

Report on	Lough Neagh Partnership – Core Funding 18-19
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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 progress to date and approve payment of first claim totalling £10,619.23.
2.0	Background
2.1	<p>March 2018 Council approved £22,000 Core Funding to Lough Neagh for 2018-19.</p> <p>Lough Neagh Partnership is the main co-ordinating body for tourism, leisure, environmental, heritage and marketing activities on Lough Neagh. It delivers programmes on behalf of local and central government and provides continuous marketing Lough Neagh. It has also developed the Lough Neagh and Its Waterways Destination Management Plan.</p> <p>Lough Neagh Partnership co-ordinate and market tourism, recreational, environmental and heritage activities on Lough Neagh and the Lough Neagh shoreline on behalf of Mid Ulster District Council. Specifically, reviewing the Destination Management Plan and deliver the LN Landscape Partnership Scheme (Heritage Lottery).</p>
3.0	Main Report
3.1	A detailed report on Lough Neagh Partnership’s activities and progress to date is outlined in Appendix below.
4.0	Other Considerations
4.1	<u>Financial & Human Resources Implications</u>
	<p>Financial: Annual contribution - £22,000 over 2 claims Claim 1 - £11,783.23</p> <p>Human: N/A</p>
4.2	<u>Equality and Good Relations Implications</u>
	<u>N/A</u>

4.3	<u>Risk Management Implications</u> N/A
5.0	Recommendation(s)
5.1	N/A
6.0	Documents Attached & References
	Appendix – Lough Neagh Partnership Core Funding 2018/19



**LOUGH NEAGH PARTNERSHIP CORE FUNDING 2018/19 - £22,000
MID ULSTER DISTRICT COUNCIL ANNUAL FUNDING
MEASUREABLE TARGETS AND QUANTIFIABLE OUTPUTS**



Targets	Target Date	Quantifiable Outputs	Position as at 31 July 2018
<p>1. Landscape Partnership Project Deliver Year 3 of the Lough Neagh Landscape Partnership project</p>	31/03/2019	Implement projects as agreed in HLF plan for 2018/19 e.g. signage project, Ardboe Archaeology project, Mountjoy Archaeology project. Begin progress on Brookend and Derryloughan nature reserves.	Ardboe project developed. Mountjoy dig complete with strong interaction from local people and large publicity. Management of work to Brookend tendered and conservation work at site commenced. Discussions with DEL regarding Derryloughan fruitful and they have agreed in principle to transfer land to community trust.
<p>2. Destination Marketing Plan Working with Mid Ulster Council and stakeholders, identify and help develop new tourism products on Lough</p>	31/03/2019	<ul style="list-style-type: none"> • Develop and promote 3 major Lough Neagh Tours 2 of which relate to and promote the Mid Ulster Tourism Development product. • Begin to develop a new food project for the Lough with DAERA. • Help Mid Ulster with the implementation of their tourism strategy. • Assist with implementation of new signage plan. • Identify and apply for new marketing funding programmes. 	Craic and Food Tour, Thatch houses of Lough Neagh Tour and Seamus Heaney Tour all developed. Craic and Food Tour occurred 3 times in summer 2018. Seamus Heaney Tour to be completed in end Sep 2018. Discussions with DEARA regarding food co-operation programme. Opens in Nov 2018. Linked with Mid Ulster Tourism Strategy regarding events and heritage development. Signage plan to be implemented in winter 2018 Marketing programme applied under RDP co-operation project.
<p>3. Marketing and Promotion 3.1 Ensure that VICs provide event information to Tourism NI on regular basis 3.2 Co-ordination of Tourism NI marketing features for LN Work includes co—ordination of marketing features for Tourism NI productions/ advertorials.</p>	31/03/2019 31/03/2019	<ul style="list-style-type: none"> • Promote a minimum of 20 events per District. MUDC events submitted to TNI by Mid Ulster will be featured on Discover Lough Neagh website & app • Produce quarterly stakeholder newsletters • Update website & app weekly. Review other content on website and update through new content management system. 	2 events per month from Apr to August were featured on newsletter to stakeholders and consumers, with links to blog posts for each. All events were promoted on Social media. 2 nd Quarterly stakeholder newsletter to be released at the end of September. Website continues to be updated with blog posts for events as well as updates for ongoing notable projects.

