will be in accordance with current policy on the illumination of traffic signs.

4.2.1.4 Because tourist destinations tend to have longer names than other destinations and because of the inclusion of additional symbols, the number of tourist destinations on any stand-alone sign shall be limited as follows: -

<i>Road type</i>	<i>Maximum number of tourist destinations</i>
Motorway	3*
Road having a speed limit of 50mph or more	3
Road having a speed limit of less than 50mph	4

\* Only tourist *attractions* can be signed from motorways

4.2.1.5 With the exception of premises where names are permitted under this RSPPG, commercial names should not be used. It is particularly important to avoid commercial names that might encourage the use of products or services not directly connected with the destination.

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## **4.2.2 Minimising visual and environmental intrusion**

4.2.2.1 As many tourist destinations are located in Areas of Outstanding Natural Beauty or in conservation areas in towns, particular care must be taken when siting direction signing. These apply to tourist signing as much as to other directional signs.

4.2.2.2 Where possible, advance direction signs to tourist *attractions* should be combined with those to other destinations (see examples in paragraph 4.2.4).

4.2.2.3 Where flag type direction signs are used, multiple tourist destinations (up to the maximum number given in paragraph 4.2.1.4) may be included on a single flag sign (depending on the lengths of the legends), rather than provide a separate sign for each tourist destination in that direction.

4.2.2.4 In the interests of road safety, the names of tourist destinations should be as succinct as possible and shortened to a form acceptable to TransportNI before being used on traffic signs. The onus for providing an alternative destination name shall rest with the applicant.

4.2.2.5 Where new signing is to be added to existing tourist or general direction signing, it is important that new composite signs be provided rather than permitting the growth of a collection of individual signs. This latter would be undesirable in terms both of overall appearance and of clarity of information conveyed to the motorist.

## **4.2.3 Extent of signing**

4.2.3.1 Except where there are good traffic management or road safety reasons for signing from further away, signing should generally commence from the nearest A or B class road (see paragraph 4.2.7). In addition: -

- a) TransportNI Divisions should be satisfied that the route onto which traffic is directed is the most suitable link between the tourist attraction and the main road where the signing begins.
- b) Where clear guidance is given by other direction signing, tourist signs will not be necessary until the general area of the tourist attraction is reached.

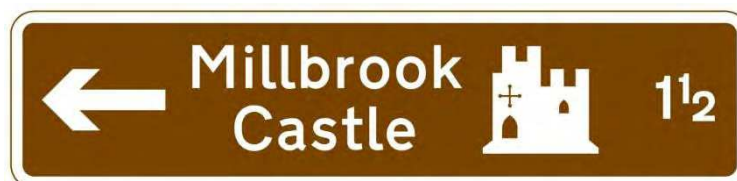
## **4.2.4 Advance direction signs (ADS)**

4.2.4.1 On general direction signing, tourist facilities (with the exception of tourist information centres and points) should not form part of ADS unless there are good traffic management reasons for their inclusion. To avoid sign clutter, white-on-brown ADS should wherever possible, be combined with standard ADS by including a white-on-brown panel to either the map-type or stack-type white or green background sign. For example



With the exception of the specific case covered by paragraph 4.2.10, white-on-brown *panels* are not permitted on motorway ADS unless the signs are located on a motorway off-slip.

4.2.4.2 Where it is necessary to use a separately mounted white-on-brown ADS as shown below, particular care should be taken with its siting to ensure that it does not obscure or become obscured by other traffic signs, street furniture or grass / foliage.

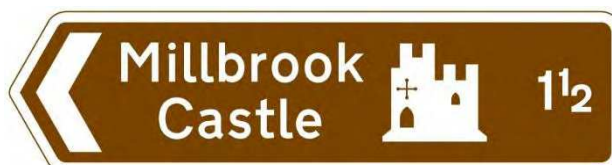




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#### 4.2.5 Direction signs

4.2.5.1 At a road junction, a white-on-brown flag type sign (as shown below) may be sited below other flag type signs for the appropriate arm of the junction. This may necessitate new posts to obtain the required mounting height either to clear the footway or avoid the sign being obscured by long grass in the summer (the time of year when the tourist signs will be needed most).



4.2.5.2 In the interests of tidy sign assemblies, all tourist destinations signed in a particular direction should be shown on a single flag sign. This is preferable to providing a separate sign for each tourist destination.

4.2.5.3 Paragraph 4.2.8 gives advice on the use of symbolic continuity signing along the route to a tourist destination.

#### 4.2.6 Route confirmatory signs



Route confirmatory sign

4.2.6.1 On long routes to tourist attractions it can be useful to provide route confirmatory signs following junctions. With the exception of tourist information centres and tourist information boards, tourist facilities shall not form part of route confirmatory signs.

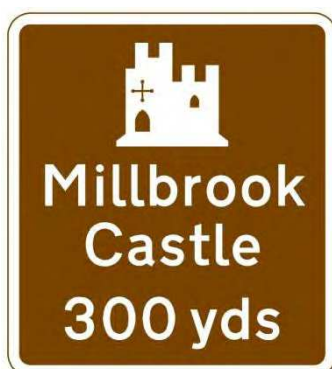
**Version: 2**

#### **4.2.7 Signs at or near the entrance to a tourist destination**

4.2.7.1 At the entrance to a tourist destination it shall be the responsibility of the applicant to provide sufficient indication as to the nature of the destination to make its presence obvious. Such indication shall: -

- a) be within the boundary of the premises;
- b) comply with Planning Service requirements; and
- c) be in place before white-on-brown tourist signing is provided.

4.2.7.2 Direction signs should not normally be provided at the entrance to a tourist destination. Consequently, tourist destinations located on A or B class roads will not normally receive any tourist signing. However, a flag type direction sign may be provided at or opposite the entrance to a tourist destination where there is insufficient forward sight distance to give adequate indication of the destination ahead. In the interests of road safety, it may also be appropriate on high-speed roads to erect an advance direction sign as shown in paragraph 4.2.4.1 or as shown below.

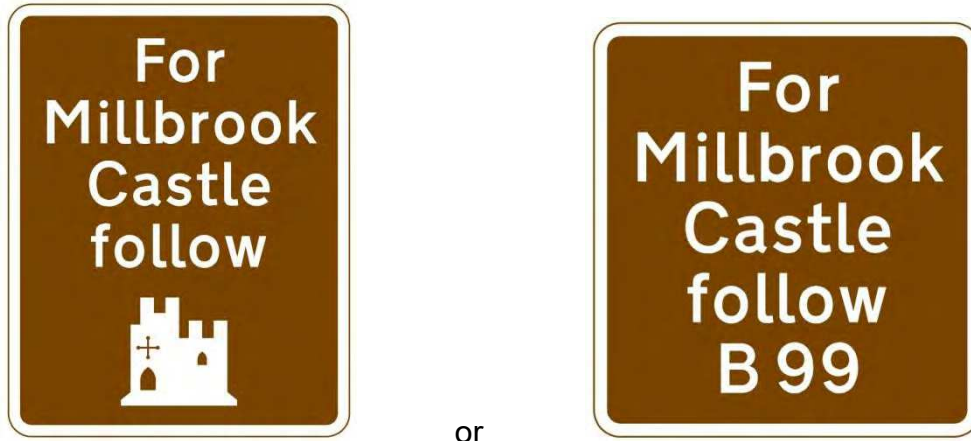


4.2.7.3 A flag type direction sign may also be provided where the frontage of a destination is insufficient to allow the operator to erect adequate indication of the attraction within the frontage, eg. a destination reached via a narrow laneway not owned by the operator or where land adjacent to the laneway is not owned by the operator.

#### **4.2.8 Alternative (or symbolic) signing method**

4.2.8.1 The use of white-on-brown informative tourist signs with messages of the type 'For tourist attraction X follow place Y' can be used successfully and precludes the need for any continuity signing until close to the attraction. Display of the symbol on its own on subsequent continuity signs will serve to reduce sign size, cost and clutter without appreciable loss of direction signing effectiveness. The use of symbols in this way may also serve to discourage applications based on a desire for the name of the premise to be displayed essentially for advertising rather than traffic management purposes.

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or

4.2.8.2 The above sign types should only be used when: -

- a) The sign includes only one tourist destination (or two, if their names are short (ie. they will fit onto one line each) and are reached along the same route).
- b) On the approach to a junction from one direction: -
  - i. no more than one of the signs shown above is used; and
  - ii. the signs are not used in conjunction with the route confirmatory sign shown in paragraph 4.2.6

In addition, the symbol, placed on a brown panel, may be added to a map type advance direction sign. The use of the above signs can facilitate a reduction in sign overload at heavily signed junctions.

4.2.8.3 Where multiple tourist destinations are signed along a particular route and individual tourist destinations are reached by turning off the main road, signing can be simplified by only using symbols for ahead destinations on junctions along the route, but giving worded descriptions as well for the tourist destination on the side road. For example: -



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4.2.8.4 The first sign encountered along a route should, however, include the full list of worded legends, but the words 'For tourist attraction X follow place Y' may be omitted from the sign to simplify the design even though only the symbols are used for ahead destinations on subsequent signs.

4.2.8.5 Where space on a sign is limited, the combination of a reduced legend plus a symbol may be appropriate, eg. 'Millbrook Castle' could be shown as 'Millbrook' plus the castle symbol.

**4.2.9 Pedestrian signing**

4.2.9.1 All pedestrian signs to tourist attractions shall include a walking figure symbol as shown in TSR or otherwise authorised for use in Northern Ireland. An example of a standard pedestrian sign is shown below. An attraction symbol may also be included. Normally, only flag type signs are necessary for pedestrian signing but there may be situations where more elaborate pedestrian signing schemes involving stack type signs will be required.



Pedestrian sign to a tourist information board



Pedestrian sign to a tourist attraction

4.2.9.2 Many tourist attractions in town centres do not have adequate adjacent parking provision. In such cases, vehicles should be signed to public car parks in the first instance, with onward signing being by way of pedestrian tourist signs. This policy may necessitate the erection of an explanatory sign to this effect at town boundaries. Such signs should be in conventional white-on-blue pedestrian signing except where the car park is specifically associated with an attraction, in which case they should be white-on-brown as shown below: -



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#### **4.2.10 Motorway gantry signing**

4.2.10.1 The following policy shall apply to the use of white-on-brown panels on motorway gantry signs:

- a) White-on-brown panels on motorway gantry signs shall be restricted to the signing of strategic tourist signing packages, including the signing of strategic tourist trails. These will be few in number and shall be agreed individually between TNIHQ and NITB.
- b) Written requests for site-specific approval for the erection of new tourist panels on motorway gantry signs should be made to the Director of Engineering through the Divisional Manager.
- c) White-on-brown panels on motorway gantry signs shall only be considered when the normal visitor number and distance criteria for motorway signing (see paragraph 2.4.1.1) have been met.
- d) As stated in Local Transport Note 1/94 published by The Stationery Office, once a gantry mounted advance direction sign has been used on the approach to a motorway junction, subsequent verge mounted advance direction signs shall not be used for that junction.
- e) Logos or symbols shall not be incorporated on tourist panels on motorway gantry signs.

4.2.10.2 Situations may arise where existing gantry signs are fully utilised with general, non-tourist destinations. The layout of the motorway junction may place constraints on the way that available space can be used. Also, gantries are normally designed for a 3.3m high sign envelope and this places a restriction on the number of lines of legend that can be displayed. Situations may arise, therefore, where it will not be possible to accommodate tourist destination panels on gantry signs. In such cases, departure from normal good practice of not mixing verge-mounted signs with gantry signs will not be permitted and the request for tourist route signing will be refused.

4.2.10.3 White-on-brown panels shall not be permitted on verge mounted motorway signs.

#### **4.2.11 Signing of low bridges on routes to tourist attractions**

4.2.11.1 Use is sometimes made of double deck buses for excursions to tourist attractions. To reduce the risk of bridge strikes, therefore, attention shall be paid to the signing of low bridges and to route selection in tourist areas.

#### **4.2.12 Use of symbols**

4.2.12.1 Symbols provide a convenient means of conveying to tourists the generic nature of tourist destinations. While they can be of benefit to the premise operator as well as to the motorist, the prime objective of symbols is not that of marketing individual attractions or facilities. Accordingly, while tourist signs containing

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destination-specific symbols may be authorised in individual cases, the presumption shall be that generic symbols will serve the direction signing needs of most tourist destinations.

