

Appendix 1

Minutes of Coalisland Town Centre Forum Meeting **Monday 25 October 2021 at 12.30pm** **Microsoft Teams**

Present

Cllr Niamh Doris	Mid Ulster District Council (Chair)
Cllr J O'Neill	Mid Ulster District Council
Cllr Malachy Quinn	Mid Ulster District Council
Dermot McGirr	Translink
Francie Molloy MP	Coalisland Residents & Community Forum
Ursula Marshall	Mid Ulster Disability Forum
Sharon McGowan	Department for Communities

In Attendance

Johnny McNeill	Mid Ulster District Council
Colin McKenna	Mid Ulster District Council
Catherine Fox	Mid Ulster District Council
Oliver Donnelly	Mid Ulster District Council

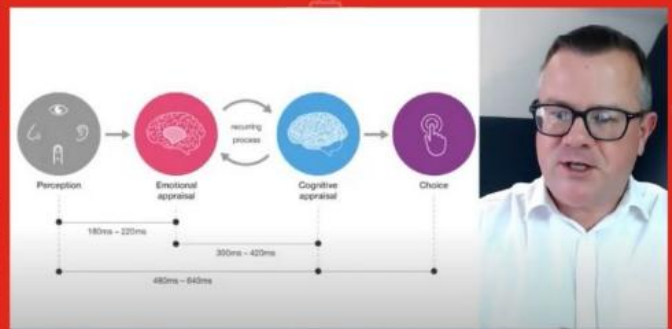
	DISCUSSION
1	Apologies Cllr Dan Kerr Mid Ulster District Council Cllr Niall McAleer Mid Ulster District Council Cllr Robert Colvin Mid Ulster District Council Adrian McCreesh Mid Ulster District Council Mark Kelso Mid Ulster District Council Fiona McKeown Mid Ulster District Council Michael McGibbon Mid Ulster District Council Raymond Lowry Mid Ulster District Council Raymond O'Neill Eden Blooms Brian O'Neill Coalisland Credit Union Aedamar McCrossan PSNI Peter Waugh PSNI
2	Minutes of Previous Meeting - Monday 27 September 2021 Proposed by U Marshall Seconded by F Molloy and agreed: - The minutes of the meeting held on Monday 27 September 2021 were a true and accurate record of proceedings.
3.	Matters Arising from Previous Meeting – Monday 27 September 2021 F Molloy updated members around issue of tyres being left at Innishmore play park on Friday 15 September 2021 and he found it difficult to get a contact within

	<p>Council to get them lifted. O Donnelly who passed the information on to Councils Environmental Health staff who in turn was able to deal with the issue.</p> <p>Cllr O'Neill stated he also spoke with a youth coach within Clonoe O'Rahillys to try to steer young people away from Anti-Social Behaviour.</p> <p>Cllr Doris thanked O Donnelly for all the work carried out in Coalisland for the Halloween events.</p> <p>Action: O Donnelly to schedule meeting to review the Halloween events.</p>
4.	<p>Coalisland Project Updates</p> <ul style="list-style-type: none"> • Coalisland Public Realm <p>M Leavey updated that the contractor is currently going through the snagging list. The Road Safety Audit Stage 3 audit highlighted an issue on Main Street where it suggested the need for a new build out. This would result in a car parking space being lost outside O'Neill's Pharmacy. DfI have suggested that the build out is constructed. O Donnelly had been out with traders and residents who have said that they were not in favour of the crossing.</p> <p>F Molloy asked if there was a need for this crossing point, as there were already two crossing points on Main Street. M Leavey stated this had already been raised and that DfI are suggesting it goes in the location outside O'Neill's Pharmacy.</p> <p>Cllr Doris suggested that an onsite meeting is held with traders and residents to discuss it.</p> <p>M Leavey updated everyone that the parking legislation schedule needs updated and displayed the proposed parking enforcement map highlighting single and double yellow line layout. F Molloy raised issue of some people parking on Station Road and blocking residents who have parked outside the flats at Gortnaskea Place.</p> <p>Cllr Quinn mentioned a few issues that he has noticed, for example, at times it is hard to see traffic that is coming from behind Toals Bookmakers. There are also people parking on Platers Hill especially during Mass time.</p> <ul style="list-style-type: none"> • PEACE IV Project <p>J McNeill updated on the proposed PEACE IV project located in the area in front of Newell Stores and presented 2 options for projects in this area. Gold and Bronze Option. After discussion, it was agreed that the Gold scheme is the preferred option.</p> <p>F Molloy asked if there was a potential to gain access to Washingbay Road. He also stated that a check should be carried out on whether or not works can be carried out on the canal basin as when Newell Stores were building they has issues with the area being an heritage site.</p>