<p>3.3 Increase SEO value of Lough Neagh destination website and individual visitor attractions</p>		<ul style="list-style-type: none"> • Issue event updates and a minimum of 6 press releases. • A minimum of 200 posts to consumer and trade pages on social media. • Co-ordinate an electronic Christmas Colouring Competition within local primary schools. • Blog Competition. LNP will feature the top 10 blogs on the destination website, which will have significant SEO value for the destination website and also for the individual visitor attractions featured in the blog. A link can also be included to Mid Ulster Council on the relevant blogs. 	<p>8 Press releases issued between 1st April 2018 and 20th September 2018 201 posts from 1st April – 20th September on The Lough Neagh Partnership social media consumer and trade pages Christmas Competition and blog competitions to proceed as planned later in the year.</p>
<p>4. Lough Neagh Cycle Trail Monitor the condition of Lough Neagh Cycle Trail as part of the establishment of a Heritage Trail under the HLF Landscape partnership project</p>	<p>31/03/2019</p>	<p>Lough Neagh Partnership will help promote the cycle trail throughout 2018/19 and the Lap the Lough event 26/08/2018</p>	<p>Helped promote Lap the Lough event through Lough Neagh website</p>
<p>5. Lough Neagh Community Trust LNP staff to work with Development Trust NI to ensure that new Community Trust (which was established in March 2016) becomes operational and new funding attracted from DAERA</p>	<p>31/03/2019</p>	<ul style="list-style-type: none"> • To have new Lough Neagh Community Trust operational by 2018/19 • Apply for new funding for DTNI from DAERA • Attend Community Development Trust meetings • To continue to provide marketing management and environmental advice to Lough Neagh Community Trust. 	<p>Three meetings held with DTNI. Application for assistance applied to HLF. Provide advice on Coney Island and Derryloughan</p>
<p>6. Lough Neagh Cooperation Project Help LAGS and Mid Ulster District Council develop Lough Neagh Cooperation Project</p>	<p>31/03/2019</p>	<ul style="list-style-type: none"> • Help and assist Lags to develop Rural Development Programme Cooperation project. • Continue to provide help and advice on the implementation of this project for the LAGs and Councils around the shores of the Lough • Help facilitate the securing of a Rural Development Project in conjunction with Mid Ulster Council and Mid Ulster Local Action Group to bring benefits to 	<p>Prepared business plan and applied for Marketing programme for the whole of the Lough. Also helped ABC Council prepare business plan for Coney Island and dredging of Blackwater and Upper Bann river. Opening up of Blackwater river will assist with tourism development in Mid Ulster area and marketing and promotion of the whole of the lough will help Mid Ulster tourism projects. Marketing plan will also help</p>

		the Mid Ulster District in terms of lough-shore facilities owned by Council.	promote specific Mid Ulster project which is part of the RDP Co-operation project i.e. Portglenone
7. Lough Neagh Food Programme Apply to DAERA and develop strategy for Lough Neagh food with particular emphasis on Lough Neagh fish with a view to securing EU or RDP funding for a food programme.	31/03/2019	<ul style="list-style-type: none"> • Identify and meet with relevant partners • Development of funding proposal • Submission of proposal when programme opens • Identify benefits specific to Lough Neagh 	Discussion with John McKee in May 2018 regarding development of food programme. Project is up and running and will be available for Grant assistance in the Autumn of 2018
8. Liaison with MUDC Ongoing liaison MUDC	31/03/2019	Attend a minimum 3 meetings with MUDC officers in 2018 to update on progress	Met with M Browne on 4 occasions
9. NIEA Shoreline Plan Attract new funding and engage with farmers and landowners on western shore to improve condition of western shore	31/03/2019	LNP staff will help implement and administer funding of £43,000 which has been secured for a second year from NIEA towards the development and implementation of management for Special Protected Areas (SPAs). Part of this project will relate to the Mid Ulster District Council area.	New Farming Co-Ordinator officer has started and he is liaising with farmers in the Mid Ulster area. C Mc Carney is also liaising with farmers in the south east corner area also. E.g. Ardboe to Washing Bay
10. New Group Farm Scheme Set up new Group Farm Scheme on western shores of Lough Neagh and Mid Ulster Council area	31/03/2019	LNP intends to receive, manage and administer new £200,000 DAERA Group Farm Scheme for Lough Neagh with the main focus in western shores /Mid Ulster area giving help and assistance to over 20 farmers along the Mid Ulster shoreline of Lough Neagh. Receive funding and start programme in 2018/19	New farm scheme is up and running with a new EFS co-ordinator at work. 15 farmers have been signed up already
11. Lough Neagh Plan Help with Mid Ulster Council planning Group for Lough Neagh to develop new planning zone designation for Lough Neagh	31/03/2019	LNP staff intend to attend Lough Neagh planning meetings led by Mid Ulster District Council and give advice and assistance on the development of new coordinated Lough Neagh plan	Attended planning meetings in A and N Council and Mid Ulster Council. To meet with ABC Council
12. Mid Ulster Community Planning Meetings Help and assist with development of Mid Ulster Community Plan	31/03/2019	Lough Neagh intends to attend Mid Ulster Community Planning meetings and feed into Lough Neagh issues and concerns	Helped with feedback into community plan.

13. THOULP Provide advice and assistance with Mid Ulster HLF Landscape Project Ancient Heart of Ulster Landscape Project	31/03/2019	LNP staff intend to provide advice and assistance to help with Ulster HLF landscape proposal	Assisted Mid Ulster with THOUPL application.
14. Implement Water Quality Project Lough Neagh Water Quality Interreg Project	31/03/2019	LNP staff intend to assist with implementation and administration of Interreg Water Quality Programme (Waterpro) relating to whole of Lough but parts will relate to the Mid Ulster area	Attended steering group meetings in Edinburgh to progress Waterpro meetings.
15. Coalisland HLF Great Places Project Make application	31/03/2019	LNP manager will apply for funding and work with partnership to develop a Great Place Project in Coalisland and the wider area. Potential grant of up to £500,000. All within Mid Ulster area.	Coalisland project progressed with HLF and Council. Partnership agreement is with Councils legal team. Project anticipated to start in Oct 2018
Total Income Generated		<ul style="list-style-type: none"> • DAERA Group Farm Scheme estimated £150,000 will benefit MU • HLF Landscape Partnership estimated £150,000 will benefit MU • £25,000 funding available through Waterpro project 	Funding for these programmes attained
Creation of Strategic documents to stimulate economic development		<ul style="list-style-type: none"> • Help implement Destination Management Plan • Community Trust operational documents and business plan for purchase of Lough • New implement Lough Neagh Development Plan • Will help with Mid Ulster Community Dev Plan • Will help develop Lough Neagh Planning Strategic Plan led by Mid Ulster District Council 	Assisted with the development of strategic documents e.g. Lough Neagh planning group, LNDT.