4.2.12.2 Up to four symbols shall be allowed for each attraction. Where, for example, a forest park also has a number of features such as waterfalls, outdoor pursuits, mountain bike trails, up to a maximum of four may be depicted on the sign as well as the name of the forest. The operator should decide which will go onto the sign, but should be advised that the addition of each will increase the size of the sign and consequently increase to cost. Service symbols such 'knife and fork' or 'cup' shall only be used in the limited circumstances outlined in paragraph 2.3.19 and the numbers used must be accommodated within the maximum allowable of four symbols.

4.2.12.3 Where a suitable symbol is included in Schedule 14 of TSR, it shall be used in preference to specially designed alternatives. Where no suitable symbol exists, either: -

- a) the symbol should be omitted; or
- b) application should be made to TNIHQ to have a sign containing the new symbol considered for authorisation. All applications should be accompanied by an example of the proposed symbol on a grid approximately 14 units by 14 units in JPEG format, together with an explanation as to why the need cannot be met by using an existing symbol.

4.2.12.4 Where a symbol for a particular type of destination has already been prescribed or authorised, the same design shall be used at other similar destinations unless it is specifically associated with one particular tourist attraction. Where possible, the design of new symbols should be compatible with those used in maps and guidebooks and should not be limited to use at a specific site or attraction.

4.2.12.5 Accommodation, camping and caravan parks, picnic sites and lay-bys may be signed using symbols only, without worded legends.

### 4.2.13 Colour of symbol

4.2.13.1 Symbols shall be coloured white (except where TNIHQ approves otherwise) and applied directly to the brown background of the sign.

4.2.13.2 The tourist information **i** symbol is always enclosed in a white box border when used on brown background signs, it may also be incorporated into pedestrian and cycle route signs in addition to the walking figure and / or cycle symbol.

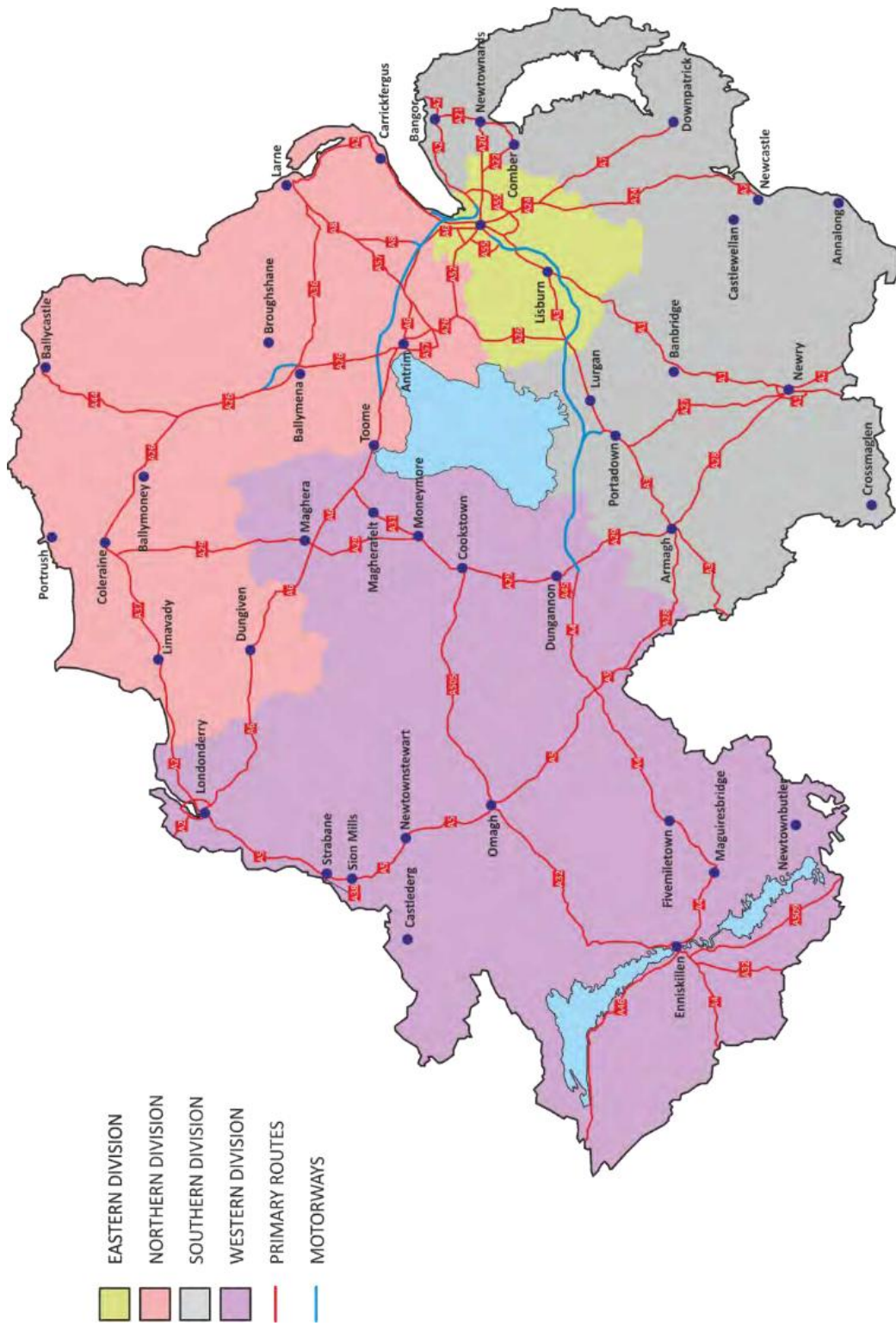
### 4.2.14 Location of symbols

4.2.14.1 Sign design shall be in accordance with the design rules prevailing at the time. Unless these rules indicate otherwise, symbols should be positioned as follows: -

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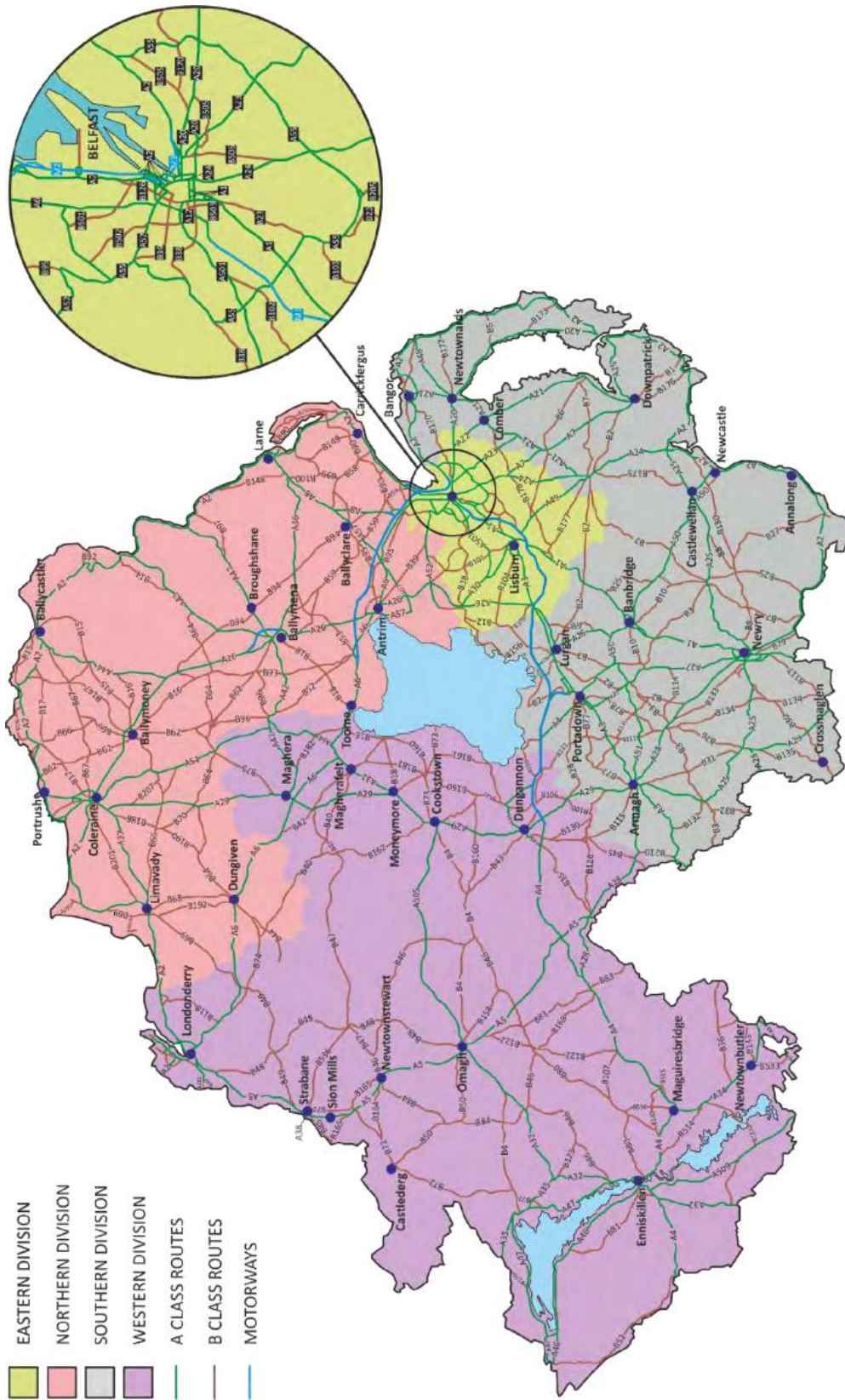
- a) tourist attraction-type symbols should be positioned at the opposite end of the sign from the arrow or chevron;
- b) on pedestrian and / or cycle direction signs, the walking figure and / or cycle symbol shall appear furthest from the arrow or chevron; on pedestrian and / or cycle direction signs, the walking figure and / or cycle symbol shall appear furthest from the arrow or chevron.
- c) where symbols alone are used to indicate a number of attractions, they shall appear in the order in which the attractions or relevant road junctions are reached. Where symbols alone are used on a sign, the number of symbols should not exceed four; and
- d) symbols which have a directional element (eg. steam railway, zoo) shall face the same general direction (horizontally left or right) as any arrow or chevron on the sign. When the arrow points straight ahead the symbol shall face left.

### 4.3 Appendix 3 - Northern Ireland primary route network



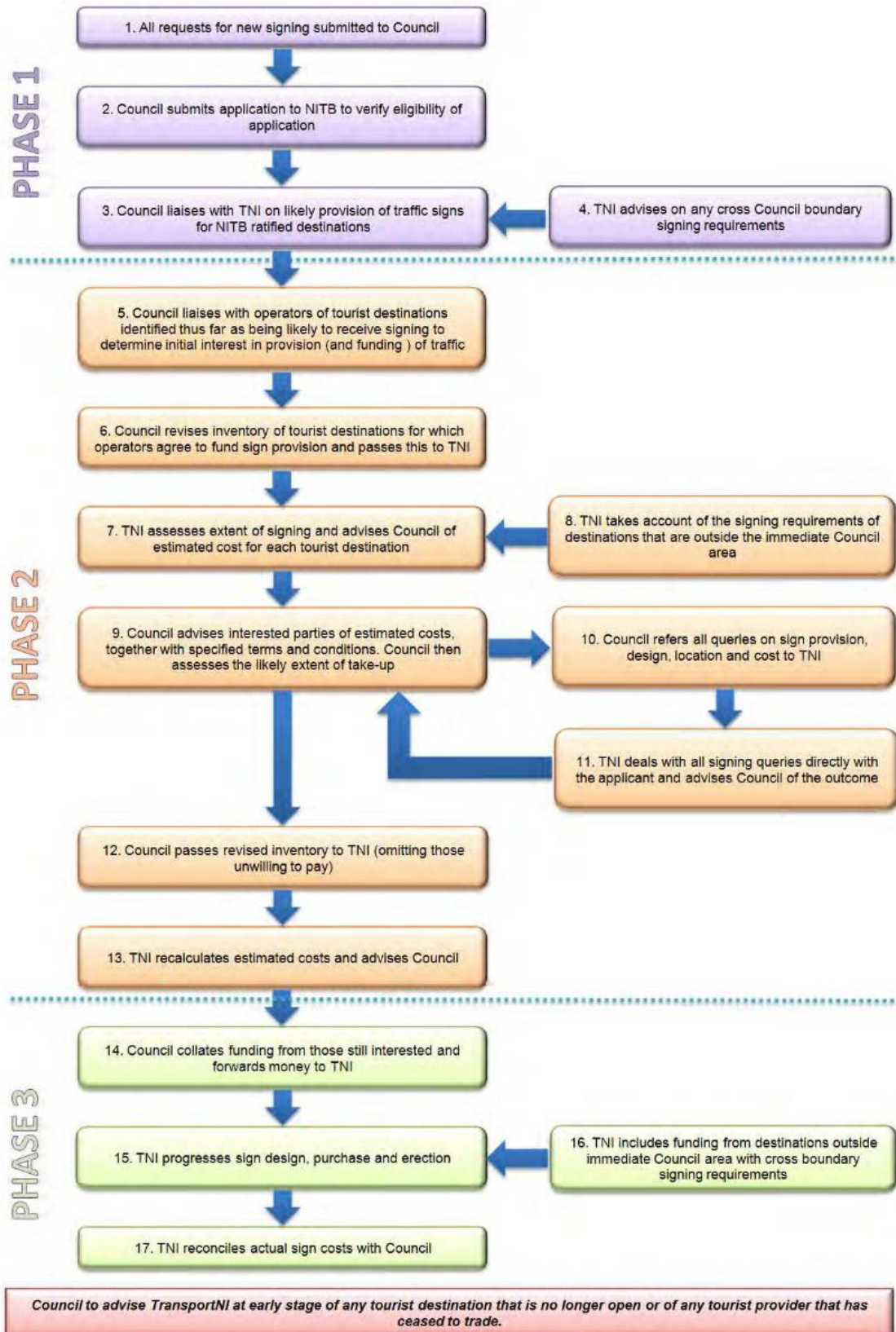


4.4 Appendix 4 - Northern Ireland A & B class road network



### 4.5 Appendix 5 - Tourist signing application process

NOTE: Reference should be made to the accompanying explanatory notes.