	<p>Cllr O'Neill stated that the Gold scheme looks good and that there should be an attempt to gain access to the Washingbay Road. Cllr Quinn also agreed that the Gold option is the preferred one and that any works in the area should not prevent any future plans to re-open the canal.</p> <p>Action: C Fox to issue details of project to U Marshall to circulate to Disability Forum for comment.</p> <ul style="list-style-type: none"> • Town Centre Progress Report <p>C Fox updated that an expression of interest has been sent to CRAIC Theatre to organize Christmas activities in the town in the absence of a formal Christmas event. The Mid Ulster Gift Card Scheme has been released with 44 businesses signing up to roll out the scheme so far. A launch was planned for the 8th November 2021 and all were asked to spread the message and encourage any businesses to sign up.</p> <p>An overview as also given of Mid Ulster Enterprise Week which runs from 8th – 12th November 2021 and advised all to book early for the Webinars.</p> <p>F Molloy asked for an update on Sandy Row as the Public Realm Scheme is now nearing an end. N Doris asked if this forum could write a letter to the Minister on Sandy Row project and to raise the issue on un-adopted roads in Newtownkelly.</p> <p>C Fox advised that this scheme could possibly fall under a phase 2 of the Public Realm Scheme in the next few years.</p> <ul style="list-style-type: none"> • Events <p>The Halloween event will be delivered in the next few days through the local community groups and it is hoped they will be a huge success. C McKenna is to ask M Browne about the Halloween working group taking on other events in the town – Summer/ Easter events.</p> <p>Action: C McKenna to liaise with Head of Tourism in relation to working groups for other events in Coalisland.</p>
5.	<p>Any Other Business</p> <p>C Fox requested that nominations be sought from local traders, as there is little representation from these groups on the forum.</p> <p>Meeting ended at 1.50pm</p>
6.	<p>Date of Next Meeting</p> <p>29th November 2021 at 5:30pm</p>

Mid Ulster Enterprise Week

8 - 12 November 2021



- Top tips you can apply across all the platforms to help grow your brand.**
- Be genuine always remembering your brand values.
 - Tell a story.
 - Be consistent.
 - It's not always about you.
 - Educate your audience bringing value with your content.
 - Collaborate with other businesses and influencers.
 - Be ready to make mistakes.



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

1.0 Background

To mark Global Entrepreneurship Week 2021, Mid Ulster District Council's third Enterprise Week took place from Monday 8th to Thursday 11th November 2021.

As a result of the success of the online Enterprise Week in 2020, Mid Ulster DC made the decision to keep Mid Ulster Enterprise Week virtual for 2021, incorporating only one in-person event. The week was launched by the in-person networking event and continued with ten online and interactive webinars.

Organised by Mid Ulster District Council, with support from partners including MEGA, Invest NI, Intertrade Ireland and local business leaders, the week's focus was on Innovation, Creation and Inspiration and bringing positivity back into the business world of Mid Ulster after the hardship of the previous years' Covid-19 restrictions.

The week's events focused on a wide range of subjects, including Leadership, Personal Branding, Emotional Intelligence, Negotiation, Digital Marketing, and more. The week concluded with the distribution of an invaluable digital booklet of business support and funding options available within Mid Ulster. The Council supported a further virtual event, aimed at inspiring potential entrepreneurs, as part of Global Entrepreneurship Week, organised by the Go For It Programme.

