

Report on	WorldHost Ambassador Training – Lake Torrent, Coalisland
Date of Meeting	4 July 2018
Reporting Officer	Charmain Bell
Contact Officer	Charmain Bell

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 information council on the WorldHost Ambassador initiative for Coalisland in preparation for the World Superbike Championships Spring/Summer 2019.
2.0	Background
2.1	The WorldHost Destination schemes for the Clogher Valley and Cookstown areas are on hold. In the interim to deliver WorldHost Ambassador training in Coalisland in advance of the opening of Lake Torrent.
2.2	The development of Lake Torrent will transform 163 acres of former clay pits into a world class racing circuit and its creation will see WorldSBK visit Northern Ireland for the first time in the series' history.
2.3	The WorldSBK Championship is one of the largest motorsport championships in the world, anticipated to attract 35,000 visitors over one weekend. Now in its 31 st season, the championship is contested by 59 teams, visiting 12 countries and with global TV airtime in excess of 18,000 hrs. Northern Ireland will join a list of host nations that currently includes Australia, Thailand, Spain, Holland, Italy, England, Czech Republic, USA, Portugal, France, Argentina and Qatar.
2.4	In order to prepare local businesses for the World Superbike Championships 2019, MUDC Tourism Team and Tourism NI (TNI) would like to offer WorldHost Ambassador training to traders within Coalisland. Thus ensuring the delivery of a warm welcome to both domestic and international visitors.
3.0	Main Report
3.1	MUDC Tourism Development Officer contacted TNI in May 2018 securing funding from Tourism NI to deliver the WorldHost Ambassador training in Coalisland.
3.2	This is a co-funded model. Tourism NI will pay the external trainer fees (approximately £3,000) and provide the training materials for each training session (approximately £3,600). Mid Ulster Council will provide the venue, hospitality, marketing of the workshops, and coach for the familiarisation trips.

3.3	The Ambassador programme will be tailored specifically to Lake Torrent and Coalisland, and will include a familiarisation trip highlighting the local area. Participants will be asked to pay £10 to attend the course, as this confirms participant's attendance and reduces the risk of 'no-shows' at training.
3.4	Training is scheduled to run from September 2018 to June 2019. There will be 8 workshops with a minimum of 25 participants per session. Unfilled spaces will be offered to participants from Clogher Valley and Cookstown, in preparation of the Destination Recognition scheme re-opening.
3.5	Meetings have taken place with David Henderson from Lake Torrent who will provide information to tailor the training. Lake Torrent have also offered the new hospitality suite to deliver training when it is operational.
3.6	Discussions have also taken place with Economic Development to work alongside the Coalisland Town Centre Forum, to create awareness of the workshops and to encourage participation.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: Funding to cover venue hire, hospitality, marketing and coaches.
	Human: Tourism Development Officers' time to assist with the delivery of the training.
	Risk Management:
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications:
	Rural Needs Implications:
5.0	Recommendation(s)
5.1	To deliver the Coalisland Ambassador Training, while the WorldHost Destination Recognition is on hold for Clogher Valley and Cookstown.
6.0	Documents Attached & References