

<b>Report on</b>	<ol style="list-style-type: none"> <li>1) Cookstown &amp; Magherafelt Town Centre Brand Refresh</li> <li>2) Branded Jute Bags</li> <li>3) Cookstown Wi-Fi Upgrade</li> <li>4) Cookstown Continental Market</li> <li>5) Cookstown Town Centre Forum Minutes</li> <li>6) Coalisland Public Realm</li> <li>7) International Women's Day Events (March 2018)</li> <li>8) Strategic Review of Economic Development's Online Services to Businesses</li> <li>9) Former High School Site, Maghera</li> <li>10) ICBAN Funding Request 2018/19</li> <li>11) Low Power Wide Area Network (LPWAN) Bid</li> <li>12) Hong Kong Trade Visit to Mid Ulster</li> <li>13) Renewal of Membership with NI Chamber of Commerce</li> <li>14) Renewal of Membership with Association of Town and City Management (ATCM)</li> </ol>
<b>Reporting Officer</b>	Fiona McKeown, Head of Economic Development

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

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To provide Members with an update on key activities as detailed above.
<b>2.0</b>	<b>Background</b>
2.1	<p><b>Cookstown &amp; Magherafelt Town Centre Brand Refresh</b>  In 2016, Council commissioned a Town Centre Positioning Study, which provided a comprehensive assessment of the 3 town centres (Cookstown, Dungannon &amp; Magherafelt) and produced a report which provided clarity on the future positioning of the 3 towns. An outcome of this study was the requirement to refresh the Cookstown and Magherafelt brands to reinforce and enhance a positive image of the town centres.</p>
2.2	<p><b>Branded Jute Bags</b>  The updated brands for Cookstown and Magherafelt have now been completed and there is a need to acquire new branded jute bags for both towns.</p>

2.3	<p><b>Cookstown Wi-Fi Upgrade</b>  In 2013, the former Cookstown District Council installed a free Wi-Fi service throughout the retail core of Cookstown Town Centre. This facility has been widely utilised by various clientele including Businesses &amp; SME's, Visitors, Students and Residents. The Wi-Fi project implemented a wireless network in the main retail core, providing 'on the go' access.</p>
2.4	<p><b>Cookstown Continental Market</b>  One of the annual civic events for Cookstown is the delivery of the Continental Market, in conjunction with Marketplace Europe.</p>
2.5	<p><b>Cookstown Town Centre Forum Minutes</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>
2.6	<p><b>Coalisland Public Realm</b>  A design team has been appointed for the £2.75M redevelopment of Coalisland town centre. The scheme will include works to The Square, Main Street, Lineside, Dungannon Road, Stewartstown Road, Barrack Street, Barrack Square, Station Rd and Washingbay Road. The overarching aim of the project is to:</p> <ul style="list-style-type: none"> <li>▪ Create a safe, high-quality pedestrian-friendly environment;</li> <li>▪ Revitalise and reinvigorate the town to help encourage more visitors and shoppers into the town centre;</li> <li>▪ Be accessible to pedestrians and vehicles;</li> <li>▪ Have free flowing traffic and retain most on-street car parking.</li> </ul> <p>The works will include the provision of new high quality natural stone paving, street furniture, tree planting, signage, lighting and drainage and will be developed in compliance and co-operation with the Department for Infrastructure and to current DDA standards.</p>
2.7	<p><b>International Women's Day Events (March 2018)</b>  Following previous years events to celebrate International Women's Day, the Council Chairperson, Councillor Kim Ashton requested that two further events be held in March 2018.</p>
2.8	<p><b>Strategic Review of Economic Development's Online Services to Businesses</b>  Following a recommendation by the Council's Development Committee a Specification was developed and 5 organisations were invited to provide quotations to conduct a Strategic Review of Economic Development's Online Services to Businesses. By the deadline of 12 noon on 12 January 2018, three quotations were received.</p>
2.9	<p><b>Former High School Site, Maghera</b>  The site of the former Maghera High School has been identified as a potential strategic site for economic development purposes within the Maghera Development Framework Plan 2017-30. The Council's Economic Development Plan (2015 – 2020) has set out a strategic aim to develop strategic sites under the theme "Enabling Infrastructure and Connectivity".</p>