2.0 Marketing & Promotion (including Social Media)

Marketing and promotion were carried out across a range of formats. Enterprise Week 2021 was promoted in the press with a news release and launch picture, on billboards, adshells and newspaper adverts. There was also a radio advert commissioned and a dedicated page created on the Council's website: www.midulstercouncil.org/enterpriseweek

The week was launched on social media with an explainer video, followed by an A4 advertorial placed in 6 local newspapers, displaying the programme itself. As well as this, there was a week-long advert placed on Q Radio, with 32 slots commencing Monday 1st November.

Social media channels were continuously used in the run up to Enterprise Week 2021, featuring videos from speakers to promote their individual webinars. These were then shared on social media by some of the speakers themselves.

A digital e-booklet was created on PageTiger, featuring the speaker videos, webinar descriptions and links to the registration pages of each webinar, to enable a one stop shop for the week's programme and registration links.

The PageTiger document can be viewed here: <https://view.pagetiger.com/dpansjm/1>

Email marketing via Mail Chimp was sent to a database of contacts from the business directory mailing list and the week was promoted extensively on the Council's three social media channels: Facebook, Twitter and Instagram from 18 October to 19 November.

The results of the Mail Chimp were:

- 1100 emails sent out
- 431 opened
- 96 link clicks

Stats from Google analytics for the week show that there were 1,812 page views and 1057 unique page views. Referrals were as below:

- LinkedIn: 143
- Facebook: 117
- Twitter: 50

- Instagram: 47

- Total of **606** people attended the programme of events

- **High Social Media Engagement** (from 18 October - 19 November 2021):

o **Twitter** - 23 posts, 18,041 impressions (number of times a tweet has been delivered to twitter stream of users), 768 engagements (Number of users that interacted with post), and 2,714 video views

o **Mid Ulster Facebook** - 22 posts, 42,470 people reached, 1,389 people engaged, 14,430 video views. All posts were organic and non were promoted

o **Instagram** – 21 posts, 43,516 people reached, 179 people engaged, and 7,303 video views

- **Council Website Analytics** – 1,812 page views and 1,057 unique page views

- **Promotional PageTiger views:** 286

- **Support & Funding E-Brochure PageTiger views:** 88

The webinar recordings were uploaded to the Council's YouTube channel on Thursday 18 November, by 30 November, the 9 videos have a total of 211 views.

The events were also promoted via e-invitations to the Council's key business networks. A promotional video has been created to capture the highlights of Mid Ulster Enterprise Week 2021 in a visual format and is available to view here:

<https://www.facebook.com/MidUlsterDC/videos/>

If anyone wishes to view any of the webinars held during Mid Ulster Enterprise Week, these can be accessed at:

https://www.youtube.com/playlist?list=PLzfkoqzAiZjV9wYNZbjAyY_TVKI4ziOf

4.0 Programme of Events

The target set at the beginning of the project was an average attendance of **40**.

This target was achieved successfully, with an average attendance across the webinars of **53**.

Event	Speaker(s)	Digital /In-person	Attendance	Views of Recording (up until 29/11/21)
Connect & Collaborate NI Chamber of Commerce & Industry: Regional Networking Series	Panel: Enda Quinn (SDC Trailers), Darragh Cullen (Edge Innovate) Denis Finnegan (Grofuse Digital)	In-person		N/A
Lead With Your Head	David Meade , International Speaker & TV Personality	Digital	78	N/A
#Goals – Shine Online with Instagram and TikTok	Niamh McAuley , PurpleDot Tierna Byrne , Marketing Consultant	Digital	59	23
Make Your Emotions Your Superpower	Alan Lyons , KinchLyons Business Psychologists	Digital	43	19
Light at the End of the Tunnel: Tourism & Hospitality	Host: Jamie Delargy , Journalist Joanne Stuart , NI Tourism Alliance James McCloy , Glenshane Country Farm Paula Wilson , Glenavon House Hotel	Digital	18	12
It's All About You: Enhancing Your Personal Brand using Social Media	Caroline O'Neill , Digg for Success Naomh McElhatton , Stimulai	Digital	78	14
MEGA: Improve Manufacturing Culture & Keep the Best Talent	Panel: Brendan McGurgan , MD Simple Scaling, Patrick Hurst MBE, Former MD Whale & Tim Monroe , Marketing Director at Smiley Monroe	Digital	91	22
Rebel Ideas: How to Succeed in a Virtual World	Andrew Toogood , Proclaim Consulting	Digital	28	18
Inspiring Innovators	Host: John Campbell , Journalist Q&A with Darragh Cullen , EDGE Innovate Ltd, Sinead Welsh , Informed Minds Training and Consultancy Ltd & Brigid Derry , Derry Bros Customs Clearance Ltd and Derry Bros Shipping Ltd	Digital	33	25
Win/Win: How to Negotiate in a Hybrid World	Camilla Long, Bespoke Communications	Digital	85	11
Re-creating the Magic of Retail in Mid Ulster	Mags McAlpin, Creating Retail Magic	Digital	15	17