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## **Explanatory Notes on activities within the Tourist Signing Plan Flowchart**

### **Phase 1**

*1 All requests for new signing submitted to Council:*

Local Councils have a responsibility to develop tourism within their areas. As part of this function, it is important that they take the lead in developing with TransportNI and NITB an integrated strategy for the signing of tourist destinations in accordance with the standards set out in this policy. Accordingly all applications must be made through the local Council.

The local Council can maintain an accurate picture of the potential tourism development and will be best placed to use this information in the compilation of items for inclusion on tourist information boards, particularly with regard to those requests that are not suitable for traffic signing.

*2 Council submits application to NITB to assess eligibility as a tourist destination:*

NITB shall confirm in writing the eligibility or not of all applications.

*3 Council liaises with TNI on likely provision of traffic signs for NITB ratified destinations:*

Discussions at an early stage between the local Council and TransportNI will help to develop an understanding by the local Council of those destinations likely to be eligible to receive signing. This will reduce the extent of wasted effort, avoid raising unrealistic expectations regarding the provision of signing and ensure that operators of tourist destinations are approached with a realistic indication of what may be achieved.

*4 TransportNI advises on any cross Council boundary signing requirements:*

TransportNI will advise on the potential for signing within the local Council's area generated by destinations located outside the area. Whilst these signs will be funded by the destinations concerned, their presence may have an impact on sign design and, in particular, the number of destinations that can be accommodated on signing at any given location.

### **Phase 2**

In phases 2 and 3 of the flowchart, an agent acting on behalf of the local Council may fulfil the role of the Council, provided both NITB and TransportNI have approved the agent.

*6 Council liaises with operator of tourist destination identified thus far as being likely to receive signing to determine initial interest in provision (and funding) of traffic signing within agreed policy:*

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The local Council should seek to determine from destination operator identified as being likely to receive signing their interest (in principle) in paying for the signs. It will not be possible at this stage to provide an estimate of sign cost other than in very broad outline.

*7 Council advises TransportNI that the operator has agreed to fund sign provision:*

At this stage, agreement to pay for signs will still be in principle only as detailed estimates cannot be developed until the overall extent of operator agreement is known.

*8 TransportNI assesses extent of signing and advises Council of estimated cost for each tourist destination:*

TransportNI will assess the extent of signing provision permitted, design the signing required and provide the local Council with a detailed estimate of costs (taking into consideration pro rata sharing of cost where more than one destination is shown on signs) and the nature / extent of proposed sign provision for each destination within the revised inventory.

*9 TransportNI takes account of the signing requirements of destinations that are outside the immediate Council area:*

TransportNI will liaise with those involved with tourist signing inventories in neighbouring local Council areas to determine the extent of signing requirements across local Council areas.

*10 Council advises interested parties of estimated costs, together with specified terms and conditions. Council then assesses the likely extent of take-up:*

The local Council shall forward these cost estimates to the interested parties in the form of a letter of offer setting out the following terms and conditions: -

- (a) the signs shall become the property of the Department;
- (b) the operator must accept that the signs will be removed if the attraction fails to meet the criteria set out in this policy or if the signs are damaged and become a road safety hazard;
- (c) TransportNI will carry out normal sign maintenance, however, the operator is responsible for the cost of replacing signs if they become damaged or require renewal due to normal wear and tear;
- (d) if TransportNI can recover the cost of damage from a third party, the signs will be replaced at no cost to the operator. Otherwise the operator will be required to meet the cost of replacement signs, if required;
- (e) where estimates are be given, actual costs, whether more or less, will be charged;
- (f) full payment is required in advance;

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- (g) the signs will be white-on-brown tourist direction signs
- (h) any illegal signing at or to the destination must be removed by the operator before authorised tourist direction signs will be provided; and
- (i) subsequent erection of illegal signs will result in the removal of authorised tourist direction signs.

The local Council should then prepare a revised inventory of those parties willing to provide funding on the basis of the estimates provided.

*11 Council refers all queries on sign provision, design, location and cost to TransportNI:*

In discussions with the operators of tourist attractions and facilities, the local Council should clarify its role as being that of tourism promoter and that it will not be responsible for decisions on the provision, extent and design of signs or their location. Responsibility for these matters rests with TransportNI and queries or complaints regarding them should be forwarded to TransportNI, who will deal directly with the party lodging the query.

*12 TransportNI deals with all signing queries directly with applicant and advises the Council of the outcome:*

On resolution of a query, TransportNI will advise the local Council of the outcome so that the tourist signing inventory may be updated accordingly.

*13 Council passes revised inventory to TransportNI (omitting those unwilling to pay):*

The local Council should forward a revised inventory to TransportNI (or otherwise confirm that the former inventory of destinations remains unchanged) as a reduced uptake may affect the sign estimates previously given.

*14 TransportNI recalculates estimated costs and advises Council:*

TransportNI will recalculate the costs of sign provision for each operator and forward this to the local Council together with details of any revision to sign design. Items 10 to 14 above may constitute an iterative process until all applicants are content with the estimates given.

**Phase 3**

*15 Council collates funding from those still interested and forwards money to TransportNI:*

The local Council should assemble funding from those parties still interested in the provision of signing and forward the total amount to TransportNI.

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*16 TransportNI includes funding from destinations outside immediate Council area with cross boundary signing requirements:*

TransportNI will liaise with those involved with tourist signing inventories in neighbouring local Council areas to ensure the timely delivery of their funding for cross Council area signing.

*17 TransportNI progresses sign design, purchase and erection:*

TransportNI will arrange manufacture and erection of signs for which funding has been provided. Every attempt will be made to have this process completed in advance of the incoming tourist season.

*18 TransportNI reconciles actual sign costs with Council:*

When actual sign costs are known, TransportNI will reconcile with the local Council any overpayment (or underpayment) made at item 15 above. Local Councils will similarly reconcile costs with the applicants.

Any or all of the above items may be varied or omitted for individual tourist signing plans with the agreement of TransportNI, NITB and the local Council for the area concerned. Where no such agreement is reached, the items above should be implemented.

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**Policy & Procedure Guide: RSPPG\_ E029**

**Title: The Signing of Tourist Attractions and Facilities**

**Document History**

Version	Date	Author	Authorised by Document Control Panel Members Name : Signature
1 (Final)	15 April 2004	PC Morrison	
2	26 Sept. 2014	S Hughes	Version approved by the Minister for Regional Development and the Minister for Enterprise, Trade and Investment

**Overall Reasons For This Version**

Version	Reasons
1	First issue of document
2	First major review of document.

**Revision Details**

Version	Amendments
2	1.2 Definitions – updated 1.3 Background – roles and responsibilities clarified 2.1 Core principles – updates 2.2 Criteria – updated 2.3 General Principles – clarified and approach to symbols amended 2.4 Extent of signing – clarified and commentary enhanced 2.5 Application process – simplified 2.6 Tourist signing inventory – new replacing annual tourist signing plan 4.1.3 By-passed communities – expanded 4.1.9 Theatres/arts centres – new 4.1.10 Gardens – new 4.1.12 Activity tourism centres – new 4.1.17 – 21 Accommodation – updated 4.1.23 Aires de Service – new 4.1.25 Motor-home Hire – new Appendix 5 Application Process – updated/simplified



Mid Ulster District Council  
Council Offices  
Dungannon Office  
Circular Road  
Dungannon  
BT71 6DT

Work & Wellbeing Division  
Department for Communities  
Causeway Exchange  
Level 7  
1-7 Bedford Street  
Belfast  
BT2 7EG  
Email: LMP@communities-ni.gov.uk

Our reference: LMP/ENI/10/23

Date: 21 February 2024

Dear Chief Executive,

**LABOUR MARKET PARTNERSHIP (LMP) FUNDING 1<sup>st</sup> APRIL 2023 to 31<sup>st</sup> MARCH 2024  
– ADDENDUM TO LETTER OF OFFER**

Further to the letter of offer issued to you by the Department for Communities (DfC) on 27th July 2023, I can confirm that the Department for Communities is in a position to provide you with additional funding of £17,505.50 in relation to the approved Easement Funding Bids submitted to the Department.

All conditions detailed within your original letter of offer of 27th July 2023 will remain in place and will apply equally to this additional funding, as will the declarations you have provided in relation to your organisation.

Specific conditions of the offer:

1. The funding provided is to be used solely for running the LMP.
2. This offer is governed by the conditions for LMPs funding as detailed in the LMP Financial Guidelines and Funding Agreement.
3. This offer is conditional on acceptance of and adherence to the terms and conditions contained in the LMP Funding Agreement.
4. The Department reserves the right to recover funding related to subsidies if required to do so.



## Acceptance


Please complete the enclosed Letter of Acceptance of funding offer with a copy of the budget attached and return it to:

Secretariat to Labour Market Partnerships  
Work and Wellbeing Division  
Department for Communities  
Causeway Exchange  
Level 7  
1-7 Bedford Street  
Belfast  
BT2 7EG

Alternatively, an electronic copy can be sent via the email of the Chief Executive to [LMP@communities-ni.gov.uk](mailto:LMP@communities-ni.gov.uk). An acceptable format for electronic return can include a scanned copy of the signed Letter of Acceptance, digital signature produced using asymmetric or public key cryptography, or the signatory typing their name in the electronic document.

By accepting this offer you are also confirming that the revised 2023/24 Budget Schedule attached is also accurate.

Yours sincerely

pp 

Deirdre Ward

Department for Communities

<b>LETTER OF ACCEPTANCE</b>
-----------------------------

Secretariat to Labour Market Partnerships  
Work and Wellbeing Division  
Department for Communities  
Causeway Exchange  
1-7 Bedford Street  
Belfast  
BT2 7EG  
Date .....

**LETTER OF ACCEPTANCE OF LABOUR MARKET PARTNERSHIP (LMP) FUNDING 1  
APRIL 2023 TO 31 MARCH 2024**

**Mid Ulster District Council**

This Council agrees the funding offer from the Department for Communities of £386,510.71 for the period 1 April 2023 to 31 March 2024 to administer and run the activities of the LMP, in line with the funding criteria.

The funding will be wholly, exclusively and necessarily incurred in running the activities of the LMP as detailed in the LMP Action Plan, associated Easement Funding Bid and budget schedule. The Council accept and agree to abide by the Terms and Conditions of the LMP Financial Guidelines and Funding Agreement.

The Council understand that in accepting this funding offer, the previous funding offer made by the Department on 27th July 2023 in support of LMPs has been superseded.

**Statement of Financial arrangements and control environment**

I confirm the Council:

- has sound financial procedures and controls in place to govern the activities and expenditure of the LMP;
- will ensure all relevant documentation is retained to support all LMP expenditure claims;
- has arrangements in place to satisfy the requirement for providing assurance on the probity and proper use of funds;
- has effective Corporate Governance, Risk Management and operating policies referred to in the Financial Guidelines in place for the LMP; and
- will allow reasonable access to Council records relating to LMP transactions.

Signed.....

Date .....