2.10	<p><b>ICBAN Funding Request 2018/19</b></p> <p>Over the past number of years, a group of 8 Councils from north and south (as listed below) have provided a financial contribution towards ICBAN to support their work; these are Mid Ulster District Council, Fermanagh and Omagh Council, Armagh City, Banbridge and Craigavon Council and Monaghan, Donegal, Sligo, Leitrim and Cavan County Councils.</p>
2.11	<p><b>Low Power Wide Area Network (LPWAN) Bid</b></p> <p>In June 2017, Digital Catapult was awarded funding from Innovate UK for its bid to expand a project called “Things Connected”. This is intended to develop up to five additional large-scale low power wide area networks (LPWAN) which are emerging as potentially very powerful for business growth. It will be a one year pilot providing a free-to-use regional LPWAN network for the use of testing, experimentation, demonstration of IoT products and services.</p> <p>This fund seeks to lower the barrier to access for this new technology and create opportunities for innovative businesses to develop. The fund will focus on:  (i) setting up a regional network; (ii) providing access to the network; (iii) stimulating interest in the business opportunities a network brings;(iv), and educating SME’s on the potential of IoT to their businesses.</p> <p>At the Development Committee meeting on 12 Oct 2017, approval was given in principle only, to provide £10,000 support to an outline application submitted by InvestNI on 29 September 2017 for a pilot one year programme to deploy five regional <b>LPWAN networks</b> (Low Power Wide Area Network). The application has been successful. This technology provides a secure long distance communication between a sensor which is based in the community and the owner of the sensor.</p>
2.12	<p><b>Hong Kong Trade Visit to Mid Ulster</b></p> <p>Previously, in October 2017, twenty students and three staff from the Institute of Vocational Education, Hong Kong spent 16 days at the College of Agriculture, Food and Rural Enterprise (CAFRE). The students enjoyed taking part in an Agri-Food Study Tour which was run in partnership with Ulster University and involved a wide range of workshops, industry visits and cultural experiences. Before their departure, the Chair of Mid Ulster Council hosted a civic reception for them.</p>
2.13	<p><b>Renewal of Membership to NI Chamber of Commerce</b></p> <p>The Northern Ireland Chamber of Commerce and Industry has a network for business with a membership of 1,200 businesses representing over 100,000 employees. Last year Mid Ulster District Council agreed to become members. Membership renewal is now due.</p>
2.14	<p><b>Renewal of Membership to Association of Town and City Management (ATCM)</b></p> <p>ATCM is a respected voice for town and city management at both a European and wider global level. The organisation provides very useful information to members on shared visions, strategies and action plans for town and city centres throughout the UK and Ireland.</p>

<b>3.0</b>	<b>Main Report</b>
3.1	<p><b>Cookstown &amp; Magherafelt Town Centre Brand Refresh</b>  Consultants McCadden were appointed to conduct a review to refresh the existing Cookstown and Magherafelt brands as a key recommendation from the Town Centre Positioning Study Implementation Plan. McCadden completed their desktop research, and consultations regarding the brand refresh concepts for Cookstown and Magherafelt. Refreshed brands for Cookstown and Magherafelt have been agreed by each respective Town Centre Forum and attached on Appendix 1. Final artwork, Brand Guidelines and Brand Implementation Action Plan will be provided by McCadden's to ensure successful and effective execution of the brands for each town.</p>
3.2	<p><b>Branded Jute Bags</b>  As the branding refreshes for Cookstown and Magherafelt have now concluded, it is prudent to secure one supplier for the production and supply of branded jute bags as this will achieve better value for money. Therefore a tender will be sought which includes the manufacture, supply and delivery of jute bags to promote the new / refreshed town brands, up to the value of £45,000.</p>
3.3	<p><b>Cookstown Wi-Fi Upgrade</b>  The Wi-Fi service provided in the retail core of Cookstown is now five years old, with equipment dated and having reached the end of the current contract with the supplier. The opportunity is now available to review the Wi-Fi service provision and update the equipment to ensure a reliable service in the retail core of Cookstown. A budget circ. £20,000 will be made available from Council's economic development section. A specification will be issued to prospective suppliers to review, design, deliver and implement a Wi-Fi service in Cookstown retail core, in association with Council's Head of ICT. The service will be aligned to wi-fi provision currently being delivered in the other four large towns in Mid Ulster.</p>
3.4	<p><b>Cookstown Continental Market</b>  Cookstown will host the Continental Market, in conjunction with Marketplace Europe, as part of their Spring Tour of Northern Ireland, Saturday 2 June &amp; Sunday 3 June 2018, in William Street, Cookstown. RSPBA Mid Ulster Pipe Band Championship is scheduled to take place in Cookstown Saturday 2 June 2018 in Cookstown also. The market has moved to the beginning of June to avoid a clash with major events taking place in May 2018.</p>
3.5	<p><b>Cookstown Town Centre Forum Minutes</b>  Minutes of Cookstown Town Centre Forum Meeting held on 29 September 2017 are attached at Appendix 2.</p>
3.6	<p><b>Coalisland Public Realm</b>  The revised programmed was issued for acceptance on the 11<sup>th</sup> January 2018 which was updated to include an extended period for the VISSUM Traffic Modelling which has been</p>

