

<b>Report on</b>	<p>1. Economic Development and Tourism Achievements 2021/2022</p> <p>2. Hidden Heritage Tours</p>
<b>Date of Meeting</b>	16 June 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>Economic Development and Tourism Achievements 2021/22</b> A significant volume of economic development and tourism projects have been delivered during the 2021/22 financial year, much of which has included a range of new interventions, as well as continued delivery of existing programmes, to support Mid Ulster businesses and promote the District's tourism offering. It is an opportune time to summarise these and reflect on our achievements.</p>
2.2	<p><b>Hidden Heritage Tours</b> Hidden Heritage tours are organised annually across the District to encourage locals and visitors to explore heritage sites and destinations on their doorstep, which often go unnoticed.</p> <p>There will be 3 events all departing from The Burnavon, Cookstown.</p> <p>The cost to attend the tours is £20 per person, which includes transport, tour guide, entry into the attraction (if applicable) and refreshments.</p>
<b>3.0</b>	<b>Main Report</b>
3.1	<p><b>Economic Development and Tourism Achievements 2021/22</b> A high level summary of Council's Economic Development and Tourism Achievements for 2021/22 is outlined below. The full report is contained on <b>Appendix 1</b>.</p>

## **Economic Development Achievements 2021/22**

- ✓ **163 new jobs created through the business start programme**
- ✓ **ESF Programmes supported 391 participants**
  - Helped **133** people gain employment
  - Assisted participants to achieve **1,288** new qualifications
  - Helped **82** participants progress to Further Education/Training
- ✓ **18 business events delivered to 903 attendees**, including **11 events** run as part of Mid Ulster's 3<sup>rd</sup> Enterprise Week in 2021
- ✓ **4 business programmes have:**
  - supported **556** businesses
  - created **131 jobs** (equating to a value of £2,709,816)
  - helped **16** businesses win **19** tenders (total value of £7,777,400)
  - referred **22** businesses to Invest NI
- ✓ **£1,339,067** of Covid 19 Business Grants delivered to **587** businesses across the district
- ✓ **10 villages** being supported to develop projects with a total cost of **£1,711,000**
- ✓ **£4.7m Public Realm Scheme** delivered in **Coalisland** with **£3.5m Public Realm Scheme** being developed for **Maghera**

## **Tourism Achievements 2021/22**

- ✓ **Spring Marketing Campaign from 7<sup>th</sup> March – Mid April 2022**
  - Online campaign had a reach of over 250,000
  - 100,000 engagements of click through, comments and shares
- ✓ **Tourism NI Market Led Programme**
  - TNI's Market Led Product Development Programme launched on 2<sup>nd</sup> July 2021, made a call for programme submissions. The devised programme submitted to TNI was successful to the value of £265k
  - Assisted in the enhancement of 14 emerging tourism experiences
- ✓ **Taste Mid Ulster**
  - Banquet event delivered to 100 people, including tour operators and trade.
  - Recruitment of 17 restaurants as part of Taste Mid Ulster

✓ **Business Engagement**

- Mid Ulster Whatsapp group contains up to 150 Hospitality and Tourism businesses who are receiving current updates from the industry, and from TNI and Hospitality Ulster.

- To date 47 webinars have been hosted targeting issues relating to our Tourism and Hospitality sector, with an average of 25 businesses dial in to each session.

✓ **Banquet on The Hill**

- In total, 78 individual pieces of content were shared over the 7 day period on the day of and after the event

- A total of 64 Instagram stories were shared from the Mid Ulster Council Instagram account

- . Reach and impressions (number of times the story appeared on a screen) for each story varied from a low of 217 unique impressions to a high of 859 impressions.

- Account Growth During 27 – 30 April, the account had 33,311 impressions in total (+26,548%), 216 profile visits (+839%).

- The Council account gained an additional 32 followers
- The account reached 7,341% more accounts during 27-30 April than in previous 4 days. Of these 2,307 accounts, 1143 were non-followers, and 1,164 were followers)
- The content led to an increased reach across a total of 4,869% more accounts that weren't following us.

3.2

**Hidden Heritage Tours**

Introducing three new unique visitor experiences, which allow you to step back in time and discover what's on your doorstep.

**1. Saturday 18<sup>th</sup> June 2022**

**Killymoon Castle All-American WW2 Tour**

Cookstown

9.30am -2.30pm

Meet Lady Molesworth of Killymoon Castle for morning refreshments before she leads you on a tour of her charming Castle. You will then be introduced to Private Tony Vickery who will show you the original cellars from his days in the 505<sup>th</sup> USA Parachute Regiment stationed at Killymoon Castle during WW2.

Follow in Tony's footsteps through the original castle cellars as he tells you a little of what life was like for the soldiers and recounts stories of what some of them got up to while in Cookstown over a traditional light lunch in the Officers Mess.

**2. Saturday 2<sup>nd</sup> July 2022**

**A Village of Ages– an historical walking tour of Donaghmore**

	<p>Donaghmore Village 9.30am – 2.30pm The picturesque village of Donaghmore in County Tyrone has been watched over by an ancient Celtic cross for over a thousand years. The Cross, from its lofty position at the top of a busy main street, has witnessed everything from famine and war to enterprise, music and celebration – but what would it say if it could talk? What tales would it tell? Come and find out as you meet distinct characters from the past as you dander through Donaghmore.</p> <p><b>3. Saturday 8<sup>th</sup> October 2022</b> <b>The Emigrant’s Walk</b> Maghera 9.30am – 3.15pm Walk in the footsteps of an Emigrant leaving Famine stricken Ireland... local famine expert Cathy O'Neill will guide you up Carntogher Mountain, where the famine-struck emigrants once walked their final footsteps on Irish soil. You will place your own stone on the "Carn" and feel what the emigrants felt as they departed their beloved homeland. At the site of an original soup kitchen, Friel’s Bar &amp; Restaurant, you will see an authentic Famine Pot, taste the Nettle soup they would have been served and learn more about local emigrants.</p>
	<p><b>Other Considerations</b></p>
<p><b>4.1</b></p>	<p><b>Financial, Human Resources &amp; Risk Implications</b></p> <p>Financial: <b>Hidden Heritage Tours</b> Within existing Tourism budget</p> <p>Human: Officers time <b>Hidden Heritage Tours</b> Tourism Staff will deliver and attend the 3 events</p> <p>Risk Management: N/A</p>
<p><b>4.2</b></p>	<p><b>Screening &amp; Impact Assessments</b></p> <p>Equality &amp; Good Relations Implications: N/A</p> <p>Rural Needs Implications: N/A</p>
<p><b>5.0</b></p>	<p><b>Recommendation(s)</b></p>

	It is recommended that Members;
5.1	<b>Economic Development and Tourism Achievements 2021/22</b> <b>Note</b> Report on work completed in 2021/22.
5.2	<b>Hidden Heritage Tours</b> <b>Note</b> the series of hidden heritage tour events as detailed in the report.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	<b>Appendix 1 – Economic Development and Tourism Achievements 2021/2022</b>