

<b>Report on</b>	<b>1. Promotions and Shows 2022-2023</b> <b>2. Association of Town Centre Management (ATCM) Membership Renewal 2022-2023</b> <b>3. Consultation: Statutory Performance Improvement Indicators /Standards</b> <b>4. Town Centres Cleansing</b> <b>5. Mid Ulster Labour Market Partnership (LMP)</b>
<b>Reporting Officer</b>	10 February 2022
<b>Contact Officer</b>	Assistant Director of Economy, Tourism & Strategic Programmes

<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 below.
<b>2.0</b>	<b>Background</b>
<b>2.1</b>	<p><b>Promotions and Shows 2022-2023</b>  The tourism team despite Covid continue to work in association with Tourism NI, Tourism Ireland and other strategic partners to maximise tourism promotion of our key attractions, experiences and businesses targeting core ROI, UK &amp; US markets.</p> <p>These promotions are now delivered in a hybrid format with in some cases a virtual only platform while in others there may be a period of time in market and a virtual option for those not attending in person. In some cases the format of these events are yet to be finalised for 2022 – 2023, however, it is hoped with the lifting of Covid restrictions we will be back in market in the latter part of this year.</p>
<b>2.2</b>	<p><b>ATCM Membership Renewal 2022-2023</b>  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 across the public, private and third sectors. They include key stakeholders and thought leaders who develop and implement shared visions, strategies and action plans</p>

<p><b>2.3</b></p> <p><b>2.4</b></p> <p><b>2.5</b></p>	<p>for town and city centres throughout the UK and Ireland.</p> <p><b>Consultation: Statutory Performance Improvement Indicators /Standards</b> Under the Local Government (Performance Indicators and Standards Order (Northern Ireland) 2015), statutory performance indicators and standards have been set as part of the performance improvement arrangements for district Councils. Performance measures have been specified for the functions of: Economic Development (specifically, in this case, Business Start), Planning and Waste management, on which to report annually, as part of the performance improvement arrangements for district Councils. The aim of the performance measures is to promote the improvement of service delivery for the functions specified. As detailed on <b>Appendix 2</b>, Consultation Responses are to be submitted by 28 February 2022.</p> <p><b>Town Centres Cleansing</b> At the Development Committee in December 2021, it was approved that a company be appointed to deep cleanse the 5 towns within Mid Ulster.</p> <p><b>Mid Ulster Labour Market Partnership (LMP)</b> Council previously agreed to participate in the development and delivery of a Local Labour Market Partnership (LMP) under the Employability NI Programme led by the Department for Communities. The aim of LMPs is to improve employability outcomes and labour market conditions locally by working through coordinated, collaborative, multiagency partnerships. It is the Council's intention that the Mid Ulster LMP will be industry-led; developing and delivering activities relating to skills development, training and employability programmes in the local area.</p>
<p><b>3.0</b></p>	<p><b>Main Report</b></p>
<p><b>3.1</b></p>	<p><b>Promotions and Shows 2022-2023</b> The key shows and events the tourism team plan to attend are listed as follows:</p> <ul style="list-style-type: none"> <li>○ European Tourism Association Britain &amp; Ireland Marketplace, 1<sup>st</sup> February 2022 (online)</li> <li>○ Meet the Buyer, 31<sup>st</sup> March 2022</li> <li>○ Explore GB, 22<sup>nd</sup> March 2022 (format tbc)</li> <li>○ Clogher Valley Show, July 2022 (format tbc)</li> <li>○ Great Days Out, Autumn 2022, targeting the domestic market group business (format tbc)</li> <li>○ Irish Tour Operators Association workshop, November 2022 (format tbc)</li> <li>○ World Travel Market, London, November 2022 (format tbc)</li> <li>○ Holiday World, Dublin, January 2023 (in show)</li> <li>○ Celtic Connections, Glasgow, January 2023 (format tbc)</li> <li>○ Meet the Industry, networking across domestic tourism operators, January 2023</li> </ul>

