Report on	Tourism Mentor Programme
Reporting Officer	Michael Brown
Contact Officer	Mary McGee

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 seek approval from Council to deliver an IT Mentor Programme to initially 10 Mid Ulster tourism businesses, commencing January 2018. This will build on the current Business Engagement Programme being delivered to businesses including packaging, sales and communications workshops and a networking event in February 2018. There is scope to add to the number of businesses completing this post evaluation and in the next financial year if deemed successful.
2.0	**Background**
2.1	This programme aims to facilitate 10 businesses in the development of their IT (Information Technology), E Commerce and online media capacity. The aims of the mentor programme are to: • Assess and evaluate participant business online and IT presence. • Assist in the development of the IT skill sets of 10 participant businesses. • To developing awareness of benefits of online media usage, e. commerce, social networking sites and customer feedback sites. • To facilitate the development and optimisation of one interactive media website per participant or provide other online IT assistance as deemed necessary by the client. • Provide participant businesses with a structured plan for IT and online provision in their business. • Capture video footage of the programme in action.
3.0	**Main Report**
3.1	**Programme Content** It is envisaged that the Mentor will consult with the client, define and review their IT requirements and produce a baseline assessment for each client, deliver 10 hours of mentoring and a final It improvement plan for each business. The mentor must also produce interim and final reports to Tourism Development Group and Council. **Programme Outputs:** • Improve awareness of benefits of online media to the client and their business. • Increase demonstrable usage of social and other online media by the client. • Explore the benefits of E Commerce with relevant businesses

- Carry out website consultation, optimisation and recommendations.
- Other online or IT assistance as agreed

Tangible Outputs:

- Recruit in conjunction with the Business Engagement Officer 10 businesses to successfully complete the mentor programme. Consult with the client, define and review their IT requirements and produce a baseline assessment for each client.
- Deliver 10 hours mentoring per business.
- Present a mid-point evaluation to the Mid Ulster Council Tourism Development Group and the Development Committee.
- Complete timesheets for time spent with clients in each meeting, timesheets must be signed / dated by mentor and countersigned by senior management.
- Produce client support verification report for each meeting which documents issues identified and support provided along with recommendations for further actions/follow up, report should record duration of meeting and balance of mentoring support remaining which should be signed/dated by both client and mentor
- Produce an agreed, costed and actionable IT Improvement Plan for the business which should manage the expectation and create a set of SMART objectives for the business which are aligned to the targets of the programme
- Produce a final evaluation report on completion of the programme and present to Mid Ulster Council Tourism Development Group and the Development Committee.
- Mentor must capture video footage of the programme in action for promotional purposes for Mid Ulster Council.
- Participants must use this programme to increase usage of social media and technology by 10% above baseline figure set. Company delivering the programme must provide such evidence as part of the final evaluation.

Tendering companies should clearly identify the proposed approach to the programme content and should include templates of sample documents required i.e. timesheets, client support verification report, baseline data report, and IT Improvement plan as part of their tender.

Timescale and Targets

It is anticipated that the programme would commence in January 2018 for a period of 3 months.

Tender Value

The programme is a fixed a price of £10,000 excluding VAT and including all costs and expenses.

Recruitment
Companies interested will be required to complete an application form which will be scored against set criteria. The successful mentor business will have an input into this process with the Business Engagement Officer and Tourism Officers.

	Council Expectations The following outcomes should be achieved by participating businesses: The client business should have improved its capability and be satisfied by the service delivered evident by:- • Improved expertise with the use of IT and Social Media over and above 10% baseline set. • Successful fulfilment of the client's requirements to the satisfaction of the client, this must be measured where appropriate and with a plan for any follow up. The evidence/results information and follow-up plans should be summarized in a final evaluation report by the successful tenderer to ascertain if predicted benefits have been realized and provide evidence of improvement of 10% and above from baseline assessments.
4.0	**Other Considerations**
4.1	**Financial & Human Resources Implications** Financial: Investment of £10,000, within budget. Human: Management by Business Engagement Officer- Mary McGee
4.2	**Equality and Good Relations Implications**
4.3	**Risk Management Implications**
5.0	**Recommendation(s)**
5.1	Recommend that Council support this programme of business development.
6.0	**Documents Attached & References**