Chief Executive, on behalf of Mid Ulster District Council

**BANK ACCOUNT DETAILS**

DfC Reference No: LMP/ENI/10/23

Applicant: Mid Ulster District Council

Amount of Funding £386,510.71

Period of Funding 1 April 2023 to 31 March 2024

Please complete Bank details below:

Name of Organisation: \_\_\_\_\_

Billing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of Account: \_\_\_\_\_

Bank Name: \_\_\_\_\_

Bank Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sort Code: \_\_\_\_\_ Account Number: \_\_\_\_\_

\_\_\_\_\_  
Signed by (Chief Executive)

\_\_\_\_\_  
Name (Block Capitals)

\_\_\_\_\_  
Date

**APPENDIX 3 – Mid Ulster Labour Market Partnership Budget Schedule 2023-2024**

Normally funds will be released on receipt of the Funding Claims Workbook up to the maximum as detailed on the Breakdown of Award and paid quarterly during the period of the project.

Admin/ Operational	Expenditure Category	Theme	Title	Budget		Comments
				AP	BSCH	
Admin	Salaries		LMP Manager (73%)	£41,246.66	£41,246.66	
			LMP Finance and Admin Officer (100%)	£35,736.56	£35,736.56	
			LMP Project Delivery Officer (50%)	£10,731.36	£10,731.36	
			*Additional Admin Support*	£0.00	£17,505.50	
	Staff Costs		Staff mileage	£2,250.00	£2,250.00	
			Printing & stationary	£404.02	£404.02	
	Running Costs		LMP Internal Audit	£2,000.00	£2,000.00	
			LMP Chairperson Stipend @ £80 per mth	£960.00	£960.00	
			LMP Vice-Chair Stipend @ £50 per mth	£600.00	£600.00	
<b>Admin Total (Maximum Available: £93,928.60)</b>				<b>£93,928.60</b>	<b>£111,434.10</b>	
Operational	SP1	LMP Delivery and Development	SP1.1 LMP Delivery and Development	£1,576.61	£1,576.61	
			SP1.2: Development of a 3-Year Strategic Assessment and 1-Year Action Plan	£20,000.00	£20,000.00	
			SP1.3: Construction Sector Working Group	£0.00	£0.00	
	SP2	Economic Inactivity	SP2.1 Sector Based Academies			
			Tourism	£18,960.00	£18,960.00	
			Construction	£33,960.00	£33,960.00	
			Health and Social Care	£18,960.00	£18,960.00	
			HGV	£56,847.74	£56,847.74	
		SP2.3 Women Returners Programme	£40,790.00	£40,790.00		
		Skilled Labour Supply	SP2.5 Employer Support Programme	£25,907.26	£25,907.26	
		Disability	SP2.6 Employer-led Disability Inclusion programme	£37,575.00	£37,575.00	
	SP3	Increased Awareness	SP2.7 Disability Charter	£0.00	£0.00	
			SP3.1 Job Fair / Employability Events	£20,500.00	£20,500.00	
			SP3.2 Female Job Fair / Employability Events	£0.00	£0.00	
<b>Operational Total</b>				<b>£275,076.61</b>	<b>£275,076.61</b>	
<b>Overall Total (Maximum Available: £369,005.21)</b>				<b>£369,005.21</b>	<b>£386,510.71</b>	

## **ICBAN Progress Report as per Service Level Agreement for 2023-2024 (1 April 2023 – 31 March 2024)**

### **ACTION**

#### **Interactions**

- Promote opportunities for MUDC to regularly engage with other member Councils within the ICBAN Partnership, and to discuss opportunities for cross-border co-operation through ICBAN structures, including Management Board (for nominated elected reps) and Council Senior Officers' Forum (for Directors / Heads of Service)

ICBAN has held Board Meetings on the following dates:

- 19th April 2023
- 10th May 2023
- 28th June 2023
- 20th September 2023
- 18<sup>th</sup> October 2023
- 15<sup>th</sup> November 2023
- 13<sup>th</sup> December 2023
- 17<sup>th</sup> January 2024
- 22<sup>nd</sup> February 2024
- 20<sup>th</sup> March 2024

Due to the local elections in NI on 18th May 2023, new members were nominated to the ICBAN Board. Inductions were subsequently held with the newly appointed Members (including MUDC Councillors) in June and July.

ICBAN received funding from the Department of Foreign Affairs' Reconciliation Fund in December 2022 to assist with ICBAN's Operational Costs in 2023. This funding has helped the network to enhance cooperation through widening conversations on and progressing various opportunities and issue. The DFA Operational Costs project for 2023 concluded in December 2023. As part of this project a paper on '*Influencing Westminster for the betterment of the Irish Central Border Region: Understanding UK Regional Policies and Parliamentary Processes*' was produced.

The DFA 2024 Operational Costs project commenced in January 2024. An application for 2025 Operational Costs is being prepared for submission ahead of 20<sup>th</sup> March 2024 deadline.

The AGM was held on 15<sup>th</sup> November 2023, with Councillor Seamus Coyle (Monaghan) elected as Chair, Councillor Eugene McConnell (MUDC) elected as ICBAN's Vice Chair, and Councillors Sean Mc Peake (MUDC) and Winston Bennett (Cavan) as Co-Treasurers.

## **ACTION**

### **Framework of Regional Priorities Strategy**

Implementation of the 'Framework of Regional Priorities' strategy for the Central Border Region

- Promote and advocate on same, targeting key stakeholders in government, political, community and business sectors etc.
- Engage in relevant public consultations in both jurisdictions, using the FRP strategy as the basis for submissions.

## **ACTIVITIES & PROGRESS**

ICBAN continues to promote the FRP through meetings with stakeholders, in completing relevant consultation responses, in engaging on policy matters, and when referencing in support of project developments and related funding applications.

Delivery of the strategy is a key focus for the organisation. A Sub-Committee for the Implementation of the FRP was established with the aim of supporting the overall work programme of the ICBAN Management Board, as and when required, in overseeing the implementation of the Framework of Regional Priorities (FRP) strategy. The Sub-Committee, along with the Council Senior Officers Forum (for Council Directors / Heads of Service), bring additional energy and impetus to the delivery of the regional priorities.

### ***Consultations submitted / activities:***

- SLNCR Greenway Consultation – meeting on 21st September 2023.
- SLNCR survey submitted.
- OFCOM Consultation: Mobile roaming – Strengthening customer protections closed on 28th September 2023. Input of Councils was sought as part of a regional response that was submitted by ICBAN.
- All Island Rail Review Consultation closed on 29th September 2023. ICBAN issued a regional response in line with the FRP strategy ambitions for the area on Infrastructure and Connectivity, Liveable Communities and Economic Development.

ICBAN has met with both Department for Economy (DSIT, London) and OFCOM NI on progress with delivering the Shared Rural Network ambitions.

## **ACTION**

### **Project Pipeline:**

- Development of a pipeline of new projects, aligned across the 5 key Pillars / Themes of the FRP, and targeting opportunities for cross-border and regional development funding (including but not limited to Peace Plus, Shared Island Initiative, and Levelling-up / Shared Prosperity, Reconciliation Fund)
- Initiate and review new project opportunities and initiatives, including those linked to the already identified Emergent Catalyst Projects, and transferable concepts such as the 'Border Transition' community-led climate initiative led by ICBAN.
- Progress the development of these new project opportunities and initiatives (under the direction of the ICBAN Management Board and its structures).

ICBAN is continuing to develop projects and to identify potential funding sources, associated with the five pillars of the FRP regional strategy.

### **Infrastructure & Connectivity**

- *Broadband*

A meeting was held with the Department for Economy's Telecoms Unit (NI) regarding delivery of Project Stratum and the planned follow-up, Project Gigabit. This was attended by Board members and Council Officers. It was noted that these are significant investment programmes, which can deliver very effectively against the regional ambitions that were the basis of ICBAN's original reports in 2016-2019. A copy of the presentation was shared with ICBAN Board Members and Officers.

Following ICBAN's submission to the Ofcom roaming consultation, a delegation met with the Ofcom NI team on 13<sup>th</sup> November 2023 to discuss matters relating to inadvertent roaming and the delivery of the Shared Rural Network.

ICBAN continues to engage with National Broadband Ireland on monitoring broadband delivery in RoI. In the latest exchanges ICBAN requested details of the planned build programme and which locations are being targeted across the region.

Correspondence had been issued to DfE to query the clawback funding due to the Department / NI Executive for the historic NI Broadband Improvement Programme. This has been confirmed as £5,366,322; a further small amount was expected in October. DfE have advised that the use of the clawback funding will be determined by the NI Executive.

### **Greening the Region**

Queen's University Belfast Intern Mr. Gil Guerra completed a paper on scoping out project opportunities for a Hedgerows Project in the border region.

ICBAN is partner on the PEACE Plus IA 5.5 GEMINI project (Geothermal Energy Development Programme) (details below).

### **Human Capital Pillar**

Meetings of the Human Capital Pillar Steering Group (Education, Skills and Training) were held on 20<sup>th</sup> July 2023, 01<sup>st</sup> December 2023, with the next meeting on 26<sup>th</sup> March 2024. The Steering Committee agreed to further develop the GRASP Project (skills development for retrofit sector)

(details below) and will continue to focus on identifying opportunities for the Region through other funding sources.

***Ongoing activities:***

Continued monitoring of National Broadband Ireland, Project Stratum, Project Gigabit and Shared Rural Network delivery.

Continued lobbying for upgrades to the A2 / N5 and A4 / N16 arterial roads.



## **ACTION**

### **PEACE Plus**

- Facilitate MUDC and other member Councils in coming together and sharing ambitions and ideas in developing project concepts and opportunities for the PEACE Plus programme

## **ACTIVITIES & PROGRESS**

ICBAN has been engaging all eight member Councils on opportunities through the new PEACE Plus Programme. ICBAN, together with member Councils identified ideas for potential cross-border projects for PEACEPLUS Investment Areas: 2.4 - Smart Towns and Villages and 4.2 - Rural Regeneration and Social Inclusion.

Initial meetings of the working groups took place in April and May 2023 and the Concept Notes were submitted to the SEUPB in April. ICBAN and the working groups met with SEUPB Advisors in May and June 2023 to receive feedback and this feedback has further shaped the project proposals. ICBAN has also regularly met with the SEUPB Advisors on these Investment Areas.

### ***DS<sup>3</sup> Project (Investment Area 2.4):***

Project: The strategic investment in digital services, digital supports and digital spaces (DS<sup>3</sup>) to modernise, grow and future-proof a cluster of challenged towns and villages in the Central Border Region.

ICBAN have been liaising with all Councils, including Mid Ulster to deliver on smart towns and villages priorities for inclusion in the project. Partners have been active in working together to refine and agree the project outline and delivery structure. Progress has been positive; the key project work packages have been agreed and partners are finalising their various roles and responsibilities in the project.

Project partnership meetings were subsequently held on 18<sup>th</sup> April 2023, 06<sup>th</sup> June 2023, 20<sup>th</sup> September 2023, 11<sup>th</sup> December 2023, 23<sup>rd</sup> January 2024, 13<sup>th</sup> February 2024, and 21<sup>st</sup> February 2024.

A meeting was held with Mid Ulster District Council Officers regarding the DS<sup>3</sup> Project on 21<sup>st</sup> November 2023.

The project application is being finalised for submission ahead of 14<sup>th</sup> March 2024 deadline. A decision is expected in summer 2024.

### ***reFRESH Project (Investment Area 4.2):***

A meeting was held on 11<sup>th</sup> January 2024 at which ESB outlined their proposed role in a project and the implications of this for project delivery. It was concluded that initially at least, the development of a Feasibility Study would provide the most pragmatic and realistic first step towards mobility hub development in the Central Border Region. A Feasibility Study would be used to scope out and address these issues and any subsequent resulting Business Case could then be used as the basis of any full funding application.

In terms of progressing a Feasibility Study, PEACE Plus Investment Area 6.1 and Shared Island may be two funding possibilities.

An example Feasibility Study from a project in County Cork has been shared with partner organisations and feedback was requested by 23<sup>rd</sup> February, including how the issues presented might be progressed further.

### ***GEMINI Project (Investment Area 5.5):***

ICBAN is partner on the 5.5 GEMINI project (Geothermal Energy Development Programme). GEMINI is being led by the City of Dublin Energy Management Authority (CODEMA). The project objective is to develop the market for geothermal energy on the island of Ireland, to re-risk both shallow and deep geothermal energy projects and to create conditions for job creation and public participation. The project was submitted to the PEACEPLUS Programme on 12th September 2023. A decision is expected in late spring 2024.

***GRASP Project (Investment Area 2.3):***

ICBAN is also a partner on the GRASP Project, which is led by the South West College.

GRASP is an integrated green skills development programme which will be delivered by the seven tertiary education providers across the Central Border Region. The focus of the project will be on providing 2,000 current construction employees and new entrants with the opportunity to develop the skills required to decarbonise housing stock.

