

Report on	<p>1. Association of Town Centre Management - Membership Renewal</p> <p>2. Taste Mid Ulster Restaurant Week 2025</p>
Date of Meeting	Thursday 16 January 2025
Reporting Officer	Economic Development Service Manager Tourism Service Manager

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>Association of Town Centre Management - Membership Renewal</p> <p>The Association of Town Centre Management (ATCM) is a respected voice for town and city management at both a European and wider global level. They are a not-for-profit organisation with members that come from the public, private and third sectors. They include key stakeholders and thought leaders who develop and implement shared visions, strategies and action plans for town and city centres throughout the UK and Ireland.</p>
2.2	<p>Taste Mid Ulster Restaurant Week 2025</p> <p>As part of the visitor experience, food and drink presents an opportunity to help and support the hospitality sector in Mid Ulster.</p> <p>In 2022, the Council secured funding from Tourism NI deliver a food business development programme entitled '<i>Taste Mid Ulster</i>' aimed at standing out in competitive local and regional markets, with an emphasis on promoting locally sourced and sustainable ingredients whilst delivering high quality service standards and offering a warm welcome to customers.</p>

	<p>Under this programme, up to seventeen restaurants in Mid Ulster received support such as mentoring, photography, mystery shopper reports and development of signature food experiences. Furthermore, 'Taste Mid Ulster' Banquet events were held on Hill of the O'Neill, Dungannon in 2022 and 2023 which proved to very successful.</p> <p>Building on these previous initiatives it is proposed to organise a 'Taste Mid Ulster Restaurant Week' from 10 to 16 March 2025.</p>
<p>3.0</p>	<p>Main Report</p>
<p>3.1</p>	<p>Association of Town Centre Management - Membership Renewal</p> <p>ATCM membership is now due for renewal for the period January 2025 – January 2026 at a fee of £645 (excluding vat). The invoice is attached at Appendix 1. Membership provides a range of benefits to Council including:-</p> <ul style="list-style-type: none"> - A platform for knowledge exchange in Town and City Centre Management; - Access to written resources in Town and City Centre Management; - Access to Town Centre events information and a variety of webinars. <p>3.2 Taste Mid Ulster Restaurant Week</p> <p>It is proposed to deliver a 'Taste Mid Ulster Restaurant Week' from 10th to 16th March 2025 to support the local hospitality sector in Mid Ulster. Members will be aware that local food and drink businesses face challenging and uncertain times with rising operational costs and eroding discretionary spending for many. It is anticipated that this initiative will help to drive footfall and spend across Mid Ulster venues.</p> <p>The proposed Taste Mid Ulster Restaurant Week will highlight and promote the best of our restaurants and cafes, showcase the exceptional talents of our local chefs and promote the region's home-grown produce.</p> <p>As part of the initiative, restaurants will feature a Taste Mid Ulster Signature dish highlighting locally sourced seasonal ingredients to support local farmers, markets and food artisans. Themed tasting evenings will be held that offer unique, creative experiences, from farm to fork dinners to inventive fusion dishes complimented with locally crafted beers and spirits.</p> <p>It is also proposed to hold cookery demonstrations/masterclasses from the district's top local cooks and chefs to showcase delicious local ingredients within their signature dishes.</p> <p>The Taste Mid Ulster Restaurant Week will be augmented by a promotional campaign to include special offers, competitions, marketing, social media activity, radio and collaborating with key stakeholders including Food NI, Tourism NI and Tourism Ireland.</p>

4.0	Other Considerations
4.1	<p data-bbox="240 297 991 331">Financial, Human Resources & Risk Implications</p> <p data-bbox="240 371 384 405">Financial:</p> <p data-bbox="240 445 1235 479">Association of Town Centre Management - Membership Renewal Provision is made within the 2024/25 Economic Development budget to renew membership with ATCM for a fee of £645 (excl. VAT) for the period January 2025 to January 2026.</p> <p data-bbox="240 629 766 663">Taste Mid Ulster Restaurant Week A budget circ. £10,000 has been allocated within the existing 2024/2025 Tourism budget.</p> <p data-bbox="240 779 357 813">Human:</p> <p data-bbox="240 853 1235 887">Association of Town Centre Management - Membership Renewal Officer time.</p> <p data-bbox="240 965 845 999">Taste Mid Ulster Restaurant Week 2025 Officer time to organise and manage the programme of events. Officers will work with the Council's Marketing and Communications team to promote and market the project.</p> <p data-bbox="240 1149 512 1182">Risk Management:</p> <p data-bbox="240 1223 1398 1290">Taste Mid Ulster Restaurant Week 2025 The project will be managed in accordance with Council policies and procedures.</p>
4.2	<p data-bbox="240 1368 762 1402">Screening & Impact Assessments</p> <p data-bbox="240 1442 845 1554">Equality & Good Relations Implications: Taste Mid Ulster Restaurant Week 2025 None anticipated at this juncture</p> <p data-bbox="240 1559 845 1671">Rural Needs Implications: Taste Mid Ulster Restaurant Week 2025 None anticipated at this juncture.</p>
5.0	Recommendation(s)
5.1	<p data-bbox="240 1783 724 1816">It is recommended that Members;</p> <p data-bbox="240 1856 1326 1968">Association of Town Centre Management - Membership Renewal Approve renewal of Council's ATCM membership (January 2025 – January 2026) at a cost of £645 (excluding VAT).</p>

5.2	Taste Mid Ulster Restaurant Week 2025 Approve budget of £10,000 for the delivery of Taste Mid Ulster Restaurant Week from 10 to 16 March 2025.
6.0	Documents Attached & References
	Appendix 1 - ATCM Membership Renewal Invoice 2025-26