procured. Further meetings to be scheduled to include the Modelling outcome in the economic appraisal.

### 3.7 **International Women's Day Events (March 2018)**

Two events spearheaded by Council (details below) have been organised to celebrate International Women's Day in association with Cllr Ashton, Council Chairperson. The tickets are £5 per person with all proceeds in aid of the Air Ambulance NI. The events are expected to attract good attendance as high profile local speakers have been secured as well as Carol Doey (The Hub) to compere both events. Light refreshments will be served at the end of the evening. An invitation is attached on Appendix 3. Event details are as follows;

- **Monday 5 March 2018 at 7.15pm - Ranfurly House & Hill of the O'Neill, Dungannon**  
Special guest Karen Farquhar will share her story on how the Air Ambulance NI saved her husband's Ryan's life following a serious motorcycle accident and Billy Dixon will share his secrets on how to build self-confidence to portray a positive personal image.
- **Wednesday 7 March 2018 at 7.15pm - The Bridewell, Magherafelt**  
Special guests Dr Janet Gray MBE, world champion blind water-skier and Hannah Shields, the first woman from Northern Ireland to summit Mount Everest, will share their inspirational stories of how they reached their goals and dreams.

Further information and how to book can be found at:

[www.midulstercouncil.org/womensday2018](http://www.midulstercouncil.org/womensday2018)

### 3.8 **Strategic Review of Economic Development Online Services to Businesses**

By the deadline of 12noon on 12 January 2018, three organisations had submitted Quotations for the work: Fathom, Original Digital and Outside Looking In (OLI).

These were assessed on 23 January 2018 by a Panel consisting of Council's Head of Marketing and Communications, Policy and Programmes Officer and Project Officer.

The three submissions passed the Stage 1 criteria and proceeded to the next Stage of Technical Evaluation with 80% allocated to quality weighting, and the Financial Section carrying a weighting of 20%. Results are detailed in the table below:

	Stage 1	Stage 2	Financial	Total
Fathom	Pass	70	20.00	90
Original Digital	Pass	48	18.43	66.43
Outside Looking In (OLI)	Pass	77	19.19	96.19

The Panel recommended that Outside Looking In should be appointed to conduct the Study at a cost of £9,600 (including expenses and excluding vat).

### 3.9 **Former High School Site, Maghera**

The shortage of development land is the single most important development constraint for medium/large sized companies in Mid Ulster and there has been significant interest from local companies in locating to the former Maghera High School site, which

demonstrates a definite business need. In order to progress the development of the site, Technical Services Department have through a procurement process commissioned Teague & Sally Ltd to lead an Integrated Consultancy Team (ICT) to carry out option appraisals including project cost analysis of the various options for proposed roadway infrastructure works to serviced sites and to prepare all necessary Contract documentation and site supervision of the IST contract.

### 3.10 **ICBAN Funding Request 2018/19**

ICBAN has submitted a request on Appendix 4a to Mid Ulster District Council for a contribution of £12,500 for the financial year 2018/19, an increase of £2,500 from the previous year. Also attached for information (Appendix 4b) is a Summary of ICBAN's work within 2017/18. ICBAN has advised the proposed Programme of work during k2018/19 will see new initiatives being presented to member Councils which will include:

- A Market Analysis report into the opportunities to promote literary tourism beyond existing markets, and specifically the northern area of Europe.
- A new research report on the Voices of local communities on the impact of Brexit and how this affects them. This will be completed with Queens University Belfast, and will have a particular focus on young people as a hard to reach group and actively engaging them in such issues and matters.
- Building on our previous initiatives on broadband telecoms, ICBAN will carry out continued research and advocacy on promoting effective infrastructure and delivery solutions.

