

<b>Report on</b>	<ol style="list-style-type: none"> <li>1. Cookstown Town Centre Forum Minutes 3 &amp; 30.11.21</li> <li>2. Coalisland Town Centre Forum Minutes 29.11.21</li> <li>3. Tourism Development Group Minutes 25.11.21</li> <li>4. Mid Ulster Labour Market Partnership (LMP) Minutes 7.12.21</li> <li>5. Tourism Spring Campaign 2022</li> </ol>
<b>Date of Meeting</b>	10 March 2022
<b>Reporting Officer</b>	Assistant Director of Economy, Tourism & Strategic Programmes

<b>Is this report restricted for confidential business?</b>	Yes	<input type="checkbox"/>
If 'Yes', confirm below the exempt information category relied upon	No	<input checked="" type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To provide Members with an update on key activities as detailed below.
<b>2.0</b>	<b>Background</b>
2.1	<p><b>Cookstown Town Centre Forum Minutes 03 &amp; 30.11.21</b> Cookstown Town Centre Forum was established in 2002 to develop a partnership approach for the development and delivery of key town centre initiatives. The Forum meets at regular intervals throughout the year.</p>
2.2	<p><b>Coalisland Town Centre Forum Minutes 29.11.21</b> Coalisland Town Centre Forum was established in March 2019. It is a partnership of public, private, community and voluntary sector organisations working together to deliver a range of strategic economic actions to develop Coalisland town.</p>
2.3	<p><b>Tourism Development Group Minutes 25.11.21</b> The Tourism Development Group (TDG) was established to create a working forum between Council and private sector businesses. The TDG will assist with policy development and support the implementation of Council's Tourism Strategy and associated work in order to create economic growth, increase visitor numbers and create employment. The group meet on a bi-monthly basis and as per the</p>

	<p>agreed Terms of Reference all business will be reported to Council through the Development Committee.</p>
2.4	<p><b>Mid Ulster Labour Market Partnership (LMP) Minutes 7.12.21</b>  The Mid Ulster Labour Market Partnership (LMP) comprises senior representatives from all of our key industry sectors across Mid Ulster, Education Sector, Invest NI, DfC, Enterprise Agency, Trade Union and elected members. Council has agreed to participate in the development and delivery of a Local Labour Market Partnership (LMP) under the Employability NI Programme. The aim of LMPs is to improve employability outcomes and labour market conditions locally by working through coordinated, collaborative, multiagency partnerships. It is the Council's intention that the Mid Ulster LMP will be industry-led; developing and delivering activities relating to skills development, training and employability programmes in the local area.</p>
2.5	<p><b>Tourism Spring Campaign 2022</b>  As well as kick starting the tourism season in Mid Ulster (typically March through to October), the proposed spring 2022 campaign will be the first opportunity to promote the new 'Visit Mid Ulster' website, launch the associated social media channels and in so doing further consolidate the Unwinding Time brand.</p> <p>At its core, the campaign's visual and verbal identity will reflect the brand essence of Unwinding Time.</p>
<b>3.0</b>	<b>Main Report</b>
3.1	<p><b>Cookstown Town Centre Forum Minutes 3 &amp; 30.11.21</b>  Minutes of the meeting of Cookstown Town Centre Forum held on the 3<sup>rd</sup> &amp; 30<sup>th</sup> November 2021 are attached at <b>Appendix 1</b></p>
3.2	<p><b>Coalisland Town Centre Forum Minutes 29.11.21</b>  Minutes of the meeting of Coalisland Town Centre Forum held on the 29<sup>th</sup> November 2021 are attached at <b>Appendix 2</b>.</p>
3.3	<p><b>Tourism Development Group Minutes 25.11.21</b>  Minutes of the Tourism Development Group held on 25<sup>th</sup> November 2021 are attached at <b>Appendix 3</b>.</p>
3.4	<p><b>Mid Ulster Labour Market Partnership (LMP) Minutes 7.12.21</b>  Minutes of meeting of Mid Ulster Labour Market Partnership (LMP) held on the 7<sup>th</sup> December 2021 are attached at <b>Appendix 4</b></p>
3.5	<p><b>Tourism Spring Campaign 2022</b>  The campaign will position Mid Ulster as an ideal staycation destination for NI domestic markets and a key gateway destination for ROI markets, centring on Mid Ulster's unique offering of open spaces and outdoor recreation sites, which provide a chance to escape and get away from it all.</p>

As well as profiling walking and other outdoor recreation experiences, the key focus of the campaign will be newly developed outdoor product which epitomises the Unwinding Time brand and which has not as yet been profiled extensively. This includes promoting the offering at OM Dark Sky Park and Observatory as a truly unique experience in the natural landscape, and the re-imagining of Ballyronan Marina with the unusual accommodation option provided by the on-water glamping pods.

