

Report on	<ol style="list-style-type: none"> 1. Room Hire Charges at Bridewell, Magherafelt 2. Renewal of Membership with NI Chamber of Commerce 2023 3. Market Led Product Development Programme 2022/23
Date of Meeting	7 December 2022
Reporting Officer	Assistant Director of Economic Development, Tourism & Strategic Programmes

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

1.0	Purpose of Report
1.1	To provide Members with an update on key activities as detailed below.
2.0	Background
2.1	<p>Room Hire Charges at Bridewell, Magherafelt The Courtyard is a large hall within the Bridewell, Magherafelt which can accommodate up to 150 seated and is hired out to the public to generate revenue income to offset running costs.</p>
2.2	<p>Renewal of Membership with NI Chamber of Commerce 2023 The NI Chamber of Commerce and Industry has a business network with a membership circ. 1,200 businesses representing over 100,000 employees. Mid Ulster District Council has been a member for the last six years.</p>
2.3	<p>Market Led Product Development Programme 2022/23 Tourism NI opened for applications for their Market Led Product Development Programme 2022/23 on Friday 11th November. The minimum level of support for each Council is £30K and the maximum is £80K.</p> <p>The programme will be managed and coordinated by the council through an SLA with Tourism NI.</p>

3.0 Main Report

3.1 Room Hire Charges at Bridewell, Magherafelt

Approval is sought to review and update room hire charges in the Courtyard Room in the Bridewell, Magherafelt to better align with other Council facilities. A proposed new room hire pricing structure is set out below for Members consideration in Table 2, which we believe remains commercially attractive to user groups.

Table 1 - Existing Room Hire Charges : Courtyard Room, Bridewell

	Hourly Charge	Half Day Charge 3.5 Hours	Full Day Charge 7 hours
Corporate Rate	£30	N/A	N/A
Community/Charity Rate	£15	N/A	N/A

Table 2 - *Proposed New Room Hire Charges : Courtyard Room, Bridewell

	Hourly Charge	Half Day Charge 3.5 hours	Full Day Charge 7 hours	Outside Normal Opening Hours Hourly Charge
Corporate Rate	£30	£75	£150	£60
Community/Charity Rate	£15	£50	£100	£30

*Room hire availability is during opening hours, Monday – Saturday - 10am – 5pm, closed Sundays. An option is available to book the room outside normal opening hours, as indicated above.

3.2 Renewal of Membership with NI Chamber of Commerce 2023

Membership renewal to the NI Chamber of Commerce is now due for the period January 2023 – December 2023 at a cost of £3,000 (plus vat). The benefits to Council of membership are:

- Being part of a global network, links to UK chamber and its business membership of circa 1,200 members.
- Actively represents members interests at the highest political levels
- Provides a quarterly magazine of current affairs
- Monthly newsletter update on what is happening in business in NI.
- Organises monthly business events throughout NI.

3.3 Market Led Product Development Programme 2022/23

Tourism Northern Ireland's (TNI's) Market Led Product Development Programme launched on 11th November 2022 with a call for programme submissions sent to all Councils.

Councils that wished to make an application to the Programme were required to return their bid via the Tourism NI portal by 23 November 2022. Councils successful in being awarded funding will be notified imminently by TNI and be issued with an SLA to sign and return by the deadline of 9th December 2022.

TNI's overall Programme budget is circa £350K; the minimum application value per Council is £30K and maximum level is £80K. This programme is 100% funded. Expenditure paid out under the programme will be based on confirmation of programme delivery, the amount awarded in the SLA and confirmed expenditure incurred by 31st March 2023. Payment will be in arrears for Programme activity undertaken.

The programme will not fund market collateral, events which have received or have applied for funding from TNI, business as usual activity, feasibility studies or capital projects.

Due to the extremely tight timeframes to make an application there was no time to take a paper to Committee, as the Tourism team had to act quickly in response to this unforeseen funding opportunity. As a result, Officers submitted an application to TNI on behalf of Council for the following projects.

A key factor taken into consideration when selecting projects is the fact that all expenditure is required to be incurred by 31 March 2023, therefore, officers chose projects which for the most part are Council owned facilities, to ensure delivery could be achieved within a very short window, if Council were to be successful in obtaining the funding.

Mid Ulster Council's funding bid to TNI totalled £80K, which is the maximum budget which could be applied for. This included the following projects;

- Seamus Heaney HomePlace to enhance the visitor experience following feedback from Tourism NI, to erect a moss wall with animation with new headsets. £20K
- Living History Banquet at Hill of the O'Neill inviting tour operators and visitors, showcasing the O'Neill story. To include the purchase of props and accessories to enhance the experience. £25K
- Develop video productions for OM (heritage and winter version) £10K and the purchase of new telescopes to support the new outdoor experience. £5k
- Purchase of headsets for outdoor use at experiences within the district. £10K
- Business Support to develop industry experiences. £10K

	Other Considerations
4.1	<p data-bbox="240 259 991 297">Financial, Human Resources & Risk Implications</p> <p data-bbox="240 338 935 443">Financial: Room Hire Charges at Bridewell, Magherafelt Increased revenue for The Bridewell.</p> <p data-bbox="240 483 1393 589">Renewal of Membership with NI Chamber of Commerce 2023 Commit £3,000 (plus Vat) from Council's economic development budget towards Membership of NI Chamber of Commerce for 2023.</p> <p data-bbox="240 629 1070 701">Market Led Product Development Programme 2022/23 100% funded, no cost to Council.</p> <p data-bbox="240 781 1441 925">Human: Room Hire Charges at Bridewell, Magherafelt Room hire during the working day does not require additional staff, however, a member of staff will be required for evening hire.</p> <p data-bbox="240 965 1171 1037">Renewal of Membership with NI Chamber of Commerce 2023 Officer Time</p> <p data-bbox="240 1077 1070 1149">Market Led Product Development Programme 2022/23 Officer Time</p> <p data-bbox="240 1189 528 1261">Risk Management: N/A</p>
4.2	<p data-bbox="240 1296 762 1335">Screening & Impact Assessments</p> <p data-bbox="240 1375 1430 1552">Equality & Good Relations Implications: Room Hire Charges at Bridewell, Magherafelt Council policies and procedures are adhered to in the hiring out of the Courtyard at the Bridewell</p> <p data-bbox="240 1592 1393 1769">Rural Needs Implications: Room Hire Charges at Bridewell, Magherafelt Providing service for local community groups and businesses in Magherafelt and the wider Mid Ulster area.</p>

5.0	Recommendation(s)
5.1	<p>It is recommended that Members:-</p> <p>Room Hire Charges at Bridewell, Magherafelt Approve and implement the revised room hire charges at The Courtyard in the Bridewell, Magherafelt.</p>
5.2	<p>Renewal of Membership with NI Chamber of Commerce 2023 Approve Corporate Membership with NI Chamber of Commerce costing £3,000+Vat for the period of 1 January 2023 to 31 December 2023.</p>
5.3	<p>Market Led Product Development Programme 2022/23</p> <p>a. Retrospectively approve Council’s funding bid to Tourism NI for the 5 tourism projects listed in section 3.3.</p> <p>b. Approve delegated authority be granted to Council’s Chief Executive, to sign and return the Service Level Agreement to Tourism NI by 9th December 2022, in the event that Council is successful in its funding bid.</p>
6.0	Documents Attached & References
	Appendix 1 – The Bridewell - Terms and Conditions of Hire