

Report on	Market Led Product Development Programme
Reporting Officer	Michael Browne
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Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

1.0	Purpose of Report
1.1	To inform members of the Tourism Northern Ireland Market Led Product Development Programme and details of application to TNI for funding.
1.2	If application is successful seek approval from Council to deliver the outputs of the application.
2.0	Background
2.1	Tourism NI has announced on 2 nd July the Market Led Product Development Programme 2021/22 for Councils to apply. The minimum level of support for each Council is £100K.
2.2	The programme will be managed and coordinated by the Council, this will include initiatives delivered directly by Council and coordinated but delivered through collaborate partnerships through stimulus programmes.
3.0	Main Report
3.1	Tourism Northern Ireland's Market Led Product Development Programme launched on 2 nd July 2021 with a call for programme submissions sent out to councils on this date. The completed submissions were returned via the Tourism NI CRM portal on 6 th August 2021.
3.2	The overall budget for the programme is circa £3million; the minimum level of support available for any submission is £100k. This programme is 100% funded, Expenditure paid out under the programme will be based on confirmation of programme delivery and the amount awarded in SLA and amount confirmed as expended on the programme by 31 st March 2022. Payment will be in arrears for programme activity undertaken. Interim payments can be agreed where programme activity is demonstrated to satisfaction of TNI.
3.3	The programme will not fund market collateral, events which have received or have applied for funding under Tourism NI or business as usual activity.
3.4	All of the above is subject to approval from council to proceed with the programme and signing of the SLA.

3.5	MUDC Tourism department has devised the following programme with the following outcomes that will provide a reason to travel to and within the district, it will enhance and animate the visitor experience for NI and ROI visitors and will encourage opportunities to spend and fully support the staycation market.
3.6	<p>Within our submission the following programme was proposed:</p> <ul style="list-style-type: none"> • App Development bringing experiences alive with Augmented Reality (to include Hill of the O'Neill Dungannon and Tullaghoge, total cost £150K • Enhance the experience programme, step on stage from the DAERA programme developing and working with 5 experiences total cost £150k • Living History programme, developing scripts, costumes and actors £50K • Fed and Watered Programme – new food trail for mid ulster, working with restaurants across the district, develop a digital and printed map, linking in with the food market including Dungannon, Cookstown and Magherafelt markets enhanced with outdoor cooking demos £30K • Living History Banquet at Hill of the O'Neill inviting tour operators and visitors, showcasing the O'Neill story. • Enhanced project video productions for OM (heritage and winter version) £15k and new audio-visual show at US Grants £50K <p>Total project value/requested - £445,000 (subject to TNI approval)</p> <p>Please note that Tourism Northern Ireland may or may not offer funding for some or all the application after they have evaluated Mid Ulster District Councils application.</p>
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial:</p> <ul style="list-style-type: none"> • No match funding required, total amount requested £445,000, all funding to be spent and delivered by 31st March 2022. • No cost to council 100% funded. <p>Human: Current staff structure sufficient to manage the project.</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p>N/A</p>

4.3	<p><u>Risk Management Implications</u></p> <p>The project will be managed in accordance with MUDC policies and procedures</p>
5.0	<p>Recommendation(s)</p>
5.1	<p>If application to Tourism Northern Ireland is successful, the recommendation to Council is to deliver the outputs of the programme.</p>
6.0	<p>Documents Attached & References</p>
	<p>N/A</p>