

Report on	Seamus Heaney HomePlace and Tourism Ireland Campaign 2018
Reporting Officer	Michael Brown
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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 seek approval for staff to work on and attend the launch of the Tourism Ireland (TI) Seamus Heaney HomePlace campaign for 2018. This event will launch a new campaign designed by Tourism Ireland showcasing Seamus Heaney HomePlace as one of their key themes in the GB marketplace for 2018
2.0	Background
2.1	This event has been in the planning stage with the Mid Ulster Council Tourism team and Tourism Ireland for the past year. Tourism Ireland have acquired audio of Liam Neeson reading some Seamus Heaney poetry and have permission to use it for marketing purposes.
2.2	Tourism staff met with Tourism Ireland reps at World Travel Market in December 17 and have worked up a campaign to use this audio in a new marketing campaign. This will be launched on 14 th May at The Bloomsbury Hotel, London in the presence of representatives from Mid Ulster Council, the Heaney family; key representatives from Tourism Ireland, Tourism NI, UK based travel trade and travel media contacts. Shevaun Wilder from the Irish literary Society, London is coordinating the event with Tourism Ireland GB staff.
2.3	It will be held in The Bloomsbury Hotel as the Literary Society meet there, they have a Seamus Heaney Library in the hotel and he was a regular guest. Tourism staff have secured E5,000 funding at 75% from the Tourism Ireland NI Industry Co Operation programme to offset costs associated with travel and accommodation at the event.
3.0	Main Report
3.1	Objectives <ul style="list-style-type: none"> Seamus Heaney HomePlace has been identified as a unique stand out product, destination and key cultural theme for Northern Ireland at Tourism Ireland's 2018 Marketing Plans Launch Seamus Heaney and HomePlace theme resonates with Tourism Ireland's focus on the GB Culturally Curious audience. This Seamus Heaney HomePlace campaign aligns with Tourism Ireland's strategic objectives, most notably on the key objective to harness Northern Ireland's potential for growth and generate more opportunities for Northern Ireland across the GB market.

3.2	<p>Deliverables</p> <ul style="list-style-type: none"> • Deliver introductory film show casing Seamus Heaney HomePlace and capitalise on Liam Neeson audio. • To highlight through video aerials, exteriors and interiors the landscapes that inspired the poetry and Seamus Heaney. • Deliver leave behind short film that can live on Tourism Ireland and Seamus Heaney HomePlace social, digital, trade and publicity channels. • Short film becomes content and reason/focus for launch event in London, which delivers attendance from influential media / trade / key stakeholders / poetry enthusiasts. • Increase awareness and drive visits to Seamus Heaney HomePlace from the GB market. • The London event will showcase Seamus Heaney HomePlace to an engaged audience of approx. 100 including key media, trade and influential literature enthusiasts. • Press release to be sent to key GB media – over 1000 warm media contacts on TI media lists. • Showcase HomePlace across TI trade and consumer e-zines • Highlight and promote HomePlace offers on website. • Programme of visits to HomePlace from GB media and trade via inclusion of HomePlace in press and trade itineraries and materials.
4.0	<p>Other Considerations</p>
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: Tourism Ireland grant aid of E5,000 at 75% will cover the cost of staff, Heaney family representatives and Council representatives attending the event and will include flights and accommodation.</p> <p>4.2 Mid Ulster Council to make a contribution toward the film production and event of £3,500</p> <p>4.3 Human: Council Chair, Chief Executive and Seamus Heaney HomePlace Manager to attend. Seamus Heaney HomePlace Manager to coordinate attendance with Heaney family.</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p>NA</p>
4.3	<p><u>Risk Management Implications</u></p> <p>NA</p>

5.0	Recommendation(s)
5.1	Mid Ulster Council to contribute £3,500 towards toward film production and event delivery.
5.2	Staff to continue to work on delivery of the event, Council Chair, Chief Executive and Seamus Heaney HomePlace Manager to attend. Seamus Heaney HomePlace Manager to coordinate attendance with Heaney family.
6.0	Documents Attached & References