

Report on	Great Days Out Event on 28 March 2019
Reporting Officer	Michael Browne
Contact Officer	Mary McKeown / Martha Beattie

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

1.0	Purpose of Report
1.1	To inform the council of the Great Days Out Trade Event taking place on 28 th March 2019, venue Corick House in the Clogher Valley.
1.2	This event will directly target group organisers from across Northern Ireland and the border counties, such as church groups, community groups and retirement associations etc.
1.3	The purpose of this event is to encourage these organisers to visit the Mid Ulster District by providing information on the wealth of fantastic group day visits available. It will showcase cultural experiences, heritage sites and special interest tours and will hopefully entice groups to visit locations which may not be familiar to them.
2.0	Background
2.1	This event was previously run by Tourism Northern Ireland. It caters for group organisers from church groups: like PWA and WI, to sports and social clubs, community groups to retirement associations and from gardening groups, historical groups to Rotary clubs and many more from across NI.
2.2	Tourism Northern Ireland are working with the Archaeology, History and heritage cluster group to assist them prepare itineraries and day trips to showcase at the event.
2.3	Members of the Heritage Cluster have been offered training to prepare for this event, "Get Ready for Groups", which will be delivered by Tourism Northern Ireland.
3.0	Main Report
3.1	Great Days Out is designed to showcase the Archaeology, History and Heritage across the district. It will include attractions, activities and accommodation throughout the Mid Ulster Council area offering a range of great day trip ideas for a variety of groups from church, sports and social clubs to community groups, retirement associations and many more.
3.2	Group trip organisers and group leaders will be given the opportunity to meet and sell directly to a range of exhibitors who can help them plan a day trip in Mid Ulster.

3.3	The Heritage Cluster members will be provided with training from Tourism Northern Ireland (TNI), "Get Ready for Groups" and they will be offered Tour guiding training to support their Great Days Out packages.
3.4	TNI will financially support the training and assist with the running costs of this event.
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: TNI to cover the cost of room hire and refreshments for 150 people (£1650)</p> <p>The council to financially support the Skills Focus Tour Guiding programme delivered through SWC at the cost of £62 per person, capped at 10 people.</p> <p>Human: Staff members who lead the Cluster to assist at the event</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p>Excellent Cross Community event welcoming all cultures and communities to visit Mid Ulster</p>
4.3	<p><u>Risk Management Implications</u></p> <p>Staff meetings will take place regularly to ensure the smooth running of this event.</p>
5.0	Recommendation(s)
5.1	Support the Great Days Out Event
6.0	Documents Attached & References
	N/A