The campaign will also include Seamus Heaney HomePlace Open Ground. Launched in June 2021 by Marie Heaney, it is a new outdoor visitor experience which for the first time brings Seamus Heaney's literature into the landscape of South Derry which so inspired him. While focusing on Open Ground, the campaign will always link back to Seamus Heaney HomePlace itself as integral to the overall experience.

Complementing these core visitor experiences will be the offerings from the local tourism industry as a whole, with the campaign featuring accommodation, food and drink which enhance and add value to any visit to Mid Ulster.

Campaign Content is detailed below and is set to run from Mid-March until April 2022.

<b>Content Item</b>	<b>Description/ Brief</b>	<b>Publication Date</b>	<b>Channels</b>	<b>Budget</b>
TV Advert	Unwinding Time generic focusing on key experiences across Mid Ulster	7 <sup>th</sup> – 21 <sup>st</sup> March	UTV	3,600
Cinema Advert	Unwinding Time generic focusing on key experiences across Mid Ulster		NI Cinema: Belfast, Derry ROI Cinema: Monaghan, Cavan, Donegal	8,000
Outdoor advertising	Billboard 1: 'Time to Escape' Focus on open air, enjoyment of the landscape	NI: Cycle 6 – w/c 14 & w/c 21 March  ROI: Cycle 7 – w/c 28 & w/c 4 April	OOH	6,000

		Billboard 2: 'Time to Think' Focus on SHHP Open Ground			
Radio Advertising		Unwinding Time generic focusing on key experiences across Mid Ulster with CTA visitmidulster.com	w/c 14 & 21 March	Q Radio	2,500
			w/c 28 March and 4 April	Northern Sound	2,500
Influencer Partnership		Make Me Time – depending on influencer availability	Tbc	Instagram	3,000
Social Media Advertising		Short form limited copy adverts	Burst 1: 7 – 20 March	Primary: Visit Mid Ulster Secondary: Mid Ulster District Council/Seamus Heaney HomePlace	2,000
		Time to Escape: Find your own space between the shore and the high horizons CTA: Visit Mid Ulster website			
		Take Some Me Time/ Time to be free: Unwind the way you want. Along the shore, under the sky and amongst the stone.	Burst 2: 21 March – 3 April		

	<p>CTA: Visit Mid Ulster website</p> <p>Value Your Time: Time away from the stresses and strains of everyday is priceless, but does not have cost the earth. CTA: Visit Mid Ulster website</p>	<p>Burst 3: 4 April – 17 April</p>		
<b>Other Considerations</b>				
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>			
	<p><b>Financial:</b> <b>Tourism Spring Campaign 2022</b> £27,600 in respect of 2021/22 expenditure.</p>			
	<p><b>Human:</b> <b>Tourism Spring Campaign 2022</b> Current staff structure sufficient to manage the project.</p>			
	<p><b>Risk Management:</b> <b>Tourism Spring Campaign 2022</b> The project will be managed in accordance with MUDC policies and procedures.</p>			
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>			
	<p>Equality &amp; Good Relations Implications: N/A</p>			
	<p>Rural Needs Implications: N/A</p>			
<b>5.0</b>	<b>Recommendation(s)</b>			
	<p>It is recommended that Members:</p>			
5.1	<p><b>Cookstown Town Centre Forum Minutes 3 &amp; 30.11.21</b> <b>Note</b> minutes of Cookstown Town Centre Forum held on 3 &amp; 30.11.21</p>			
5.2	<p><b>Coalisland Town Centre Forum Minutes 29.11.21</b> <b>Note</b> minutes of Coalisland Town Centre Forum held on 29.11.21</p>			

5.3	<b>Tourism Development Group Minutes 25.11.21</b> <b>Note</b> minutes of Tourism Development Group held on 25.11.2021
5.4	<b>Mid Ulster Labour Market Partnership (LMP) Minutes 7.12.21</b> <b>Note</b> minutes of Mid Ulster Labour Market Partnership (LMP) held on 7.12.21.
5.5	<b>Tourism Spring Campaign 2022</b> <b>Note</b> content of the Spring Campaign and the mediums used within the campaign to promote Mid Ulster's Tourism offering.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	Appendix 1 – Minutes of Cookstown Town Centre Forum 3.11.21 & 30.11.21 Appendix 2 - Minutes of Coalisland Town Centre Forum 29.11.21 Appendix 3 – Minutes of Tourism Development Group 25.11.21 Appendix 4 – Minutes of Mid Ulster Labour Market Partnership 7.12.21