

<b>Report on</b>	Seamus Heaney Cluster /Invest NI Update
<b>Date of Meeting</b>	7 June 2018
<b>Reporting Officer</b>	Michael Browne
<b>Contact Officer</b>	Mary McGee

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To report and inform Council of developments to date in Seamus Heaney Cluster in particular Collaborative Growth Funding.
<b>2.0</b>	<b>Background</b>
2.1	The Seamus Heaney Cluster has been developed as part of our Mid Ulster Council Tourism Strategy delivery, it has gone from strength to strength in the past year. The group comprises 11 local businesses and meets every two months. Richard Mulholland from Ballyscullion Park chairs the cluster and through Richard the group report to the Tourism Development Group every two months.
<b>3.0</b>	<b>Main Report</b>
3.1	<p>The group have recently been successful in achieving £25,000 from Invest NI to deliver a scoping study for the cluster members. This study will examine the following:</p> <ul style="list-style-type: none"> <li>• The cluster can explore the potential market for their product in particular focussing on its relationship with Seamus Heaney HomePlace.</li> <li>• Assess the specific businesses in the cluster and their capacity to deliver a quality visitor experience.</li> <li>• Examine how they can capitalise on the development of Seamus Heaney HomePlace.</li> <li>• Scope out employment and business development opportunities in the region capitalising on the Seamus Heaney story.</li> <li>• Develop the skills to package and sell their product in domestic and international marketplace.</li> <li>• Realise the marketing and PR potential of their unique product Vis a Vis Seamus Heaney HomePlace and their associations to this centre.</li> <li>• Examine the issue of branding vis a vis the Seamus Heaney brand and its importance for the businesses.</li> <li>• Examine and explain how existing and potential partnerships such as Tourism Ireland, Tourism NI etc. can benefit the cluster businesses.</li> </ul>

	<p>Marks Consulting led by Liesa Johnston has been appointed by the group to work with them over the next 6-9 months to deliver the study.</p> <p>The first full meeting of consultants and the group is scheduled for Wednesday 30<sup>th</sup> May at 10am in Magherafelt Council offices.</p>
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial:
	Human: Staff time where applicable to support Marks and the cluster members.
	Risk Management:
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications:
	Rural Needs Implications:
<b>5.0</b>	<b>Recommendation(s)</b>
	For information
<b>6.0</b>	<b>Documents Attached&amp;References</b>