

<b>Report on</b>	<ol style="list-style-type: none"> <li>1. Tourism Summer Campaign 2022</li> <li>2. Tourism Development Group Minutes 12.04.2022</li> <li>3. Cookstown Town Centre Forum Minutes 23.03.2022</li> <li>4. UK Tentative List Process of World Heritage Sites</li> </ol>
<b>Date of Meeting</b>	6 <sup>th</sup> July 2022
<b>Reporting Officer</b>	Assistant Director of Economic Development, Tourism and Strategic Programmes

<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 provide Members with an update on key activities as detailed below.
<b>2.0</b>	<b>Background</b>
2.1	<p><b>Tourism Summer Campaign 2022</b> The Council continues to support the recovery of the tourism industry within Mid Ulster, and to extend the reach of the 'Embrace A Giant Spirit' campaign. The previous spring campaign has kick started the tourism season in Mid Ulster (typically March through to October), and the proposed summer campaign will continue to promote the new 'Visit Mid Ulster' website and social media channels and in so doing further consolidate the Unwinding Time brand.</p>
2.2	<p><b>Tourism Development Group Minutes 12.04.2022</b> The Tourism Development Group (TDG) was established to create a working forum between Council and private sector businesses. The TDG will assist with policy development and support the implementation of Council's Tourism Strategy and associated work in order to create economic growth, increase visitor numbers and create employment. The group meet on a bi-monthly basis and as per the agreed Terms of Reference, all business will be reported to Council through the Development Committee.</p>
2.3	<p><b>Cookstown Town Centre Forum Minutes 23.03.2022</b> Cookstown Town Centre Forum was established in 2002 to develop a partnership approach for the development and delivery of key town centre initiatives. The Forum meets at regular intervals throughout the year.</p>
2.4	<p><b>UK Tentative List Process of World Heritage Sites</b> The Department for Communities contacted Council to inform us that the UK Government had launched an exercise to review and renew the UK Tentative List of World Heritage sites. This list is reviewed every ten years. Following the</p>

	<p>submission of an Expression of Interest the Council has been asked to progress on to the next stage and submit an application.</p>
<p><b>3.0</b></p>	<p><b>Main Report</b></p>
<p><b>3.1</b></p>	<p><b>Tourism Summer Campaign 2022</b></p> <p>The campaign will position Mid Ulster as an ideal staycation destination for NI domestic markets and a key gateway destination for ROI markets, focusing on Mid Ulster’s unique offering of water based sites and activities which provide a chance to escape and get away from it all.</p> <p>The key focus of the campaign will be ‘<b>Stories from the Shore</b>’ as content will profile lough shore and river based water product which has not, to date, featured heavily in previous campaigns.</p> <p>This product includes:</p> <ul style="list-style-type: none"> <li>• The re-imagining of <b>Ballyronan Marina</b> with the unusual accommodation option provided by the <b>on-water glamping pods</b>, which as yet have not been extensively promoted. (let’s go story fishing is a title of one of the interpretation panels and content can expand on the legends of the lough product associated with the site)</li> <li>• The redevelopment of <b>Ballyronan Wood</b>, the 5 acre wet woodland on the shores of Lough Neagh (telling the stories of nature and animals that are abundant at the site).</li> <li>• Rich in family stories, heritage, biodiversity &amp; breath-taking beauty, on the shores of Lough Neagh and bordered by the Ballyinderry River, <b>Jigsaw Farm</b> is a designated RAMSAR Special Conservation Area. Working Farm packages and seasonal themed events allow visitors to experience life on the farm as little or as much as they would like to.</li> <li>• <b>Lough Neagh Stories Boat Tours</b> tell the stories of the Lough and its shorelines and the nature that inhabits them; its traditional, skilful, resilient people, especially its fishing people, and the legends that make up the history of the place.</li> <li>• Set in wild mountain scenery, <b>Lough Fea</b> is one of the many delightful lakes dotted throughout the Sperrins Region. Covering 180 acres this natural beauty spot is an anglers dream and also supplies the entire area and beyond with fresh water. The 4.15km (approx. 1 hour) walkway around Lough Fea is a haven for local walkers and tourists alike. A mix of panoramic scenery and calming waters make this the ideal place for an idyllic evening walk.</li> <li>• Seamus Heaney Open Ground and in particular, the <b>Strand at Lough Beg</b> and the riverside walk along the <b>Moyola River</b>, where Seamus Heaney walked, fished and thought, is now also more accessible to visitors who can</li> </ul>

meander alongside those same river banks, retracing the steps of the poet who was 'at home on the water in all sorts of ways'.

- Following the journey of Irish immigrants who left the shores of Lough Neagh, and travelled across the ocean to a new shore, **The Emigrants Walk** is a 6K walking tour to the summit of Carntogether mountain led by local guide, Cathy O'Neill which follows in the footsteps of emigrants from the shores of Lough Neagh as they start out on their journey.

### Channels

The Council wishes to use a broad range of channels for the campaign to reach the above target segments, with an emphasis on those which are digital.

The campaign will provide an opportunity to further grow the new Visit Mid Ulster social media channels with a clear and consistent call to action that will drive traffic to the Visit Mid Ulster web site.