The outcomes of all these initiatives will be shared with the Council.

### 3.11 **Low Power Wide Area Network (LPWAN) Bid**

The project will collate small data 'packets' from a variety of remote one way sensors and allows data to be built up over a long period of time. At this moment, Invest NI has advised that 9 Councils have supported the project 'in principle' up to £10K per Council, to launch small scale trials with businesses which will utilise the LPWAN network to address specific challenges they are facing.

Ulster University are now focussing on building a technical network across whole of NI on selected locations based on business need.

This initiative is due to go live on the 1<sup>st</sup> April 2018 and whilst Mid Ulster District Council has previously agreed in principle to support the project up to £10,000 there are many challenges being encountered. For example Ulster University is asking Council to nominate our preferred sites for transmitters at this stage, which would mean we would have to fully commit to the project, without having the necessary detail that we would expect to receive to help us make an informed decision.

Other concerns relate to;

1. The decision to install base stations/gateways for the transmitters before businesses have been recruited or before a regional network has been established. Doing this now may mean the base stations are located in the wrong locations, once businesses are recruited.

2. There is approximately 71% mobile coverage across NI on which this project is reliant to transmit signals via sensors back to the base stations. We are aware there is poor mobile coverage in parts of Mid Ulster and it remains a concern that if some businesses wish to participate, they may be excluded from doing so, purely as a result of a poor mobile signal.
3. Stimulating interest from within the business sector and educating them on the potential of this project has not started yet and the programme is due to go live in 1<sup>st</sup> April). It has also just become apparent that this task will be passed on to local Councils to undertake, and if this had become clear early in play, this process should have commenced at least 6 months ago. Furthermore, no publicity materials have been forthcoming from Ulster University to promote the project to businesses.
4. The project lead has not yet finalised the specific types of support (ie, the challenges businesses can seek support for) and Councils have been informed that this will remain fluid. Council would expect the criteria to be finalised and agreed in advance of seeking applications from individual businesses.
5. There has been no standard approach developed as to how businesses will be recruited to the programme from participating Council areas, and aside from that there is no clear evidence that there is a demand on the ground from SME's for this type of initiative.
6. As this is a pilot project there is no guarantees that future funding will be forthcoming from Digital Catapult beyond year one, and if this is the case, then the base station infrastructure will be removed.
7. If Council were to progress and formally approve £10,000 funding towards the project, these funds will go into a general NI funding pot and there is no guarantee that all of the £10,000 will be spent in Mid Ulster. This results in a lack of uncertainty in terms of project outcomes and return on investment.

Invest NI is seeking immediate clarity from Mid Ulster Council on whether it wishes to be included as a partner and formally commit £10,000 to the project. From an officer perspective, we have concerns as outlined above but the lead partner is unable to address these issues to Council's satisfaction before Council has to make a decision on whether to fund the project.

3.12

### **Hong Kong Trade Visit to Mid Ulster**

Building on the success of the Hong Kong students study tour to CAFRE last October, Councillor Ashton, Council Chair asked officers to investigate the possibility of bringing a group of Hong Kong businesses to Mid Ulster to engage and explore areas of mutual benefit with local companies. In recent months, Council officers have regularly met with representatives from Invest Northern Ireland to develop a programme whereby senior buyers from the agri-food sector in Hong Kong would travel to Mid Ulster for a Meet the Buyer type event with local companies. The proposed dates for the Hong Kong Trade Visit are 18<sup>th</sup> and 19<sup>th</sup> April 2018 with a networking dinner to be held on the evening of 18<sup>th</sup> April 2018.





