

<b>Report on</b>	The Outdoor Weekend in Mid Ulster
<b>Date of Meeting</b>	14 February 2019
<b>Reporting Officer</b>	Graeme Major/Sharon Arbuthnot
<b>Contact Officer</b>	Michael Browne

<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	Is to seek approval for the delivery and promotion of Mid Ulster's First Outdoor Weekend proposed to be held on 13 and 14 April 2019.
<b>2.0</b>	<b>Background</b>
2.1	<p>The Outdoor and Event Cluster has been developed as part of our Mid Ulster Council Tourism Strategy delivery and feeds into the main Tourism Development Group.</p> <p>The vision of the strategy for Mid Ulster Tourism 2016-2021 is to;</p> <p>"Enhance Mid Ulster's image and reputation for visitors and grow the economy to £50m by 2021 as measured by overnight expenditure"</p> <p>The aims and objectives of the strategy included:</p> <ol style="list-style-type: none"> <li>1. To develop three strategic tourism strands, around which the attributes of the area and the industry can cluster to attract visitors. <ol style="list-style-type: none"> <li>1.1 Seamus Heaney</li> <li>1.2 Archaeological sites, history and heritage</li> <li>1.3 Outdoor Activities</li> </ol> </li> <li>2. To grow tourism as an economic driver for Mid Ulster;</li> <li>3. To manage the destination and create the preconditions for successful tourism;</li> <li>4. To profile and promote Mid Ulster to enhance the visibility of the area and boost visitation and spend;</li> <li>5. To support the dispersal of visitor spend and investment across the area.</li> </ol>
<b>3.0</b>	<b>Main Report</b>
3.1	The Outdoor Clusters main objective in its first year is creating an Outdoor Weekend April 13 – 14 April 2019, linking with the aims and objectives of the tourism strategy. A longer term objective is to hold this weekend annually.
3.2	Bringing the outdoor activity providers within Mid Ulster together, to work collectively has been a major achievement for the Tourism Industry and the

<p>3.3</p> <p>3.4</p> <p>3.5</p>	<p>cluster, which in addition shows the commitment of the providers to the cluster. The weekend will feature both private and public organisations with 5 Council sites being involved.</p> <p>Event content;</p> <ul style="list-style-type: none"> <li>• <b>The Jungle NI:</b> Family Fun package with additional taster activities</li> <li>• <b>Todds Leap:</b> Open Park Day and additional taster activities</li> <li>• <b>Tarrant Warfare</b> – Airsoft play, 13 April 2019, 3x 1.5 hour game sessions</li> <li>• <b>Portglenone Paddlers:</b> Canoeing and Kayaking for 8years +, leaving from Newferry max 24 people.</li> <li>• <b>Dungannon Park:</b> Course Angling Taster 13<sup>th</sup> &amp; 14<sup>th</sup> April 2019</li> <li>• <b>Rock n Go Mobile Climbing Wall:</b> Davagh Forest Trails 13 April &amp; Dungannon Park 14 April 2019</li> <li>• <b>Brendan Adams Hillwalk:</b> The Sperrins, 14 April 2019</li> <li>• <b>Annaginy Fishery:</b> Fishing lessons 13 &amp; 14 April 2019</li> <li>• <b>Davagh Forest Trails &amp; Blessingbourne Mountain Bike Trails:</b> Mountain biking 14 April, morning and afternoon session (10 per session)</li> <li>• <b>Ballyronan Marina:</b> Canoe and Sailing Taster sessions, 13 &amp; 14 April, 2 hr morning and afternoon sessions both canoe and sailing</li> </ul> <p>Overall objective of the weekend - positioning Mid Ulster as the elite outdoor hub within Northern Ireland while increasing usage and spend within the Council area. To help achieve this we propose teaming up with local accommodation providers and packaging the weekend.</p> <p>To date the cluster has agreed to work in conjunction with Outdoor Recreation NI so that we can utilise their channels and expertise. Council's Marketing and Communication Officer will also be involved to promote and market the weekend, utilising Councils social media channels, skills and contacts. The strap line "How far will you Go" has been chosen to target both the local, national and ROI market.</p> <p>The Cluster has also applied for £30k sponsorship from the Tourism NI Sponsorship Scheme.</p>
<p><b>4.0</b></p>	<p><b>Other Considerations</b></p>
<p><b>4.1</b></p>	<p><b>Financial, Human Resources &amp; Risk Implications</b></p> <p>Financial: Delivered within budget - £2,500, hire of materials and subsidises. £5,300 advertising and promotion</p> <p>Human: Internal officers will work alongside the participating providers.</p> <p>Risk Management:</p>

<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>
5.1	Approve this event
<b>6.0</b>	<b>Documents Attached &amp; References</b>