The campaign will use the following channels:

Channel	NI Domestic Market	ROI Market
Digital Advertising incorporating Open Ground and Outdoor recreation video assets	√	√
Local Radio Advertising U105 to include digital elements	√	
Social Media Content using Visit Mid Ulster social media channels as primary source and other Council owned channels as secondary sources where appropriate.	√	√
Influencer Partnership	√	√

### Timescales

The campaign will run from Wednesday 15 June until Wednesday 13 July 2022 to maximise opportunities to tap into the school holiday planning, summer day tripping and staycation market readiness.

	A media calendar is included below.	
	<b>Activity</b>	<b>Spend</b>
	Production of campaign video footage for use on social media channels	£3,000
	Digital Advertising	£2,500
3.2	Radio Advertising	£4,000
	Influencer Partnership	£2,500
	<b>TOTAL SPEND</b>	<b>£12,000</b>
3.3	<b>Tourism Development Group Minutes 12.04.2022</b> Minutes of the Tourism Development Group meeting held on 12 <sup>th</sup> April 2022 are attached on <b>Appendix 1</b> .	
3.4	<b>Cookstown Town Centre Forum Minutes 23.03.2022</b> Minutes of meeting of Cookstown Town Centre Forum held on the 23 <sup>rd</sup> March 2022 are attached on <b>Appendix 2</b> .	
	<p><b>UK Tentative List Process of World Heritage Sites</b> Each country is required by UNESCO to maintain a 'Tentative List' of potential world heritage sites and to review this list every ten years. As part of the process, an expert panel will review applications to the UK list. Councils and site management organisations are free to nominate a cultural or natural site that they feel might meet the 'Outstanding Universal Value' test for addition to the World List. To find out more: <a href="https://www.gov.uk/government/consultations/unesco-world-heritage-sites-uk-tentative-list-review">https://www.gov.uk/government/consultations/unesco-world-heritage-sites-uk-tentative-list-review</a>.</p> <p>Following the mandatory attendance at an online seminar the process was explained, including the significant costs involved and the constraints that apply if a site were to be inscribed.</p> <p>To be considered for the UK's Tentative List, an expression of Interest form was submitted by Friday 6<sup>th</sup> May 2022, with the final application to be submitted on 15<sup>th</sup> July 2022.</p> <p>The location for the MUDC area will be the Dark Sky Park area around Davagh Forest and Broughderg previously known as the Heart of Ancient Ulster located in an Area of Outstanding Nature Beauty.</p> <p>Gerry Darby Consultancy has been appointed at the value of £2,500 to complete the application with the support of the Tourism Team.</p>	
4.0	<b>Other Considerations</b>	
4.1	<b>Financial, Human Resources &amp; Risk Implications</b>	
	<p>Financial: <b>Tourism Summer Campaign 2022</b> £12,000 in respect of 2022/23 expenditure.</p>	

	<p><b>Tourism Development Group Minutes 12.04.2022</b> Projects noted are within existing Council tourism budget</p> <p><b>UK Tentative List Process of World Heritage Sites</b> £2,500 from existing Tourism Budget</p> <hr/> <p>Human: <b>Tourism Summer Campaign 2022</b> Current staff structure sufficient to manage the project.</p> <p><b>Tourism Development Group Minutes 12.04.2022</b> Officers time</p> <p><b>UK Tentative List Process of World Heritage Sites</b> Officers time to assist consultant to complete application</p> <hr/> <p>Risk Management: <b>Tourism Summer Campaign 2022</b> The project will be managed in accordance with MUDC policies and procedures</p> <p><b>Tourism Development Group Minutes 12.04.2022</b> N/A</p>
4.2	<p><b>Screening &amp; Impact Assessments</b></p> <p>Rural Needs Implications:</p> <hr/> <p><b>Equality &amp; Good Relations Implications:</b></p>
5.0	<p><b>Recommendation(s)</b></p>
5.1	<p>It is recommended that Members:-</p> <p><b>Tourism Summer Campaign 2022</b> <b>Note</b> the content of the Tourism Summer Campaign and the mediums used within the campaign.</p> <p>5.2 <b>Tourism Development Group Minutes 12.04.2022</b> <b>Note</b> Tourism Development minutes dated 12.04.2022</p> <p>5.3 <b>Cookstown Town Centre Forum Minutes 23.03.2022</b> <b>Note</b> Cookstown Town Centre Forum minutes dated 23.03.2022</p> <p>5.4 <b>UK Tentative List Process of World Heritage Sites</b> <b>Note</b> update regarding Council's application to UK Tentative List of World Heritage Sites needing to be submitted by 15<sup>th</sup> July 2022 for the OM Dark Sky Park area around Davagh Forest and Broughderg previously known as the Heart of Ancient Ulster, located in an Area of Outstanding Nature Beauty.</p>

<b>6.0</b>	<b>Documents Attached &amp; References</b>
	Appendix 1 – Minutes of Tourism Development Group Meeting 12.04.2022 and Officers Cluster Reports  Appendix 2 – Minutes of Cookstown Town Centre Forum 23.03.2022