5.0 Synopsis of Events

A total of 11 events were offered by Council as part of Mid Ulster Enterprise Week 2021 under the theme of 'Innovation, Creation, Inspiration'. A wide range of relevant business topics were offered to ensure all sectors of industry received support to assist in operating within the current difficult economic environment. Specific webinars were held for the Retail, Tourism and Hospitality and the Manufacturing and Engineering sectors, alongside advice for leaders, digital marketing content for small businesses, personal branding and harnessing emotional intelligence.

Feedback from attendees was very positive, with comments praising the week's programme of webinar topics and speakers, as well as the consensus still being happy with the digital format rather than in-person.

6.0 Comments

This year's Mid Ulster Enterprise Week programme was packed full of insightful and diverse presentations and launching the week with keynote speaker, David Meade, was a huge success. Featuring David in the programme created a lot of buzz in the run up to the week and he delivered an engaging and impactful session.

The programme featured a variety of speakers both local and regional, from a broad range of industries, with the majority being new speakers that had never featured in the programme, or similar programmes before. All speakers are very well-respected speakers and of a high standard, which has paved the way for future programmes to maintain this standard and variety.

The four-day programme, instead of five, worked well and this could be a suggestion going forward for future Enterprise Week programmes, given that numbers tend to tail off towards the end of the week – as is the way for most series of virtual events. Future programmes could also feature a larger mix of in-person and virtual events, and include a mid-week in-person conference.

Having the PageTiger document as a one stop shop for all programme details and registration links was a great digital feature for people to access, which could definitely be explored in future years as a more widespread part of Enterprise Week promotion.

The technical aspect of the week worked well and Zoom was a good choice of platform for the sessions, given its easy accessibility for the majority of people and the rarity of it being restricted by company firewalls.

7.0 Conclusion

While Covid still impacted on moving the delivery of Enterprise Week to mainly virtual for a second year, Council decided to move the main focus of the week from the pandemic to other issues which businesses now have to consider in adapting to the new normal e.g. virtual working, communicating effectively in a new way, through new channels and motivating. The week aimed to deliver an upbeat message with a theme of positivity throughout, for entrepreneurs, start-ups and established businesses across the district. Having the networking event at the start of the week in-person was a great opportunity for attendees to feel a sense of normality again before the week's virtual events started. Starting

off the virtual events with a keynote as engaging and well-known as David Meade definitely raised the impact of Mid Ulster Enterprise Week 2021.

Feedback on the programme and the delivery of Enterprise Week 2021 has been positive across all events.

2022 has the potential for Enterprise Week to grow into a hybrid format, mixing more in person events alongside the virtual webinars. However, there is no question that the webinars have opened up Enterprise Week to a huge new audience and have benefited the programme greatly.