<p>3.2</p> <p>3.3</p> <p>3.4</p>	<p>Hosting familiarisation trips for media, influencers and tour operators to promote our new product, newly developed tourism experiences, Taste Mid Ulster programme, and associated developments.</p> <p><b>ATCM Membership Renewal 2022-2023</b>  ATCM Membership is renewed on an annual basis is now due, totalling £570. Invoice attached on <b>Appendix 1</b>. The benefits for Council membership include;</p> <ul style="list-style-type: none"> <li>- Events delivered in relation to Town and City Centre Management</li> <li>- Platform for knowledge exchange in Town and City Centre Management</li> <li>- Access to written resources in Town and City Centre Management</li> <li>- Regular Covid-19 updates for each region</li> <li>- Access to virtual webinars</li> </ul> <p><b>Consultation: Statutory Performance Improvement Indicators /Standards</b>  The current Statutory Order requires the reporting of ‘the number of jobs promoted through business start-up activity (defined as ‘the delivery of client led business plans under the Council-led Northern Ireland Business Start Up Programme or successor programmes’).</p> <p>Council agrees the proposed targets and associated performance indicators outlined in relation to the Mid Ulster District are appropriate only for the final year of the NIBSUP i.e. 2022/23. However, the targets and performance indicators post-March 2023 must be re-shaped to ensure they reflect the range of outputs of the new support offering.</p> <p>Council would urge the Departments for the Economy and Communities, and also Invest NI, to work collaboratively with Council Working Groups and SOLACE during the design process for this new entrepreneurship support programme, which must include the development of new, relevant and appropriate targets and indicators, and also to ensure that resources are also secured to support its delivery.</p> <p><b>Note:</b> Council’s draft Consultation Response (<b>Appendix 3</b>) has also been presented to the Policy and Resources Committee on 3 February 2022, as it relates to Performance Management.</p> <p><b>Town Centres Cleansing</b>  As our high streets emerge from the pandemic, it was agreed that Council would undertake a deep cleansing programme within our 5 towns. In drafting a specification to seek quotes, the Regeneration Managers worked with colleagues in Environmental Services who have responsibility to maintain the tidiness of our streets. (The actual cleansing of streets across the district is the responsibility of DFI and not Council).</p> <p>Periodically when budget is available, Council undertakes the deep cleansing of the paved areas within our large town public realm areas. Tarmac areas are not included for deep cleansing, as this type of surface should be power washed in</p>
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order to maintain it. If Council wish to undertake this work, then it will be a matter for the Environment Committee to consider and budget for accordingly.

The Economic Development team has prepared a procurement specification to deep cleanse the Public Realm paved areas in Dungannon, Cookstown and Magherafelt. Members should note that as Coalisland Public Realm has not been handed over to Council yet, it is still the responsibility of the existing contractor. In Maghera, which has not had a Public Realm scheme delivered, the current areas is majority of tarmac and any paved area would not withstand this type of deep cleansing, hence one of the reasons for the proposed new Public Realm Scheme.

Maps have been prepared (**Appendix 4**) outlining the proposed areas to be deep cleansed in the 3 towns and officers have liaised with the relevant DEA Councillors to agree the defined areas.

A budget in the region of £15,000 was approved at the December 2021 Development Committee. Quotations will be sought for the deep cleansing of the 3 large towns of Dungannon, Cookstown and Magherafelt. Members should note a budget to deep cleanse these towns is available this year, as money has been diverted to undertake the works, given there was an underspend in Council's events budget this year, as a result of the Covid pandemic.

### 3.5

#### **Mid Ulster Labour Market Partnership (LMP)**

Mid Ulster Council, in February 2021 agreed to participate as a key stakeholder in the planning and development of Labour Market Partnerships (LMPs), which will coordinate activities relating to skills development, training and employability programmes in Mid Ulster. The Mid Ulster LMP is industry-led comprising senior business leaders representing all of our key industry sectors across Mid Ulster as well as representatives from the Education Sector, Invest NI, DfC, Trade Union, Mid Ulster Strategic Community Forum and nominated elected members.

In September 2021, Council approved the appointment of "Food for Thought", an industry-specialist consulting team, to assist Mid Ulster LMP to undertake a strategic assessment of the local labour market and develop an Interim Employability Action Plan. The Action Plan for 2022-23 must be submitted to the Department for Communities (DfC) for assessment by 25<sup>th</sup> February 2022.