A concept note has been submitted and feedback was received in October 2023. Meetings have been held with all Councils in the Region to appraise Officers of the project and to be advised on local opportunities and issues that would be connected. There has also been contact with Derry City & Strabane District Council (North West Cross-Border Region) to help ensure cohesion between different regional projects being developed for PEACEPLUS submissions, between both the Central Border Region and North West Cross-Border Region.

***Planned activities in the next period***

The various projects referenced above are being developed and finalised for submissions to the various PEACEPLUS funding calls being opened and closed over the next while.

New working groups will be established and involving opportunities for member Councils, associated with new PEACEPLUS Investment Area funding calls opening in the future.

## **ACTION**

### **Broadband Infrastructure**

To utilise the previously completed reports for continued advocacy on regional broadband issues and inadvertent roaming charges.

## **ACTIVITIES & PROGRESS**

### **As per page 2 above:**

A meeting was held with the Department for Economy's Telecoms Unit (NI) regarding delivery of Project Stratum and the planned follow-up, Project Gigabit. This was attended by Board members and Council Officers. It was noted that these are significant investment programmes, which can deliver very effectively against the regional ambitions that were the basis of ICBAN's original reports in 2016-2019. A copy of the presentation was shared with ICBAN Board Members and Officers.

Following ICBAN's submission to the Ofcom roaming consultation, a delegation met with the Ofcom NI team on 13<sup>th</sup> November 2023 to discuss matters relating to inadvertent roaming and the delivery of the Shared Rural Network.

ICBAN continues to engage with National Broadband Ireland on monitoring broadband delivery in RoI. In the latest exchanges ICBAN requested details of the planned build programme and which locations are being targeted across the region.

Correspondence had been issued to DfE to query the clawback funding due to the Department / NI Executive for the historic NI Broadband Improvement Programme. This has been confirmed as £5,366,322; a further small amount was expected in October. DfE have advised that the use of the clawback funding will be determined by the NI Executive.

## **ACTION**

### **EU Exit**

- Assist the Council in further exploring the opportunities and challenges of the EU Exit.
- Continue to deliver submissions and make representations drawing on the previously completed reports as evidence

ICBAN keeps abreast of Brexit developments, through monitoring of current affairs and governmental updates. The organisation has been submitting evidence to a number of committees and consultations and uses such opportunities to make representations on behalf of the Central Border Region.

Having identified an absence of community consultation on both sides of the border, ICBAN together with Queen's University Belfast (QUB) have published four reports on the impact of Brexit on local communities. There have been over 2,100 responses to these research initiatives to date. ICBAN has ensured those voices were heard by disseminating the reports to those involved in high-level negotiations, including the EU's negotiating team and the UK and Irish governments.

ICBAN's has also focused on enhancing East-West cooperation, in building upon our core North-South cooperation function, and has completed a research paper (as detailed above on '*Influencing Westminster for the betterment of the Irish Central Border Region: Understanding UK Regional Policies and Parliamentary Processes*'), as part of the DFA Operational Costs project for 2023.

**ACTION****Communications**

- Provide regular updates on the work and interests of the organisation and cross-border co-operation happening in the Region, through quarterly newsletters, social media updates, reports, and in-person presentations, as required.

**ACTIVITIES & PROGRESS**

ICBAN uses social media (X) and the website to provide updates.

An Update is issued at regular intervals through the year to member Councils. Updates were issued in May 2023 and December 2023. The next Update is scheduled for April 2024.

A presentation was provided to MUDC Officers in May 2023 on north-south and cross-border funding opportunities.

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01<sup>st</sup> December 2023

Mr. Adrian McCreesh  
Chief Executive  
Mid Ulster District Council  
Burn Road  
Cookstown  
County Tyrone  
BT80 8DT

Dear Adrian,

### **ICBAN Member Councils' Annual Contribution (2024-25)**

Each year, ICBAN contacts member Councils regarding the Annual Contribution to the cross-border partnership. Member Council contributions are a very important contributor towards our core administration resources and for which we are always most appreciative. The amount to be levied has been agreed by the Management Board to be **£14,750** for the 2024 financial year for County Councils, and 2024-25 financial year for NI Councils. This is a reduction on last year's contribution level.

On behalf of the ICBAN Management Board, I would like to express our sincere thanks and appreciation to all Councils for their ongoing support and assistance. Should you have any queries or would like more information please do not hesitate to contact me.

Yours sincerely,

*Shane Campbell*

**CEO  
ICBAN**

**SERVICE LEVEL AGREEMENT**

**BETWEEN**

**MID ULSTER DISTRICT COUNCIL**

**AND**

**IRISH CENTRAL BORDER AREA NETWORK (ICBAN)**

**April 2024 – March 2025**

**THIS AGREEMENT** is made on the day of 2024.

## **PARTIES**

- (1) MID ULSTER DISTRICT COUNCIL whose address is at Dungannon Office, 15 Circular Road, Dungannon BT71 6DT (the "**Council**"); and
- (2) IRISH CENTRAL BORDER AREA NETWORK incorporated and registered in Northern Ireland with company number NI040472 whose registered office is at Units 4-6 Enniskillen Business Centre, 21 Lackaghboy Road, Enniskillen, County Fermanagh, Northern Ireland, BT74 4RL ("**ICBAN**").

## **BACKGROUND**

- a) ICBAN was established in 1995 to promote co-operation and communication on a cross-border basis on common regional development concerns. ICBAN works in a spirit of cross-border consensus decision-making, cross party cooperation and partnership.
- b) ICBAN currently has 8 partner councils: 3 in Northern Ireland, which are, Armagh City, Banbridge and Craigavon Borough Council, Mid Ulster District Council and Fermanagh & Omagh District Council; and 5 Councils in the Republic of Ireland which are Cavan County Council, Donegal County Council, Monaghan County Council, Leitrim County Council and Sligo County Council.
- c) The Council and ICBAN have agreed to enter into this Agreement in order to set out the contractual basis upon which ICBAN shall provide certain services to the Council.

## **1. DEFINITIONS**

"Charges" shall mean the charges which shall become due and payable by the Council to ICBAN in respect of the Services in accordance with the provisions of this Agreement, as such charges are set out in Schedule 2.

"Commencement Date" shall mean 1<sup>st</sup> April 2024

"Data Protection Legislation" means all applicable data protection and privacy legislation in force from time to time in the UK including the UK GDPR; the Data Protection Act 2018 (DPA 2018) (and regulations made thereunder) and the Privacy and Electronic Communications Regulations 2003 (SI 2003/2426) as amended and the guidance and codes of practice issued by the Information Commissioner or other relevant regulatory authority and applicable to a party.

"Law" shall mean the laws of Northern Ireland and any other laws or regulations, regulatory policies, guidelines or industry codes which apply to the provision of the Services or with which ICBAN is bound to comply.

"Services" shall mean those services specified in Schedule 2 of this Agreement and any other such services which may be agreed between the parties from time to time.

"Term" shall mean from the Commencement Date until 31<sup>st</sup> March 2025.

“Working Day” shall mean Monday to Friday, excluding any public holidays in Northern Ireland.

## **2. COMMENCEMENT AND DURATION**

This Agreement shall take effect on the Commencement Date and, unless terminated earlier in accordance with the terms of this Agreement, shall continue for the Term.

## **3. SUPPLY OF SERVICES**

- a. ICBAN shall provide the Services and provide secretariat to ICBAN Company and its structures with a view to enhancing the region and bringing to the area European and other funding in partnership with all 8 local authority members for the duration of the Term and in accordance with the provisions of this Agreement.
- b. Responsibility for the management of the ICBAN will be vested in the Board of Directors of ICBAN and its executive team.
- c. The parties' authorised representatives for the purpose of this shall be Mid Ulster District Council's Strategic Programmes Service Manager and the Chief Executive of ICBAN. Mid Ulster District Council contact for day-to-day purposes shall be the Business and Investment Officer.
- d. The Council reserves the right to withdraw funding should the ICBAN fail to adequately provide the service as outlined in this document, which forms the basis of the Council's agreement to commit funds to it. Funding will be reviewed annually and will require ICBAN to submit 6 month and end of year progress reports for each year of the agreement showing progress against the targets and the plan for the year ahead. In addition ICBAN may be required to attend a committee meeting of Council in Quarter 3 to outline their progress to date and work for the future months.

## **4. COMPLAINTS PROCEDURE**

- a. ICBAN shall operate a procedure for dealing with the repercussions of defaulting on any of its obligations under this Agreement and/or complaints about its provision of the Service.

## **5. COMPLIANCE AND CHANGE IN LAWS**

- a. In performing its obligations under this Agreement ICBAN shall have regard to and comply with all applicable Law (including but not limited to the Health & Safety at Work Act 1974 and any other Law relating to health and safety).
- b. ICBAN shall monitor and shall keep the Council informed in writing of any changes in the Law which may impact the Services and shall provide the



Council with timely details of measures it proposes to take and changes it proposes to make to comply with any such changes.

- c. ICBAN shall neither be relieved of its obligations to supply the Services in accordance with the terms of this Agreement nor be entitled to an increase in the Charges as the result of a change in Law.

## **6. INSURANCE**

- a. ICBAN shall at its own cost effect and maintain with reputable insurance companies adequate insurance to cover all such risks and liabilities as may arise in the course of providing the Services including death or personal injury, loss of or damage to property or any other loss (the "Required Insurances"). Such policies shall include cover in respect of any financial loss arising from any advice given or omitted to be given by ICBAN. This is, in part, to ensure the risk is minimised to the Council against all claims, demands, actions or proceedings made or brought and all losses, damages, costs, expenses and liabilities incurred, suffered or arising directly or indirectly in respect of or otherwise connected with the actions of the Services provided by ICBAN.
- b. If, for whatever reason, ICBAN fails to give effect to and maintain the Required Insurances, the Council may make alternative arrangements to protect its interests and may recover the costs of such arrangements from ICBAN.
- c. The terms of any insurance or the amount of cover shall not relieve ICBAN of any liabilities under the agreement.

## **7. ICBAN STAFF**

- a. In relation to the employment of staff, employment conditions and practices must comply with all the relevant Law and should take account of current good practice in relation to employment rights and the promotion of equality of opportunity and good relations.
- b. The Parties believe that the Transfer of Undertakings (Protection of Employment) Regulations 2006 (the "Employment Regulations") will not apply to this Agreement, whether on its commencement, during the Term on expiry or termination of the Agreement in whole or in part. In the event that, contrary to the expressed understanding of the Parties, the Employment Regulations are alleged by any person (including a Party, any trade union or staff association, employee representative or employee) to apply, or held by court of competent jurisdiction to apply, ICBAN shall indemnify the Council for all liabilities, claims, losses, damages, costs and expenses arising out of or in connection with the application of the Employment Regulations.

## **8. AUDIT**

- a. During the Term and for a period of seven years thereafter ICBAN shall allow the Council (acting by itself or via any representatives authorised to act on behalf of the Council) to access any of ICBAN's premises, records, financial or

otherwise, systems, personnel or equipment as may be required for the purposes of (*inter alia*) fulfilling any legally enforceable request by a regulatory body, monitoring and evaluating ICBAN's compliance with its obligations under this Agreement, verify the accuracy of the Charges or identify suspected fraud and to verify the achievement or objectives or progress towards such objectives.

## 9. CHARGES

- a. The Council shall pay the Charges to the ICBAN in accordance with Schedule 2.
- b. If ICBAN is in breach of any of its obligations relating to this Agreement then the Council may require ICBAN to pay the Council the aggregate of all Charges paid to ICBAN during the Term or such lesser amount as the Council may determine.
- c. ICBAN shall publicise receipt of the Charges by the inclusion of a printed acknowledgement in relevant publicity material to include newspaper advertisements, stationery and promotional aids. Mid Ulster District Council shall be entitled to publish details of the assistance referred to in this letter at such times and in such manner as they may decide.
- d. The Council would expect that its contributions would receive formal recognition by way of an invitation to the Council Chair and the elected representatives for the area at any appropriate regional event/official opening and mention in publicity pertaining to the event/facility.
- e. ICBAN shall be required to submit 6 month and end of year progress reports for each year of the agreement showing progress against the targets and the plan for the year ahead. In addition ICBAN may be required to attend a committee meeting of council in Quarter 3 to outline their progress to date and work for the future months.

## 10. INDEMNITY

- a. ICBAN shall indemnify and keep indemnified the Council against all liabilities, costs, expenses, damages and losses incurred by the Council arising out of or in connection with:
  - i. ICBAN's breach or negligent performance or non-performance of this Agreement;
  - ii. any claim made against the Council arising out of or in connection with the provision of the Services, to the extent that such claim arises out of the breach, negligent performance or failure or delay in performance of this Agreement by ICBAN.