	<p>Provision of circ. £20,000 will be made in Council's LED Budget.</p> <p><b>Cookstown Continental Market</b> Provision will be made in Council's LED Budget in 2018/2019.</p> <p><b>International Women's Day Events (March 2018)</b> Provision of approx. £6,500 will be made in Council's LED &amp; Community Services Budgets in 2018/19.</p> <p><b>Strategic Review of Economic Development's Online Services to Businesses</b> Provision of £9,600 within Council's LED Budget.</p> <p><b>ICBAN Funding Request 2018/19</b> Provision of £12,500 is available in Council's LED Budget in 2018/2019.</p> <p><b>Hong Kong Trade Visit</b> Provision of £10,000 is available in Council's LED Budget.</p> <p><b>Renewal of Membership with Northern Ireland Chamber of Commerce</b> Provision of £2,500 is available in Council's LED Budget.</p> <p><b>Renewal of Membership with Association of Town and City Management (ATCM)</b> Provision of £495 is available in Council's LED Budget.</p> <p><u>Human;</u> Staff time</p>
4.2	<p><b><u>Equality and Good Relations Implications</u></b></p> <p>n/a</p>
4.3	<p><b><u>Risk Management Implications</u></b></p> <p>n/a</p>
5.0	<p><b>Recommendation(s)</b></p>
	<p>It is recommended that;</p>
5.1	<p><b>Cookstown &amp; Magherafelt Town Centre Brand Refresh</b> Members to note the two updated brands developed for Cookstown and Magherafelt.</p>
5.2	<p><b>Branded Jute Bags</b> Members to note progress towards preparation of tender documentation for joint procurement of jute bags to promote the new / refreshed town brands, up to the value of £45,000.</p>
5.3	<p><b>Cookstown Wi-Fi Upgrade</b> Members to note progress towards a procurement exercise to upgrade wi-fi provision in Cookstown town centre at a cost circ. £20,000.</p>

5.4	<p><b>Cookstown Continental Market</b> Members to note Cookstown Continental Market will take place on Saturday 2 June and Sunday 3 June 2018 in William Street, Cookstown.</p>
5.5	<p><b>Cookstown Town Centre Forum Minutes</b> Members to note minutes of Cookstown Town Centre Forum dated 29 September 2017.</p>
5.6	<p><b>Coalisland Public Realm</b> Members to note progress.</p>
5.7	<p><b>International Women’s Day Events (March 2018)</b> Members to note dates of two events to celebrate International Women’s Day in March 2018.</p>
5.8	<p><b>Strategic Review of Economic Development’s Online Services to Businesses</b> Members to note the appointment of “Outside Looking In” at a cost of up to £9,600 (including expenses and excluding vat) to deliver a Strategic Review of Economic Development’s Online Services to Businesses to be completed by March 2018.</p>
5.9	<p><b>Former High School Site, Maghera</b> Members to note progress.</p>
5.10	<p><b>ICBAN Funding Request 2018/19</b> Members to consider approving funding to ICBAN of up to £12,500 funding from Council’s Economic Development Budget 2018/19, to be paid in two equal instalments, subject to Council being provided with the requisite documentation (application form, confirmation of match funding, copies of accounts, insurances financial report and Progress Updates).</p> <p>Furthermore to approve the release of the first 50% payment once Council is in receipt of all documentation requested (outlined above). Progress updates from ICBAN will be provided to future Development Committee meetings.</p>
5.11	<p><b>LPWAN Bid (Low Power Wide Area Network)</b> Members previously made a commitment ‘in principle’ to commit £10,000 towards the LPWAN project, but having considered the matters raised within the report, it is recommended that Council withdraw from the project.</p>
5.12	<p><b>Hong Kong Trade Visit to Mid Ulster</b> Recommended Members approve that Council, in association with Invest NI, host a Trade Visit from Hong Kong’s agri-food sector in Mid Ulster and further approve a financial contribution of £10,000 from Council to Invest NI, to co-finance costs associated with the initiative from Council’s economic development budget.</p>
5.13	<p><b>Renewal of Membership with NI Chamber of Commerce</b> Recommended Members approve Renewal of Corporate Membership with NI Chamber of Commerce costing £2,500 with costs being met from Council’s economic development budget.</p>
5.14	<p><b>Renewal of Membership with Association of Town and City Management (ATCM)</b> Recommended Members approve Renewal of Membership costing £495, with costs being met from Council’s economic development budget.</p>

<b>6.0</b>	<b>Documents Attached &amp; References</b>
	<p>Appendix 1 - Cookstown &amp; Magherafelt Town Centre Brand Refresh – New brands attached for Cookstown and Magherafelt</p> <p>Appendix 2 – Minutes Cookstown Town Centre Forum, dated 29 September 2017</p> <p>Appendix 3 – International Women’s Day – Invitation to Council Events in March 2018</p> <p>Appendix 4a – ICBAN Funding Request for 2018/19</p> <p>Appendix 4b – ICBAN Update Report 2017/18</p> <p>Appendix 5 – Renewal of Membership with NI Chamber of Commerce</p> <p>Appendix 6 - Renewal of Membership with Association of Town and City Management (ATCM)</p>