

Report on	Lough Neagh Partnership – Core Funding
Reporting Officer	Michael Browne
Contact Officer	Allison O’Keefe

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.
2.0	Background
2.1	<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	Progress report on activities to date as of 26 February 2018
4.0	Other Considerations
4.1	<u>Financial & Human Resources Implications</u> Financial: Remaining 50% of Contribution - £11,000 Human: N/A
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



LOUGH NEAGH PARTNERSHIP CORE FUNDING 2017/18 - £22,000
MID ULSTER DISTRICT COUNCIL ANNUAL FUNDING MEASUREABLE TARGETS
AND QUANTIFIABLE OUTPUTS



Targets	Target Date	Quantifiable Outputs	Position as at 31/01/2018
1. Landscape Partnership Project Deliver Year 2 of the Lough Neagh Landscape Partnership project	31/03/2018	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.	Signage project is near completion and should be implemented on ground in Spring 2018. Archaeological dig completed and planning application in for new car park and road alteration. Mountjoy archaeological dig complete and new brick work production project commenced. Meetings held with NIEA regarding Brookend and Derryloughan Nature Reserve. Meetings held with MUDC and RDP regarding RDP tourism project at Washing Bay and Derryloughan.
2. Destination Marketing Plan Working with Mid Ulster Council and stakeholders, identify and help develop new tourism products on Lough	31/03/2018	Develop and promote three new 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. Help Mid Ulster with the implementation of their tourism strategy.	Three tours developed and implemented summer 2017. A total of 8 tours were held with total of 102 visitors. Official launch of tours held in Mountjoy Castle and deputy Mayor of MUDC attended. Have data base of 132 tour operators developed. Trained 11 tour guides. Advertising value equivalent for PF AVE was £10,460. This included Craic and Food Tour, Western Forts Tour and Wild Lough Neagh Tour. Two tours in MUDC Council. 5 new tours are developed for 2018/19.

<p>3. Marketing and Promotion</p> <p>3.1 Ensure that VICs provide event information to Tourism NI on regular basis</p> <p>3.2 Co-ordination of Tourism NI marketing features for LN Work includes co—ordination of marketing features for Tourism NI productions/ advertorials.</p> <p>3.3 Blog Competition</p> <p>3.4 Trade fairs and exhibitions</p>	<p>31/03/2018</p>	<p>Minimum of 20 events per District. MUDC events submitted to TNI will be featured on Discover Lough Neagh website & app</p> <p>4 stakeholder newsletters - Quarterly</p> <p>The website & app will be updated weekly Review other content on website and update through new content management system. Issue of event updates and minimum of 6 press releases. Consumer and trade pages on Facebook and Twitter. 200 posts for Facebook/Twitter</p> <p>Electronic Christmas Colouring competition for schools.</p> <p>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> <p>Lough Neagh Partnership will attend trade fairs and exhibitions where opportunities arise to promote the destination and its events. We do not envisage taking destination stands of our own as this would be cost prohibitive.</p>	<p>From 1st April 2017 until 26th February 2018, 18 events have been promoted on Discoverloughneagh.com, and our Facebook and twitter pages specific to the Mid Ulster Area. The target number will be met with the delivery of the Easter Newsletter in March 2018.</p> <p>The Discoverloughneagh.com website has been updated regularly with events, press release and blogs over the course of the year. Posts on Social Media have been spread between The Lough Neagh Partnership and Lough Neagh & Its Waterways Facebook pages as well as the Love Lough Neagh Twitter Pages; 493 posts have been made on these platforms between April 2017 and February 2018.</p> <p>No Blog competition was held, all blogs were instead published in house over the course of the year, promoting events and locations.</p> <p>The Lough Neagh Christmas competition for 2017 was a storytelling competition focussed on gathering stories from Children all around Lough Neagh. Children were required to speak to a parent/grandparent/relative and gather stories from around Lough Neagh those as experienced by those who lived them. The story received an exceptional response with over 300</p>
---	-------------------	---	--