## 11. LIABILITY

- a. Nothing in this Agreement limits any liability which cannot legally be limited, including for:
  - i. death and personal injury caused by negligence; and
  - ii. fraud or fraudulent misrepresentation.
- b. Subject to clause 10(a), the Council's total aggregate liability under this Agreement shall be limited to the Charges.

## 12. FREEDOM OF INFORMATION

- a. The Council is subject to the terms of the Freedom of Information Act 2000 (the "Act"). Any information, which comes into the possession of the Council may be subject to disclosure under the provisions of that Act, unless an exemption applies. Only the Council can make the decision regarding whether information is disclosable or not. In arriving at the decision, The Council will take account of the nature of the information, exemptions provided by the Act, and the public interest. If the information is disclosable in accordance with the terms of the Council has no discretion to prevent its disclosure.
- b. ICBAN will:
  - i. provide all necessary assistance and cooperation as reasonably requested by the Council to enable the Council to comply with its obligations under the Act;
  - ii. transfer to the council all requests for Information relating to this Agreement that it receives as soon as practicable and in any event within 2 Working Days of receipt;
  - iii. provide the Council with a copy of all information belonging to the Council requested in the request for information which is in its possession or control in the form that the Council requires within 5 Working Days (or such other period as the Council may reasonably specify) of the Council's request for such information; and
  - iv. not respond directly to a request for information unless authorised in writing to do so by the Council.

## 13. DATA PROCESSING

- a. Both parties acknowledge that the only personal data which will be exchanged between the parties is details of employee names of each party. Both parties acknowledge that they shall each act as independent controllers in respect of these employee names.
- b. Both parties will comply with all applicable requirements of the Data Protection Legislation. This clause is in addition to, and does not relieve, remove or replace, a party's obligations or rights under the Data Protection Legislation.

- c. ICBAN shall ensure that it has an appropriate privacy policy in place with those of its employees whom shall have their name shared with the Council.

#### 14. NO PARTNERSHIP OR AGENCY

- a. Nothing in this Agreement is intended to, or shall be deemed to, establish any partnership or joint venture between any of the parties, constitute any party the agent of another party, or authorise any party to make or enter into any commitments for or on behalf of any other party.
- b. Each party confirms it is acting on its own behalf and not for the benefit of any other person.

#### 15. CONFIDENTIALITY

- a. The provisions of this clause do not apply to any Confidential information:
  - i. is or becomes available to the public (other than as a result of its disclosure by the receiving party or its representatives in breach of this clause);
  - ii. was available to the receiving party on a non-confidential basis before disclosure by the disclosing party;
  - iii. was, is, or becomes available to the receiving party on a non-confidential basis from a person who, to the receiving party's knowledge, is not bound by a confidentiality agreement with the disclosing party or otherwise prohibited from disclosing the information to the receiving party;
  - iv. the parties agree in writing is not confidential or may be disclosed;
  - v. which is disclosed by the Council on a confidential basis to any central government or regulatory body.
- b. Each party shall keep the other party's Confidential Information secret and confidential and shall not:
  - i. use such Confidential Information except for the purpose of exercising or performing its rights and obligations under or in connection with this Agreement (**Permitted Purpose**); or
  - ii. disclose such Confidential information in whole or in part to any third party, except as expressly permitted by this.
- c. A party may disclose the other party's Confidential information to those of its representatives who need to know such Confidential Information for the Permitted Purpose, provided that:
  - i. it informs such representatives of the confidential nature of the Confidential Information before disclosure; and
  - ii. it procures that its representatives shall, in relation to any Confidential Information disclosed to them, comply with the obligations set out in this clause as if they were a party to this Agreement,

- iii. and at all times, it is liable for the failure of any Representatives to comply with the obligations set out in this clause.
- d. A party may disclose Confidential Information to the extent such Confidential Information is required to be disclosed by Law (including under the Act), by any governmental or other regulatory authority or by a court or other authority of competent jurisdiction provided that, to the extent it is legally permitted to do so, it gives the other party as much notice of such disclosure as possible.

## 16. REMEDIATION PROCESS

- a. If ICBAN is in default in complying with any of its obligations under this Agreement the Council may, at its sole discretion, choose to terminate this Agreement in accordance with clause 17 or enter into a remediation plan process. If the Council chooses to enter into a remediation plan process, it shall give a remediation notice to ICBAN which shall specify the default in outline and the actions ICBAN needs to take to remedy the default.
- b. The Council shall be under no obligation to initiate a remediation plan process.
- c. Within 5 Business Days of receipt of a Remediation Notice, ICBAN shall:
  - i. submit a draft remediation plan, even if it disputes that it is responsible for the matters which are the subject of the remediation notice; or
  - ii. inform the Council that it does not intend to submit a remediation plan, in which event the Council shall be entitled to serve a termination notice.
- d. The Council shall either approve the draft remediation plan within 5 Business Days of its receipt or it shall inform ICBAN why it cannot accept the draft remediation plan. In such circumstances, ICBAN shall address all such concerns in a revised remediation plan, which it shall submit to the Council within 5 Business Days of its receipt of the Council's comments. If no such notice is given, ICBAN's draft remediation plan shall be deemed to be agreed.
- e. Once agreed, ICBAN shall immediately start work on the actions set out in the remediation plan.
- f. If a remediation plan cannot be agreed within 5 Business Days then the Council may elect to end the remediation plan process and serve a termination notice.
- g. If a remediation plan is agreed between the parties, but ICBAN fails to implement or successfully complete the remediation plan by the required completion date, the Council may:
  - i. terminate this Agreement by serving a termination notice; or

- ii. give ICBAN a further opportunity to resume full implementation of the remediation plan.

## **17. TERMINATION**

- a. Without affecting any other right or remedy available to it the Council may terminate this Agreement with immediate effect or on the expiry of the period specified in the Termination Notice by giving written notice to ICBAN if one or more of the following circumstances occurs or exists:
  - i. if ICBAN is in material breach of this Agreement, which is irremediable;
  - ii. if ICBAN is in material breach of this Agreement (where, for the avoidance of doubt, failure to adequately provide the services shall constitute a material breach) and, where such breach is remediable, fails to remedy such breach within 3 days of being notified of such breach;
  - iii. if there is an Insolvency Event; or
  - iv. the Council reasonably believes that the circumstances set out in regulation 73(1) of the Public Contracts Regulations 2015 apply.

## **18. TERMINATION ON NOTICE**

Without affecting any other right or remedy available to it, the Council may terminate this Agreement at any time by giving one month's written notice to ICBAN.

## **19. WAIVER**

- a. A waiver of any right or remedy is only effective if given in writing and shall not be deemed a waiver of any subsequent right or remedy.
- b. A delay or failure to exercise, or the single or partial exercise of, any right or remedy shall not waive that or any other right or remedy, nor shall it prevent or restrict the further exercise of that or any other right or remedy.

## **20. SEVERANCE**

If any provision or part-provision of this Agreement is or becomes invalid, illegal or unenforceable, it shall be deemed deleted, but that shall not affect the validity and enforceability of the rest of this Agreement.

## **21. ASSIGNMENT AND OTHER DEALINGS**

- a. The Council may at any time assign, mortgage, charge, subcontract, delegate, declare a trust over or deal in any other manner with any or all of its rights and obligations under this Agreement.
- b. ICBAN shall not assign, transfer, mortgage, charge, subcontract, delegate, declare a trust over or deal in any other manner with any of its rights and obligations under this Agreement without the prior written consent of the Council.

## **22. ENTIRE AGREEMENT AND VARIATION**

- a. This Agreement constitutes the entire agreement between the parties and supersedes and extinguishes all previous and contemporaneous agreements, promises, assurances and understandings between them, whether written or oral, relating to its subject matter.
- b. No variation of this Agreement shall be effective unless it is in writing and signed by the parties.

## **23. GOVERNING LAW**

This Agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of Northern Ireland.

## **24. JURISDICTION**

Each party irrevocably agrees that the courts of Northern Ireland shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with this Agreement or its subject matter or formation (including non-contractual disputes or claims).

## Schedule 1 – SERVICE OBJECTIVES & SPECIFICATION

### 1. AIMS OF THE SERVICE

ICBAN will provide a service to 8 partner Councils that will deliver the priorities in their agreed Framework of Regional Priorities for the Irish Central Border Region, 2020–2027. This framework permits all areas to work together in developing actions and setting cross border priorities for the region and play a pivotal role in the formation of strategic alliances between key stakeholders in the region. The delivery of the service and projects should contribute to the Council's International Linkages Framework and be consistent with its aims, objectives and standards.

### 2. PROJECTS FOR FURTHER DEVELOPMENT

ICBAN will continue to develop the following projects for member Councils including

#### 2.1. Interactions

Promote opportunities for MUDC to regularly engage with other member Councils within the ICBAN Partnership, and to discuss opportunities for cross-border co-operation through ICBAN structures, including Management Board (for nominated elected reps) and Council Senior Officers Forum (for Directors / Heads of Service)

#### 2.2. Framework of Regional Priorities Strategy

Implementation of the 'Framework of Regional Priorities' strategy for the Central Border Region

- Promote and advocate on same, targeting key stakeholders in government, political, community and business sectors etc.
- Engage in relevant public consultations in both jurisdictions, using the FRP strategy as the basis for submissions.

#### 2.3. Project Pipeline:

Development of a pipeline of new projects, aligned across the 5 key Pillars / Themes of the FRP, and targeting opportunities for cross-border and regional development funding (including but not limited to Peace Plus, Shared Island Initiative, and Levelling-up / Shared Prosperity, Reconciliation Fund):

- Initiate and review new project opportunities and initiatives, including those linked to the already identified Emergent Catalyst Projects, and transferable concepts such as the 'Border Transition' community-led climate initiative led by ICBAN.
- Progress the development of these new project opportunities and initiatives (under the direction of the ICBAN Management Board and its structures).

#### 2.4. Peace Plus:

Facilitate MUDC and other member Councils in coming together and sharing ambitions and ideas in developing project concepts and opportunities for the Peace Plus programme



**2.5. Broadband Infrastructure**

To utilise the previously completed reports for continued advocacy on regional broadband issues and inadvertent roaming charges.

**2.6. EU Exit**

- Assist the Council in further exploring the opportunities and challenges of the EU Exit.
- Continue to deliver submissions and make representations drawing on the previously completed reports as evidence.

**2.7. Communications**

Provide regular updates on the work and interests of the organisation and cross-border co-operation happening in the Region, through quarterly newsletters, social media updates, reports, and in-person presentations, as required.

**3. ROLES AND RESPONSIBILITIES**

**3.1.** ICBAN will provide the following services for the Council:

- 3.1.1.** ICBAN will deliver a general information service on EU and other funding programmes.
- 3.1.2.** ICBAN will assist with project identification, project co-ordination and financial management as agreed for PEACE PLUS and other funding programmes.
- 3.1.3.** ICBAN will represent the agreed vision of the region in responding to consultations relating to regional, international and global funds.
- 3.1.4.** In implementing its framework ICBAN will lobby for the needs of the cross border region in Dublin/Belfast/London and in Brussels.
- 3.1.5.** ICBAN will organise Best Practice Visits of both elected members and officials as and when required.
- 3.1.6.** ICBAN will provide elected member and official training and development on EU issues and any other issues as and when required.
- 3.1.7.** ICBAN will submit 6 monthly reports detailing progress on all key areas of work and its contribution to Council's International Linkages Framework.
- 3.1.8.** ICBAN will administer all structures necessary to manage and implement the funds appropriately.
- 3.1.9.** ICBAN will facilitate the involvement of council staff and elected members in its work.

## **SCHEDULE 2 – FINANCIAL & RESOURCING ARRANGEMENT**

The Council has agreed that payment of £14,750 sterling (Fourteen thousand pounds and seven hundred and fifty pounds) will be paid to ICBAN for organisation costs for year 1 April 2024 – 31 March 2025 (the Charges).

Payment will be released only upon the following condition:

- Submission of an original invoice at a time acceptable to the Council. Copies are NOT acceptable.
- Provision of completed and signed Declaration Form confirming ICBAN has all requisite documentation in place
- The Council will have the right to request repayment of all or part of the assistance if the conditions outlined in this Agreement are not met.

**ANNEX ONE**

**ACCEPTANCE FORM**

I, Shane Campbell, as Chief Executive of ICBAN have read and understood the Council's Service Level Agreement between ICBAN and Mid Ulster District Council.

I agree to comply with the conditions as detailed in these documents and to abide by those principles and procedures in my role as a Chairperson/Chief Executive (delete as appropriate) of ICBAN.

