

Report on	1. Covid19 Recovery Revitalisation Programme 2. Christmas Off Street Car Parking Charges - Dungannon & Magherafelt 3. Dungannon Traders Association Proposal
Date of Meeting	13 October 2022
Reporting Officer	Assistant Director of Economic Development, Tourism & Strategic Programmes

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

1.0	Purpose of Report
1.1	To provide Members with an update on key activities as detailed below.
2.0	Background
2.1	<p>Covid19 Recovery Revitalisation Programme</p> <p>Council previously received a letter of offer from the Department for Communities (DfC) for £1,452,000 to deliver Tranche 1 & Tranche 2 Business Support Grants plus an Active Travel Scheme. Tranche 1 & 2 Business Support Grants have all been allocated and completed. The Active Travel element is ongoing.</p>
2.2	<p>Christmas Off Street Car Parking Charges Dungannon and Magherafelt</p> <p>For the past seven years, a Christmas car parking scheme has been implemented in Dungannon and Magherafelt town centres to boost trading during the key Christmas period. Following positive feedback from businesses and the public, it is proposed to bring into effect a similar scheme this year to support the local retail sector.</p>
2.3	<p>Dungannon Traders Association Proposal</p> <p>Council received a proposal from Dungannon Traders Association via email on the 23rd September 2022. The proposal requested that Council divert the budget allocated to the annual Heels on the Hill event to a new event on the 18th December 2022 in Dungannon Town Centre.</p>
3.0	Main Report

3.1

Covid19 Recovery Revitalisation Programme.

The Active Travel schemes are still progressing with more time required for the completion of the Clogher footpath scheme. Prolonged discussions have meant the estimated completion date of 31 October 2022 is not achievable and Council has requested DfC for an extension to the timeline to the end of this financial year.

DfC has agreed to Council's request and furnished Council with a Letter of Variance granting an extension to the period of funding to 31 March 2023 as detailed in **Appendix 1**.

3.2

Christmas Off Street Car Parking Charges Dungannon and Magherafelt.

As part of this year's Christmas Promotional Campaign, officers have considered options for a car-parking scheme in Dungannon and Magherafelt town centres. The proposed pricing arrangements are aimed at encouraging footfall and spend, boosting town centre trade during the critical festive trading period – one of the busiest times of the year. Following positive feedback from trader groups, it is proposed to implement a similar scheme to last year as follows:

The first three hours parking for 10 pence in all Pay and Display Car Parks for a six-week period from Saturday 26 November 2022 to Saturday 7 January 2023. Total cost to Council of implementation is £24,000.

The normal tariff is 40p for 1 hour (except for Central in Magherafelt, which has a tariff of 40p per three hours) and the proposed pricing arrangements are intended to boost town centre trade at one of the busiest times of the year. The very nominal fee of 10p for the first three hours is being charged to prevent "all day parkers" and ensure town centre car parks are available to visitors and shoppers.

Car parks included in the scheme are:

- Ann Street East, Castle Hill, Perry Street West and Scotch Street North in Dungannon.
- Rainey Street, Union Road and Central in Magherafelt.

3.3

Dungannon Traders Association Proposal

The Heels on the Hill event is normally held in September annually in conjunction with Dungannon Traders Association. The event hasn't been held since 2019 as a result of the Covid pandemic and the Traders have advised that it wasn't possible to organise it this year either due to a number of factors. In more recent months, the development of "The Space" at Feeney's Lane, is now operational and is managed by Dungannon Enterprise Centre, in association with Dungannon Traders.

Dungannon Traders Association have identified an opportunity to create a new event in the town and have submitted a request to Council (**Appendix 2**) to ask for the Council budget for the Heels on the Hill event (£5,500) be reassigned to

	<p>allow them to host the proposed new event called “Dungannon Jingle Ball Run” on Sunday 18th December from 4pm – 7pm to bring footfall to the town.</p> <p>This event would be held in Market Square, Dungannon as opposed to the Hill of The O’Neill which the Traders envisage will have a bigger impact for both businesses and shoppers/community alike.</p>
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	<p>Financial:</p> <p>Covid19 Recovery Revitalisation Programme: DfC funding of £1,452,000 to be spent by March 2022. Letter of Variance attached on Appendix 1 providing an extension to complete the programme by 31 March 2023.</p> <p>Christmas Off Street Car Parking Charges Dungannon and Magherafelt: £24,000 available within the Economic Development Budget this financial year.</p> <p>Dungannon Traders Association Proposal: The Traders Association have requested Council to reassign its budget of £5,500 for the Heels on the Hill event towards Dungannon Traders new event entitled Dungannon Jingle Ball Run. There is no financial impact to Council to switch the funding from one event to the other as the funding remains available within the Economic Development Budget this financial year.</p>
	<p>Human:</p> <p>Covid19 Recovery Revitalisation Programme: Officers time managing funded projects.</p>
	<p>Risk Management:</p>
4.2	Screening & Impact Assessments
	<p>Equality & Good Relations Implications: none identified</p>
	<p>Rural Needs Implications: none identified</p>
5.0	Recommendation(s)
5.1	<p>It is recommended that Members:</p> <p>Covid19 Recovery Revitalisation Programme</p> <p>Approve authority for the Chief Executive to sign DfC’s Covid-19 Recovery Programme Letter of Variance on Appendix 1, dated 9 September 2022, which grants an extension to the period of funding to 31 March 2023 and approve immediate return of Letter of Variance to DfC following the Development Committee Meeting in October 2022 to meet DfC’s response timeframe.</p>

5.2	<p>Christmas Off Street Car Parking Charges Dungannon and Magherafelt.</p> <p>Approve the temporary reduced tariff for the first 3 hours of 10 pence in all Off Street Pay & Display Car Parks in Dungannon and Magherafelt from Saturday 26 November 2022 to Saturday 7 January 2023 (6-week period) at a cost to Council of £24,000.</p>
5.3	<p>Dungannon Traders Association Proposal</p> <p>Approve the request from Dungannon Traders Association to reassign Council's budget this financial year totalling £5,500 from the Heels on the Hill event to the new Dungannon Jingle Ball Run event which is proposed will take place on Sunday 18th December from 4pm – 7pm.</p>
6.0	Documents Attached & References
	<p>Appendix 1 - Covid-19 Recovery Programme MUDC Letter of Variance – September 22</p> <p>Appendix 2 – Dungannon Traders Association Proposal</p>