The highlights video of Enterprise Week 2021, which demonstrates the range of webinars that featured in the programme, can be viewed here -

<https://www.facebook.com/MidUlsterDC/videos/>

Feedback Highlights from the Week

Event	Feedback
Lead With Your Head	<p>"Excellent event schedule."</p> <p>"It was perfect."</p> <p>"Timing of introducing topics was prefect and everyone got involved in the breakout room. I would definitely join for Enterprise Week 2022!"</p>
#Goals – Shine Online with Instagram and TikTok	<p>"Both speakers were very knowledgeable and gave lots of tips and information that would be very useful but proves how much more there is out there I need to learn"</p>
Make Your Emotions Your Superpower	<p>"Very easy to understand and listen to and take-aways for everyone regardless of the sector"</p> <p>"Alan is inspirational."</p> <p>"Absolutely loved the webinar and there are so many take always, for me as a manager I have a list of books to read and articles to look up, I had not considered the impact of emotional intelligence on our team and the importance of focusing on successes, the main take away for me was "Notice Progress" and I am going to focus our next team meeting on that"</p>
Light at the End of the Tunnel: Tourism & Hospitality	<p>"The positivity off the speakers was very heartening. The topics were also very relevant and interesting"</p> <p>"I really liked the format with the four screens...very sharp and well lit. very professional good questions and answers..."</p> <p>"This is great might take the week off next year to attend everything..."</p>
It's All About You: Enhancing Your Personal Brand using Social Media	<p>"I thought it was perfect"</p> <p>"It emphasised the importance for business of communicating consistently and on-brand"</p>
MEGA: Improve Manufacturing Culture & Keep the Best Talent	<p>"You've some great webinars this year. enjoying it, thanks"</p> <p>"Very impressed, started on time and was one hour, the panellists were knowledgeable and informative but succinct and direct which was appreciated."</p>
Re-creating the Magic of Retail in Mid Ulster	<p>"Creativity & enthusiasm - lots of tips on how to take ideas and make them your own/relevant to your own business. I though Mags was absolutely fantastic - loved this webinar - thank you so very much!"</p>

Newspaper Programme Ad

Mid Ulster Enterprise Week

8-12 Nov 2021

Innovation, Creation, Inspiration





David Meade



Naomh McElhatton



Caroline O'Neill



James McCloy

MON 8th November

Connect & Collaborate NI Chamber of Commerce & Industry: Regional Networking Series

10.30am (Refreshments 10am) - 12noon

Venue: The Hill of the O'Neill, Dungannon

Panel: Enda Quinn (SDC Trailers),
Darragh Cullen (Edge Innovate),
Denis Finnegan (Grafuse Digital)

Come along to the NI Chamber's in-person event for facilitated networking and hear a panel of local industry figures discuss their entrepreneurial journey. A great opportunity to expand your network and grow your business!

Lead with your Head

2.00pm - 2.40pm

David Meade, International Speaker
& TV Personality

Let David Meade introduce you to the psychology of leadership! David will provide you with a practical toolkit to help make you a more effective leader. Empower and engage managers and leaders, improve your communication skills and increase team productivity.

#Goals - Shine Online with Instagram and TikTok

7.00pm - 8.00pm

Niamh McAuley, Purple Dot
Tiarna Byrne, Marketing Consultant

This digital duo is not one to miss! Learn all things content creation for Instagram and TikTok, including demonstrations on creating videos that really stand out, the best apps to use and how to produce easy transitions to grab your audience's attention. Want to enhance your non-video posts too? Hear how to create the most engaging online content using simple design tool, Canva.

Apart from the Networking Event, all events will take place online. All events are free to attend. Register at:

midulstercouncil.org/enterpriseweek

*All information is correct at time of publication. Please confirm details online when registering.

TUES 9th November

Make Your Emotions Your Superpower

10.00am - 11.00am

Alan Lyons, KinchLyons Business Psychologists

It is more important than ever to foster resilience and emotional intelligence in the workplace. Hear how to harness the superpower that is Emotional Intelligence to manage your stress, the stress of employees, sustain energy and focus, as well as build positive relationships within your team. Learn the top tips on becoming more resilient, both in yourself and your business.

Light at the End of the Tunnel: Tourism & Hospitality

3.00pm - 4.00pm

Host: Jamie Delargy, Journalist
Joanne Stuart, NI Tourism Alliance
James McCloy, Glenshane Country Farm
Paula Wilson, Glenavon House Hotel

Learn from local hospitality entrepreneurs on how they have survived, adapted and innovated once again to the 'new normal' now that they are able to reopen their doors to the public. We look at the changes that are here to stay and get a picture of what the future looks like post Covid.