**Council Official** \_\_\_\_\_

**ICBAN Chief Executive**  
(delete as appropriate) \_\_\_\_\_

**Signed:** \_\_\_\_\_

**Signed:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Position** \_\_\_\_\_

**Name (Block Capitals)**  
\_\_\_\_\_

**Name (Block Capitals):**  
\_\_\_\_\_

**Date** \_\_\_\_\_

**Date** \_\_\_\_\_

Please sign two copies of this Agreement, one to be returned to Mid Ulster District Council and one to be retained by ICBAN.

**APPENDIX 7 - MEGA PROGRESS REPORT (APRIL 2023 – MARCH 2024)**



**Progress Update Report**

The implementation of MEGA’s new strategic action plan will deliver outcomes and positive impacts by 2025

Annual Review Number:	2 (SLA Year 2)	Period covered by Review	1 <sup>st</sup> April 2023 to 31 <sup>st</sup> March 2024
Network Name	MEGA – Manufacturing & Engineering Growth Advancement	SLA Start/End Date	1 <sup>st</sup> April 2022 – 31 <sup>st</sup> March 2025
Maria Curran	MEGA Project Director	maria.curran@midulstermega.com	

<p><b>ACTION</b></p> <p><b>1. Focus on People</b></p> <p>Address the current deficit in human resources available to the manufacturing and engineering sector in Mid Ulster.</p> <ul style="list-style-type: none"> <li>• Careers Portal - Collaborate with MUDC to develop a Manufacturing &amp; Engineering online careers portal that showcases MEGA companies; career paths; “a day in the life of”; job vacancies etc.</li> <li>• School Ambassadors programme rolled out. All ambassadors attend at least 1 school visit per year.</li> <li>• Schools Projects – Year 1 pilot project with 5 schools/companies. Year 2 &amp; 3 increased to minimum 8/10</li> <li>• JBO Connections attend 2 MEGA meetings per year</li> <li>• National diversity. Target marketing in native languages.</li> <li>• Host an annual MEGA jobs fair targeted at specific recruitment groups.</li> <li>• Workplace attractiveness. Design a self assessment questionnaire to baseline &amp; score MEGA member working conditions. Consider the facilities necessary to support diversity in the operational workplace. • Encourage members to apply for funding support to address improvement action plans.</li> </ul>
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- PR & Marketing. Part time marketing resource to handle all social media, website content, PR and marketing activity. • Develop a new communications strategy. • Use PR to address misperceptions of the sector. • Maximise MEGA opportunities for press and media exposure. • Seek media training for key MEGA representatives

## ACTIVITIES & PROGRESS

- Prison Unlocked programme. 24 attendees at the event including Dfc, justice department and 13 MEGA companies. MEGA involvement in the 'Prison Unlocked' programme gives us the opportunity to discuss changes to prison service curriculum to meet needs of our member companies. This programme has the potential to deliver a small number of new employees to each company. However, prisoners historically become very loyal employees so the initial effort should be worth the effort in the long run.
- 7 member companies visited Maghaberry prison and met with some inmates.
- 15th May Launch of the DFE Welding Academy Recruitment – paid opportunity to train/retrain as a welder, level 2 qualification in MIG/MAG with Manual handling and Abrasive wheels
- Kilcronagh Open day May 20th 9.30am to 1.30pm – Advertising all things welding, jobs, training, progression, career changes. \*\*recruitment for DFE Welding Academy
- June level 1 welding aimed at future apprentices and school leavers or quick career changers.
- September 4th Cohort 2 DFE Welding Academy – 12 trainees currently undergoing the training with the potential to get full time employment in November.
- Elita informed teachers of the opportunity to visit the Welding Academy for a tour. Lough Road Learning Centre (EOTAS) & Holy Trinity College attended tours in May
- Elita distributed leaflets for the Welding Academy Open Day at schools and at the Jobs & Benefit Office / Universal Credit Dept.
- In response to a request from the Department for Economy (Dfe) to boost enrollment for the Assured Skills Academy, the MEGA team undertook a two-week promotional campaign due to concerns about the potential cancellation of the upcoming academy (with only 5 applications received to date). The team implemented various strategies:
  - Video Interviews: Conducted interviews with past academy participants, showcasing their experiences.
  - Content Reposting: Shared existing footage to rekindle interest.
  - Word of Mouth Promotion: Encouraged team members to spread the word during their interactions.
  - Open Evening: Rebecca organised a drop-in open evening in early September at Kilcronagh, allowing interested individuals to tour the facility and apply for the course.
- As a result of these efforts, there was a noticeable uptick in responses, leading to interviews held on September 26th. Rebecca, responding to feedback, scheduled interviews in the evening as well, contributing to a 40% higher interview rate compared to previous cohorts with the same number of applications.

- **Diverse Participant Profile:** The academy commenced on October 16th with 2 females and 10 males, representing a diverse range of ages, locations, and professional backgrounds, including education, food, Amazon, and IT.
- **Employability:** Participants completing the course have strong prospects for full-time employment, thanks to the diverse range of backgrounds covered.
- 
- 28 member companies engaged in Education Outreach
- 30 schools received a Degree Apprenticeship presentation over the 22/23 academic year. 84% of applicants for the Degree Apprenticeship heard about it through the MEGA visit/presentation
- 125 students inspired into engineering through tours - 8 students (year 12 school leavers) were offered places for the Welding Academy from the tours
- 18 companies offered to promote work experience opportunities for Yrs 11 – Bloc, Coote, Edge, Ezystak, Four Dee, Greiner, J&B, Mallaghan, McCloskey, Moyola, Muldoon, Portafill, SpecDrum, Specialist, Sperrin, Terex, Todds Leap, Tyrone Fab
- 5 MEGA network companies received training from MEGA on delivering hands-on workshops to young people – both on the topic of engineering and on classroom management
- Hands-on Workshop for 100 Year 8 girls at St. Patrick’s Academy – building a conveyor (June) Opportunity for 100 Year 8 girls to take part in a hands-on engineering project in order to inspire them into engineering. Female engineers from SpecDrum, Mallaghan, Terex, Greiner & Ezystak participated in order to raise the visibility of women in engineering
- Building a STEM community by raising awareness about STEM to primary-aged children, 7 network companies, 3 MEGA Degree Apprentices & 150 children participated
- Secondary-school students in Mid Ulster have been asked to create a logo for the launch of the MEGA Illuminate Programme. Winner was a student from Rainey Endowed, Magherafelt and she received £100 voucher
- Elita held meetings with careers & technology teachers. Found out areas where MEGA can support: curriculum enhancement, mentoring (CAD), resources, hands-on projects, tours, presentation, after-schools. Strengthened relationships between MEGA & teachers. MEGA had struggled previously to engage with Rainey Endowed. They reached out and asked for a meeting with their Head of Technology & Technology teacher and have asked for MEGA support for their department.
- From the Rainey meeting, Elita organised a meeting for all TD/Engineering/Construction teachers in Mid Ulster to meet with industry to discuss ways in which industry can support Engineering/TD departments.
- Teachers were able to express needs and ways in which industry could support, by way of materials, curriculum support, mentoring. Industry was eager to offer support.

**Explore Engineering Expo 18/10/2023:**

- The MEGA team and the MRLP careers committee worked tirelessly to organise this event, aiming to inspire young minds toward the manufacturing and engineering sector. Together, we targeted Year 10 students, encouraging them to consider STEM subjects at GCSE level. We faced the challenge of coordinating **1200 Year 10 students and 47 exhibitors and colleges**, and it was heartening to see the event come to fruition.
- During the afternoon session, we were pleasantly surprised to welcome over 250 parents and older students. They had the opportunity to receive current and valuable career advice directly from companies and colleges.
- The Expo was designed to ignite an interest in engineering across various disciplines and to showcase the diverse roles within the engineering sector available right in our community.
- £3000 sponsorship from Cavanagh Kelly to pay for transport & Brilliant PR with BBC coverage
- MEGA presented to Universal Credit team of Jobs & Benefits office in May. This helped their work coaches to gain knowledge of the MEGA programme and offerings in the welding academy.
- Through Mentoring Training and Aftercare support Una, has been able to encourage companies to use marketing as a platform to showcase Workplace attractiveness. MEGA hosted a very successful Marketing event with 40 Industry guests in collaboration with Bluesky Media. The theme was Marketing and how this aids attraction, engagement and retention of staff.
- The total number of followers across all social media platforms has experienced a significant increase over the last quarter. Specifically, the total followers rose from **7,926 to 8,698**, indicating a percentage increase of approximately **9.7%**. This growth reflects a positive trend in the engagement and interest in our online presence, demonstrating an expanding and enthusiastic audience within the Manufacturing and Engineering sector.

#### Nov 23' to March 24'

- The interest in MEGA and apprenticeships has grown in schools and it is becoming increasingly difficult to meet all schools' requests for visits.
- 33 companies have engaged in Educational Outreach since Oct.
- 7 Company tours in Greiner, Mallaghan, Moyola, Sperrin, Specialist, Plastics 2000 and Nugents. 4 of these tours were in partnership with NI Science Festival. The general public had the opportunity to see inside factories as one-off opportunity, increasing awareness beyond just students. The NI Science Festival PR reaches up to 6.8 million people, thus elevating the visibility of the manufacturing companies that took part.
- Facilitated work experience for students in Edge and OD3
- Over 600 students were introduced to the manufacturing & engineering sector. MEGA attended:
- **8 School Visits** to promote the Manufacturing sector as well as the MEGA Degree Apprenticeships with: **Mallaghan Engineering, Hutchinson & Fabricat**. Schools visited: Banbridge Academy x 2, Drumglass High, Sperrin Integrated x 2, St. Mary's Grammar Magherafelt, St. Ciaran's College Ballygawley & Rainey Endowed.

- **4 Mock Interview** events, with **Kiverco, RubbleMaster, SpecDrum, Edge Innovate, Specialist Group, Bloc Group & Mallaghan Engineering** at Magherafelt High School, Integrated College Dungannon, Drumglass High School & St. Pius X College.
- **3 Careers Fairs** at Integrated College, Dungannon with **Nugent, RubbleMaster & Edge Innovate** & Magherafelt High with **Four Dee & Moyola Precision Engineering**. Plus, St. Ciaran's College with numerous local companies
- **1 Year 10 Career Options Fair** with Cookstown High & Holy Trinity College in Cookstown and **Mallaghan Engineering Ambassadors**.
- Organised a workshop on 'How to Present like a Pro', aimed at MEGA Ambassadors to train them in delivering presentations to students. **Nugent, Four Dee, SpecDrum, Ulster Shredders, Sperrin Metal Storage Solutions, Strickland, Moyola, Bloc & Edge Innovate** attended. MEGA Ambassadors learned tips on presenting to young people & were given a template to improve their presentation skills.
- Launched **2024 MEGA Apprenticeship Model Booklet**. Over 200 apprenticeship opportunities are available within 95% of MEGA companies. Booklets will be sent to schools, and teachers will encourage students to apply.
- **Primary School Outreach**: Elita has created a bespoke primary school outreach programme for Mallaghan Engineering which will be rolled out in the spring. They will be able to deliver themselves going forward for primary schools, inspiring primary children into engineering from an early age.
- MEGA's focus on All Age Apprenticeships during Apprenticeship Week is anticipated to drive increased interest and participation in apprenticeship programs, fostering a more inclusive and skilled workforce.
- 2 update meetings with Niall Kearney, Employer Adviser, Department for Communities, Cookstown Job & Benefits Office regarding apprenticeship and welding academy opportunities. Niall circulates relevant information to all JOB's in the surrounding region.
- Supported LMP with Job Fairs and promoted within our member companies.
- Attended LMP Strategic Planning day
- The total number of followers across all social media platforms has experienced a significant increase over the last quarter. Specifically, the total followers rose from **8,698 to 9,116** indicating a percentage increase of approximately **5%**.

## **ACTION**

### **2. Skills for the Future**

Adapt the provision of education of skills development to meet the changing needs of the sector over time.