			<p>entries gathered from all areas of Lough Neagh. The winning entry was received from Anahorish Primary School.</p> <p>The World Travel Market in London and a group tour operator event in Titanic quarters, Belfast were attended promoting Lough Neagh.</p>
<p>4. Lough Neagh Cycle Trail Monitor condition of Lough Neagh Cycle Trail as part of the establishment of a Heritage Trail under the HLF Landscape partnership project</p>	31/03/2018	Lough Neagh Partnership will help promote the cycle trail and Lap the Lough event throughout 2017/18	Worked with Upbeat Agency in promoting the Lap the Lough cycling competition around the Lough. Heritage Trail now ready to be implemented in Spring 2018
<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>	31/03/2018	<p>To have new Lough Neagh Community Trust operational by 2017/18</p> <p>Help download new funding for DTNI from DAERA</p> <p>Attend Community Development Trust meetings</p> <p>To continue to provide marketing management and environmental advice to the new Lough Neagh Community Trust.</p>	<p>Lough Neagh Development Trust steering Group has been set up. LNP attended 4 meetings in 2017/18.</p> <p>Attended and participated in 4 Lough Neagh Ownership consultation events in summer 2017.</p> <p>Application for new funding made to DEARA and to HLF.</p>
<p>6. Lough Neagh Cooperation Project Help LAGS AND Mid Ulster Council develop Lough Neagh Cooperation Project</p>	31/03/2018	<p>Help and assist Lags to develop Rural Development Programme Cooperation project.</p> <p>Continue to provide help and advice on the implementation of this project for the LAGs and Councils around the shores of the Lough</p>	<p>Attended 3 meetings with LAGs who are developing Lough Neagh Co operation Project. Assisted with provided details of needs of Lough Neagh.</p> <p>Meet with Mid Ulster District Council to include Washingbay as a project within the Lough Neagh LAG.</p>

		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 the Mid Ulster District in terms of loughshore facilities owned by Council.	
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.	31/03/2018	Meet with DAERA Identification of partners Development of funding proposal Submission of proposal when programme opens Identify benefits specific to Lough Neagh	Meet with DAERA staff to develop a food project Lough. Application to be made under food chain development and marketing programme. Programme will not be opened until June 2018
8. Liaison with MUDC Ongoing liaison MUDC	31/03/2018	Generally meet with minimum 3 meetings with MUDC officers in 2017/8 to update on progress	Met with over 5 meetings with MUDC Head of Tourism to discuss MUDC tourism strategy and how it relates to Lough Neagh
9. NIEA Shoreline Plan Attract new funding and engage with farmers and landowners on western shore to improve condition of western shore	31/03/2018	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.	SPA programme being implemented on the ground and meetings held with NIEA. SAC study for Reas wood signed off. New Island study out for tender. Regular meetings held with NIEA regarding implementation of project.
10. New Group Farm Scheme Set up new Group Farm Scheme on western shores of Lough Neagh and Mid Ulster Council area	31/03/2018	LNP intends to receive, manage and administer new £200,000 DAERA Group Farm Scheme for Lough Neagh with the focus area in western shores /Mid Ulster area giving help and assistance to over 20 farmers along the Mid Ulster shoreline of Lough Neagh.	Group set up and letter of Offer from DAERA for Farming project now agreed. Meetings with NIEA held to implement programme in south west corner of Lough Neagh Ardboe to Reedy Flat. This is in MUDC area.

		Receive funding and start programme in 2017/18	
11. Lough Neagh Plan Help with Mid Ulster Council planning Group for Lough Neagh to develop new planning zone designation for Lough Neagh	31/03/2018	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 3 Lough neagh Forum Planning meetings to discuss planning designation around Lough neagh. Did presentation in Nov 2017
12. Mid Ulster Community Planning Meetings Help and assist with development of Mid Ulster Community Plan	31/03/2018	Lough Neagh intends to attend Mid Ulster Community Planning meetings and feed into Lough Neagh issues and concerns	Attended community planning meetings and gave feedback and input on the issues relation to Lough Neagh and the plan.
13. THOULP Help give advice and help with Mid Ulster HLF Landscape Project AHOULP	31/03/2018	LNP staff intend to provide advice and assistance to help with Ulster HLF landscape proposal	Provided two advice meetings to staff and community representatives on the THOULP steering partnership board. Also helped with 6 consultation events due to Moira O'Rourke's incapacity
14. Implement Water Quality Project Lough Neagh Water Quality Interreg Project	31/03/2018	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	Organized seminar on water quality on lough Neagh in May 2017. Hosted event for stakeholders in lough neagh and for visiting partners from Northern Periphery.
15. Coalisland HLF Great Places Project Make application	31/03/2018	LNP manager will apply for funding and work with partnership to develop a Great Place Project in Coalisland and the wider area.	Made application one and two to HLF regarding the Coalisland project. Also lobbied for match funding from MUDC and gave presentation to

		Potential grant of up to £500,000. All within Mid Ulster area.	MUDC development Committee. Application reduced to just over £300.000.
--	--	--	--