In the meantime DfC has issued a Letter of Offer to for £50,471.40 in respect of Administration and set-up costs incurred in the current financial year (see **Appendix 6**). This will cover professional fees for the development of the Employability Action Plan 2022-23, technical support, office and ICT equipment, as well as stationery and recruitment costs for a dedicated LMP staff resource (at no cost to the Council). In order to forward plan for LMP delivery in the next financial year, it is recommended to Members to allocate £16k to immediately procure external professional support in 2021/22 to assist preparation and development of specifications for initiatives outlined in the draft Interim Employability Action Plan 2022-23.

Furthermore, the Department for the Economy (DfE) has issued a Letter of Offer for £50k towards the LMP up until March 2023 (see **Appendix 7**). It is planned to

	<p>use the DfE funding to support delivery of the Interim Employability Action Plan 2022-23 and this has been reflected in the budget.</p> <p>At the most recent meeting of the Mid Ulster LMP on 25<sup>th</sup> January 2022, members agreed the draft Interim Employability Action Plan for 2022-23 and budget based on what is considered deliverable within the timeframe.</p> <p>A copy of the draft Interim Action Plan 2022-23 is included at <b>Appendix 5</b>, which identifies a number of Themes, Aims and Key Activities, which are evidence based and focussed on outcomes, which improve employability and labour market conditions across the Mid Ulster region.</p> <p>It is recommended that Council approve the draft Interim Employability Action Plan 2022-23 for submission to the Department for Communities. Following approval, a letter of offer should be forthcoming to enable the Mid Ulster LMP to deliver its plan. It is the intention to report on a regular basis to Council on the work of the Mid Ulster LMP.</p>
<b>4.0</b>	<b>Other Considerations</b>
	<b>Financial, Human Resources &amp; Risk Implications</b>
<b>4.1</b>	<p><b>Financial:</b></p> <p><b>Promotions and Shows 2022-2023</b> Budget £12,000 (amount identified in Tourism Budget) to cover all promotions and shows.</p> <p><b>ATCM Membership Renewal 2022-2023</b> Budget £570 (within economic development budget)</p> <p><b>Town Centres Cleansing</b> Budget approved in the region of £15,000. May be subject to variance.</p> <p><b>Labour Market Partnerships (LMPs)</b> LMP activity is 100% funded by DfC. Council are submitting a bid for £468,375, which encompasses £374,700 of operational costs and £93,675 of administration costs for the year 1 April 2022 to 31 March 2023.</p> <p>Council is in receipt of a letter of offer for £50,471.40 from DfC in respect of LMP Administration and set-up costs in the current financial year 2021-22. Subject to Members approval, £16,000 has been provisionally ring-fenced to support the development of specifications for the range of initiatives outlined in the draft Interim Mid Ulster Employability Action Plan 2022-23.</p> <p>Council is in receipt of a letter of offer for £50k from DfE to support the work of the LMP up to 31<sup>st</sup> March 2023.</p>
	<p><b>Human:</b></p> <p><b>Promotions and Shows 2022-2023</b> Staff travel, overnight accommodation and all associated eligible expenses for staff travelling.</p>