- Skills demand planning. Conduct an annual survey of members to understand people & skills demands for the 12-18 months ahead. Collaborate with MUDC LMP to inform stakeholders of the rolling 12 – 18 month skills needs.
- MEGA Skills Academy. Create a skills academy to deliver a range of short training courses (eg spray painting; robotic welding; CNC; Hydraulics). Leverage the supply base to loan training equipment & materials
- Digital manufacturing & I4.0. Identify a training partner for digital manufacturing & automation (e.g. Digital Catapult, Dundalk AMTCE) Adopt a clear curriculum relevant to MEGA members. Identify funding opportunities to support member training. Train members in emerging technologies



- Skills investment programme. Signpost and encourage members towards grant support packages available for skills investment (e.g. Skills Advancement Grant for INI clients) 3 year span of project

## ACTIVITIES & PROGRESS

- The Department for Economy (Dfe) has recently announced funding for All Age Apprenticeships, marking a significant development in workforce training. MEGA, recognising the importance of this initiative, plans to focus on promoting and leveraging these apprenticeships during Apprenticeship Week in February 2024.
- Requests to be part of the MEGA Mentor Training have increased in the last 6 months. People are asking to be part of this before recruitment commences and ask to be on the waiting lists.
- Additional training offered to our MEGA companies through Skill Up funds – uptake was higher than expected with people requesting places including – film making, leadership, digital marketing etc
- The Department for the Economy is backing free short courses with up to 7000 open slots until the end of March 2024. These **‘Skill Up’** opportunities are tailored to key economic sectors, offering numerous courses relevant to businesses. The impact of the training courses on the **12** member companies included enhanced skills and knowledge among employees, improved efficiency in key areas, and a strengthened foundation in priority economic sectors such as digital skills, green technologies, advanced manufacturing, and leadership/management. The participating companies benefited from a more skilled workforce, potentially leading to increased productivity, innovation, and competitiveness in their respective companies.
- Over the 3rd quarter there has been continual development and growth with regards to the **SMDH project** and what it has to offer companies in terms of support and guidance on their digital journey. There are currently over 80 projects being rolled out across NI and more of the MEGA companies have come onboard and are involved with doing a project.
- Promoted funding opportunities for skills development, particularly through the Digital Transformation Flexible Fund (DTFF) The DTFF grants are worth between £5,000 and £20,000 and are designed to help small and micro businesses.

### Nov 23’ to March 24’

- Detailed report created on Insights from Mega Skills Survey in Feb. This will direct Mega to what upskilling courses will have the most impact for our member companies. 74% responses rate with 31 members completing the survey. Target set in 2024 Strategic Plan for the **Launch of Mega UpSkilling Academy**
- Insights from Mega Skills survey - Key ways in which our member can leverage this valuable resource to inform and enhance your company's future plans:  
Identify specific skill areas that require attention and investment within their company.

Tailor training programmes, recruitment strategies, and talent development initiatives to address identified skill gaps effectively.

Align their workforce development plans with the evolving needs of the industry, whether it's prioritising upskilling and retraining initiatives, fostering diversity and inclusion, or embracing emerging technologies.

- In addition to providing insights, Mega is here to support companies in delivering on the recommendations outlined in the survey. We believe that active participation in Mega activities, training, and networking opportunities can further support their company's growth and development. Suggestions on how your company can get involved are outlined in the Insights document.
- By actively participating in Mega initiatives, companies can gain access to valuable resources, networking opportunities, and industry insights that can help drive companies success. Whether it's through attending industry events, participating in training programmes, school engagements, mentoring or engaging in collaborative projects, Mega offers a range of opportunities for companies to connect with industry peers and stay at the forefront of developments in the manufacturing and engineering sector.
- The invaluable contributions to the survey have enabled a highly comprehensive outcomes report produced with detailed analytics that portray clear ambitions and commitment to sustainable growth, development and advancing the industry.
- **Specdrum** worked with MEGA & SMDH to create a promotional video for the project. David Glasgow talked about how the SMDH project had supported his company on their digital journey. In January **SFM engineering** were successful in their bid for rapid demonstration funding and **Mallaghans** have just received their award in March. This is excellent success stories for them and MEGA. Over **£200k** was awarded in total.
- The 3rd Cohort of MEGA Mentor Training ILM level 3 commenced November 2023 and completed Jan 2024. Recruitment from 8 companies with 15 attendees
- Signposted companies towards numerous funding opportunities:
  1. **Industrial Decarbonisation for NI (IDNI) project**: Learn about cheaper energy costs, improved productivity, and more. Wednesday, 28th Feb 2024
  2. **SMDH Digital Transformation Workshops: Unlock the potential of digital tools and funding opportunities**
  3. **Lighthouse Funding** Tuesday, 27th February: Digital Innovation Fund - Lighthouse Open Call 3 Webinar
  4. **Hartree Centre NI**: Realise the Data and Artificial Intelligence Opportunities within your business
  5. **Digital Factory Accelerator: Transform your manufacturing business with the pilot Digital Factory Accelerator**

## **ACTION**

### **3. Collaborate to win**

Build strong working relations with key delivery partners and leverage third party resources and budget to the best advantage of MEGA members.

- Education & skills alignment. Build strategic working relationships at board level with funded skills delivery partners (e.g SWC, NRC) Collaborate with operational resource to devise new training and development offerings that are aligned to industry skills demands.
- Degree apprenticeships. Sustain the Engineering degree apprenticeship. Grow to 30 plus places per year
- Emerging skills programme. Build networks with Centers of Excellence to understand emerging technologies & skills requirements. Encourage Centers of Excellence to host awareness sessions in Mid Ulster

- Influence & communicate. Embrace Manufacturing NI as a collaboration partner to manage communications and influence with Government.
- MSW economic engine. Build relationships with the MSW programme team and stay abreast of developments under the Growth deal
- Assign two MEGA representatives to the ESIC working group
- NI Makers Alliance. Maintain representation with the Makers Alliance and provide periodic updates on MEGA activities and successes.

#### **ACTIVITIES & PROGRESS**

- Mechanical and Manufacturing Engineering DA

##### Students:

Year 1 14 Degree Apprenticeship Students on the course

Year 2 23 Degree Apprenticeship Students on the course

Year 3 20 Degree Apprenticeships Students on the courae

##### Industry Employers:

Year 1 11 Employers with 13 Placements

Year 2 16 Employers with 23 Placements

Year 3 17 Confirmed Employers with 20 placements confirmed.

- Degree Apprenticeship review evidenced – 121% increase in companies with Degree Apprenticeship students over the last two intakes
- 286 % Increase in the number of Degree Apprenticeship students
- 86 % of this years intake heard about the course from our MEGA Industry and Education Engagement Manager. 12 % heard from word of mouth and 2 % website search – evidencing the impact of our school and career teacher engagement.
- 100 % of the 2<sup>nd</sup> and 3<sup>rd</sup> years now know who their mentor is compared to this time last year when only 18 % knew who their mentor was – evidence of increase due to industry engagement with the Mentor service offered in MEGA
- 99 % of those who have attended the MEGA ILM Mentoring Training have continued to engage with the MEGA Mentor service.
- In the last 9 months the MEGA Mentor Now Programme has saved our MEGA companies **£166, 000.00** in training and support services.
- Working closely with the Welding Academy to develop strategies to make the courses more accessible and improve demand. Getting access to all the required information from the previous 2 years to look over the patterns in terms of numbers applying and completing the courses.
- **Ongoing collaboration and work** are being carried out by the different partners within the SMDH project. A great deal of progress is being made and the development of the Virtual Manufacturing platform and Virtual Manufacturing Testbeds is well on the way. Magee have developed 2 Virtual testbeds for companies to use going forward. One will focus on additive manufacturing – companies will be providing access to a 3D printer virtually. Companies can design and print a product to identify if it will work for them.

- SMDH Project has improved industry cohesion through links with **Cambridge, Catapult, Ulster University, Hartree, Manufacturing NI** will lead to improved industry collaboration to promote the overall competitiveness of the Mid-Ulster region in a global marketplace.
- Ongoing discussions with MSW team and MEGA to discuss City Deal funding. MEGA submitted a concept paper for the MEGA Learning Factory to the 3 council chiefs Adrian McCreesh, Alison McCullough, Roger Wilson (Chief Executives)
- Darragh emphasised the real need for the Learning Factory among local manufacturing companies. **Action:** Recognising the importance of adapting training methods to align with automation trends in the manufacturing sector.
- MEGA have now fee paying members - 40 companies (**£63,700.10**). Target was to get over half of the original membership of 71 companies. We have exceeded this target within the first six months.
- **Activities and Actions Resulting from Stakeholder Engagements:**

**22nd August - Meeting with SERC Aine McGeehan:**

- Purpose: Explore synergies between MEGA and SERC.
- Outcome: Identification of potential collaborative opportunities and shared initiatives.

**1st Sept - GEMX Industry 4 Showcase (Una McCabe, Maria Curran):**

- Participation in the Industry 4 Showcase to showcase MEGA's initiatives.
- Networking and collaboration opportunities with other industry players.

**14th Sept - Apprentices Meeting with MUDC, Joe Kennedy III and Jayne Brady:**

- Unique opportunity for MEGA apprentices to engage with Joe Kennedy III and Jayne Brady.
- Round table discussion with network member companies addressing manufacturing concerns.

**Horizon Engineering: Innovation Lab QUB (Maria Curran):**

- Engagement with Horizon Engineering at the Innovation Lab, Queen's University Belfast.
- Exploring innovative opportunities and advancements in electrical engineering.

**26th Sept - Terex Women in Engineering Event (Una McCabe, Maria Curran, Anastazja, Elita Frid):**

- Participation in the Terex Women in Engineering Event.
- Showcasing the involvement and contributions of women in the engineering sector.

**3rd Oct - Barclays Manufacturing Sector Networking Lunch (Patrick Hurst, Darragh Cullen, Maria Curran):**

- Attendance at the Barclays Manufacturing Sector Networking Lunch.
- Networking with key stakeholders in the manufacturing sector.

**25th Oct - Digital Skills & Employability Programme Launch, Belfast Met (Maria Curran):**

- Participation in the launch of the Digital Skills & Employability Programme.
- Demonstrating MEGA's commitment to skills development and employability.

**26th Oct - Future of Skills Summit, NI Chamber of Commerce (Maria Curran):**

- Attendance at the Future of Skills Summit.
- Contribution to discussions on the evolving skills landscape in the manufacturing sector.

**27th Oct - Sinn Fein Business Breakfast (Shane Nugent, Darragh Cullen, Maria Curran):**

- Attendance at the Sinn Fein Business Breakfast.
- Engagement with political stakeholders to discuss business-related matters.
- These activities showcase a proactive approach to stakeholder engagement, resulting in a diverse range of collaborations, networking opportunities, and contributions to industry events. The involvement in various initiatives reflects MEGA's commitment to staying informed, fostering partnerships, and actively participating in discussions shaping the future of the manufacturing and engineering sector.

#### Nov 23' to March 24'

- During November and Feb Focus Groups were held with all 58 DA students across the three-year groups in Ulster University. The purpose of the focus groups was to have a check-in with students re their academic progress and experience in Industry.
- Applications for the 2024 intake opened on the 30<sup>th</sup> of November 2023 and will close on 31<sup>st</sup> March 2024. MEGA created a video on how to apply for the MEGA Degree Apprenticeship, which is on our social media platforms, has been shared with the career departments and is now embedded in our education and industry managers engagement presentation
- Launch in December of the MEGA Partnership with Ulster Universities Business School for the Degree Apprenticeship in Accounting and Finance
- MEGA had individual meetings with Abbie Mc Kenna (UU Apprenticeship Hub); Kathryn Mc Campley (Department of the Economy); Ulf Bosh (Queens) Nicola Quinn (Skills Focus SWC) regarding future training opportunities.
- Attendance at the MEGA Apprenticeship Sub Committee has significantly risen from **5 companies in 2022/2023 to 12 in 2023/2024**. Note that the rise in diversity of roles in the committee is made up of Managing Directors, Operations Managers, Team Leads, HR, Marketing and Engineers. The Apprenticeship Sub Committee in 2022 only included two men but now includes 7. Important for diversity and collaboration.
- The Open evening in the University of Ulster, facilitated and organised by MEGA, had an attendance of 300 people made up of potential applicants and their parents/Guardians. This is an increase of 159% on last year's attendance. This rise evidences the curiosity and increased popularity and demand for Degree Apprenticeships as the option for many families and individuals.
- Graeme Wilkinson Director of Skills attended our Open Evening at UUM representing the support given to MEGA from the Department of the Economy.
- Submitted a Proposition Paper to MSW in December 2023 for the MEGA Learning Factory, outlining the project's objectives, scope, and budget requirements, intended for sharing with the NIO.
- On Tuesday 7th November we held our annual Directors Breakfast. Breakfast brought together 102 prominent figures, including leaders within our local manufacturing companies, government officials, policy makers, and training providers.

Colm Gildernew, MLA:

***'I thought the event was really good and was an excellent showcase of both the important work MEGA is doing and the overall strength and value of the engineering and manufacturing sector which we are all so rightly proud of.'***

- During a Mega team strategic planning day a detailed stakeholder map with identified interests and influence was discussed in detail. Open discussion on each stakeholder's expectations and what specific strategies we need to implement for meeting stakeholder expectations.

- Mega have 49 paid members bringing in approx. £80,000 in membership fees.