

Report on	Tourism Service Improvement Plan 2021-22
Date of Meeting	17 June 2021
Reporting Officer	Michael Browne
Contact Officer	Michael Browne

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 present and inform the Tourism Service Improvement Plan for 2021/22.
2.0	Background
2.1	The Service Improvement plan ensures that Tourism services are accountable, planned and clear, and that performance and improvement are a key element of service delivery. The Plan also assists in delivering the Council's mission and strategic outcomes set out in Council's Corporate Plan.
3.0	Main Report
3.1	The Tourism Department is responsible for the successful leadership and management of Tourism Service in Mid Ulster District Council. It plays a lead role in the delivery of the Mid Ulster District Council's vision and values and promotes the achievement of high standards of performance against Corporate and Service specific performance indicators.
3.2	The Tourism Department is responsible for the development and implementation of Mid Ulster District Councils Tourism Strategy. Manage and deliver Visitor Information Services for Mid Ulster through the Visitor Information Centres in Bellaghy, Cookstown, Dungannon and Magherafelt.
3.3	It is also responsible for the Culture change of Tourism delivery by becoming more commercially and customer focussed by maintaining and increasing domestic and international visitors and building and developing relationships with a wide range of stakeholders through business engagement.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: As per budgets approved by Council.
	Human: As delivered within Staffing resources approved by Council.

	Risk Management: Risks identified are detailed in the attached Service Improvement Plan
4.2	Screening & Impact Assessments
	Tourism provision is delivered by the officer team to be fully inclusive and is designed to encourage wide participation from all sections of the community and promotes and supports good relations between all sections of the community within Mid Ulster.
	Rural Needs Implications: Rural Needs have been considered in the formulation, development, and implementation of the Service Improvement Plan for Tourism Services 2021/22
5.0	Recommendation(s)
5.1	For information, the Tourism Service Improvement Plan for 2021/22.
6.0	Documents Attached & References
6.1	Tourism Service Improvement Plan 2021/22