	<p><b>Labour Market Partnerships (LMPs)</b> Officers time.</p>
	<p><b>Risk Management:</b></p> <p><b>Labour Market Partnerships (LMPs)</b> The risk level is mitigated as LMP activity is 100% externally funded. A staff team will be appointed initially for 1 year (to be reviewed thereafter, subject to funding) to oversee the delivery of the Interim Action Plan in adherence with Council policies and procedures.</p> <p>Consultant(s) assisting with delivery of actions for the LMP will be managed on a weekly basis against a delivery framework and timeline.</p>
<b>4.2</b>	<p><b>Screening &amp; Impact Assessments</b></p> <p><b>Promotions and Shows 2022-2023</b> Mid Ulster Council is committed to the promotion of equality of opportunity in all its activities with a focus on all citizens living within the Mid Ulster.</p> <p><b>Labour Market Partnerships (LMPs)</b> One of the key advantages of the LMP approach to improving employability is that it will enable Council to target resources on specific groups, including those with particular access issues and barriers, which currently prevent them from accessing training and employment opportunities.</p>
	<p><b>Equality &amp; Good Relations Implications:</b></p> <p><b>Labour Market Partnerships (LMPs)</b> It is not anticipated the Interim Action Plan will have an adverse impact upon equality or good relations.</p>
<b>4.3</b>	<p><b>Rural Needs Implications:</b></p> <p><b>Labour Market Partnerships (LMPs)</b> To be considered.</p>
<b>5.0</b>	<b>Recommendation(s)</b>
	<p>It is recommended that Members:</p>
<b>5.1</b>	<p><b>Promotions and Shows 2022-2023</b></p> <ol style="list-style-type: none"> <li><b>Note</b> the contents of this report;</li> <li><b>Approve</b> permission for staff to attend all the aforementioned promotions and shows in 2022/2023.</li> </ol>
<b>5.2</b>	<p><b>ATCM Membership Renewal 2022-2023</b> <b>Approve</b> Council's renewal membership with ATCM for 2022-2023 at a cost of £570 (excluding Vat).</p>

5.3	<p><b>Consultation: Statutory Performance Improvement Indicators/Standards</b></p> <p><b>Approve</b> Council's draft response to the Consultation, subject to any comments from the Policy and Resources Committee (3 Feb 2022) and seek permission to submit to Department for Communities by 28 February 2022.</p>
5.4	<p><b>Town Centres Cleansing</b></p> <p>5.4.1 <b>Note</b> the contents of the report.</p> <p>5.4.2 <b>Approve</b> the deep cleansing of paved areas in Dungannon, Cookstown and Magherafelt as defined on the maps on Appendix 4.</p> <p>5.4.3 <b>Approve</b> that Council proceed to procure the services required immediately to allow the works to be completed in this financial year at a cost in the region of £15,000. Subject to existing economic development budgets in 2021/22 being available, permission is sought to have the flexibility to increase the budget, if needed, should the said works cost in excess of the estimates, taking due care not to exceed tender threshold limits.</p>
5.5	<p><b>Mid Ulster Labour Market Partnership (LMP)</b></p> <ul style="list-style-type: none"> <li>• <b>Approve</b> the draft Interim Mid Ulster Employability Action Plan 2022-23 for submission to the Department for Communities (DfC).</li> <li>• In the event Council receives a funding offer from DfC to support LMP activity in 2022-23 to <b>approve</b> delegated authority be awarded to the Chief Executive to accept the Letter of Offer and proceed immediately to procure external delivery agents to implement the range of initiatives outlined in the draft Interim Mid Ulster Employability Action Plan 2022-23.</li> <li>• <b>Approve</b> a Letter of Offer for £50,471.40 from the Department for DfC for Administration costs 2021-22 and authorise the Chief Executive to sign and return the form.</li> <li>• <b>Approve</b> an allocation of £16k within Administration and set-up costs in 2021-22 to immediately procure professional technical to support the development of specifications for the range of initiatives outlined in the draft Interim Mid Ulster Employability Action Plan 2022-23.</li> <li>• <b>Approve</b> retrospectively a Letter of Offer for £50k from the Department for the Economy (DfE) and authorise the Chief Executive to sign and return the form by 8<sup>th</sup> February 2022.</li> </ul>
6.0	<p><b>Documents Attached &amp; References</b></p>

**Appendix 1-** ATCM Invoice for 2022-2023

**Appendix 2** – Consultation: The Local Government (Performance Indicators and Standards) (Amendment) Order (Northern Ireland) 2022

**Appendix 3** – Council's draft response to the consultation on The Local Government (Performance Indicators and Standards) (Amendment) Order (Northern Ireland) 2022, in respect of Economic Development (specifically Business Start)

**Appendix 4** – Town Maps Defining the Deep Cleansing Areas

**Appendix 5** – Draft Interim Mid Ulster Employability Action Plan 2022-23.

**Appendix 6** – LMP Letter of Offer from the Department for Communities (DfC)

**Appendix 7** – LMP Letter of Offer from the Department for the Economy (DfE)