WED 10th November

It's All About You: Enhancing Your Personal Brand using Social Media

10.00am - 11.00am

Caroline O'Neill, Dig for Success
Naomh McElhatton, Stimulai

You are an expert in your field, but do your customers know it? Building a personal brand on social media has amazing benefits for your business. It will showcase what you do, your values and your passions. Building core brand values and never stepping away from them boosts your brand visibility and reputation. The results? New customers, loyal customers and a more profitable business.

WED 10th November

MEGA: Improve Manufacturing Culture & Keep the Best Talent

12.00pm - 1.00pm

Panel: Brendan McGurgan, MD Simple Scaling, Patrick Hurst MBE, Former MD Whale & Tim Monroe, Marketing Director at Smiley Monroe

Panel Discussion with Manufacturing/Engineering Leaders from Mid Ulster

Learn why company culture is your secret weapon for attracting and retaining top talent. We're joined by Tim Monroe, Brendan McGurgan & Patrick Hurst who will be discussing how you can build and leverage a winning culture. Learn how to grow culture to encourage continuous improvement and hear about how one of the companies was listed in the Sunday Times 'Best Company To Work For' Survey for 3 consecutive years.

An Inspirational Entrepreneurial Story!

1.00pm - 1.30pm

Host: Holly Hamilton, TV Presenter

Holly Hamilton interviews Aoife Doherty, founder of new business 'Sass & Halo' to find out what motivated her to start up, and how support from 'Go For It' helped turn her passion for fashion into a successful business. Attendees will have the chance to ask Aoife questions and seek advice on how they can turn their business ideas into reality.

Rebel Ideas: How to Succeed in a Virtual World

3.00pm - 4.00pm

Andrew Toogood, Proclaim Consulting

The world we operate in is volatile, complex and uncertain. Andrew will examine the power of diverse thinking. Understanding these differences in thinking, and how to harness them for better communication, enables teams to tackle problems in new ways and increase productivity. Learn innovative thinking, psychological strategy and really practical takeaways to become much more impactful as a business owner, manager or team member.

THURS 11th November

Inspiring Innovators

10.00am - 11.00am

Host: John Campbell, BBC Journalist
Q&A with Darragh Cullen, EDGE Innovate Ltd, Sinead Welsh, Informed Minds Training and Consultancy Ltd & Brigid Derry, Derry Bros Customs Clearance Ltd and Derry Bros Shipping Ltd

Hear from three inspiring leaders from different industries across the MSW region of Northern Ireland. This session will provide an insight into how their drive for innovation ensures their businesses remain agile, enabling them to stay ahead of the competition, even during the most recent challenging economic conditions.

Win/Win: How to Negotiate in a Hybrid World

2.00pm - 3.00pm

Camilla Long, Bespoke Communications

In this webinar, allow Camilla to help you to get what you need from every negotiation and difficult conversation. You'll learn how shifting your mindset can shift your results, how to influence outcomes with the power of listening as well as valuable strategies to get to a win-win, even when it looks impossible!

Re-creating the Magic of Retail in Mid Ulster

7.00pm - 8.00pm

Mags McAlpin, Creating Retail Magic

This webinar is especially suited to the Retail sector. Bring a little bit of Retail Magic to your business this Christmas! Our retail sector has been irrevocably changed so let's re-ignite our passion for creating the most magical customer experience possible. Register your place on this fast-paced webinar bursting with tips, inspiration and motivation to help you re-create the Magic of Retail in your business.

Friday 12th November

If you attend any of our webinars your name will automatically go forward into a prize draw with the opportunity to win some great prizes. The more events you attend, the more opportunity you have of winning a prize! Winners will be announced on Friday 12th November



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Appendix 3

Minutes of Inaugural Meeting of Mid Ulster Labour Market Partnership held on Tuesday 26th October 2021 via Zoom

Present:

Industry	Damian Power, Chair Sinead McErlain, Bloc Blinds Elaine Willis, Linden Foods Julie McKeown, Henry Brothers Dermot Friel, Mid Ulster Tourism Development Group Jill Robb, Cicli Sport Colin Conway, Newell Stores
MEGA	Maria Curran, Project Director
Education Sector	Ciaran McManus, South West College Emma McKee, Northern Regional College Peter Simpson, CAFRE Brigid Heron, Area Learning Partnership (Magherafelt) Catherine McHugh, Area Learning Partnership (Dungannon & Cookstown)
Public Sector	Lorna Currie, Cookstown Jobs & Benefits Office Margaret Gallagher, Magherafelt Jobs & Benefits Office Frances Herron, Dungannon Jobs & Benefits Office Andrew Irwin, Department for Communities Niall Casey, Invest NI Colleen McCaughey, Department for the Economy Dawn Connolly, Southern Health & Social Care Trust Brian MacAuley, Mid Ulster Enterprise Partnership
Elected Members	Cllr Dominic Molloy, Mid Ulster District Council Cllr Catherine Elattar, Mid Ulster District Council Cllr Kim Ashton, Mid Ulster District Council Cllr Trevor Wilson, Mid Ulster District Council
Trade Union	Aaron Hoey, Mid Ulster District Council

In Attendance:

Council Officers	Adrian McCreesh, Chief Executive Marissa Canavan, Director of Organisational Development Fiona McKeown, Assistant Director of Economy, Tourism & Strategic Programmes Paul McCreedy, Funding & Investment Manager Celene O'Neill, Community Planning Officer Colleen Bell, Economic Development
Consultancy	Alan McKeown, Food for Thought Emma Nelson, Food for Thought

Apologies:	Ethna McNamee, Invest NI Regional Office Jill Cush, South West College Shane McKinney, CAFRE Martina Totten, Community Planning Co-ordinator
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	DISCUSSION
1.	<p>WELCOME AND INTRODUCTION Adrian McCreesh, Chief Executive, Mid Ulster District Council</p> <p>A McCreesh welcomed everyone to the inaugural meeting of the Mid Ulster Labour Market Partnership (LMP) and went on to provide an overview of the programme, highlighting an opportunity to build upon the strong foundations laid by the industry driven Skills Forum to work collaboratively to develop and deliver a new locally focussed Mid Ulster Employability Action Plan (Action Plan).</p> <p>A McCreesh went on to update on the following:</p> <ul style="list-style-type: none"> • DFC have advised that Mid Ulster's Indicative Budget Allocation is £468,375 per annum; • Following a procurement process Council has appointed Alan McKeown (Food for Thought) to assist the LMP to develop the Action Plan; • The Action Plan will detail implementation structures and delivery mechanisms that will contribute towards improved employability outcomes and labour market conditions locally in Mid Ulster. • The Action Plan will clearly state the priorities, specific actions, targets, budgets, roles and responsibilities for partners and delivery bodies. • The LMP's input will shape and inform the construction the Action Plan and will identify and address the key challenges locally. • Once completed the Employability Action Plan will be submitted to the Department for Communities (DfC) for approval and funding. <p>A McCreesh concluded by stating that the LMP will provide an opportunity to greatly impact Council's priorities for skills and employability, ensuring that an appropriate skills pipeline is available to local industry both now and in the future.</p>
2.	<p>EMPLOYABILITY NI AND LABOUR MARKET PARTNERSHIPS Andrew Irwin, Department for Communities</p> <p>A Irwin shared a PowerPoint presentation, provided context around the establishment of the regional and local LMPs and talked through milestones, timeframes and budget. A Irwin described the working relationship between partners and members as an ecosystem of stakeholders, with DfC as a key partner and Council providing a secretarial function.</p> <p>With regards to timeframes, A Irwin indicated that an interim Action Plan should be established and approved by January 2022 with full LMP structures in place for 2022/23 onwards.</p> <p>B MacAuley asked if the figure of £468,375 was for the interim Action Plan or entire programme. A Irwin confirmed that the sum of £468,375 would be paid per annum.</p>

3.	<p>ESTABLISHING THE PARTNERSHIP</p> <p>3.1 Discuss and agree Terms of Reference</p> <p>The members reviewed and discussed the Terms of Reference (TOR).</p> <p>B MacAuley queried if “helping unemployed individuals to get back into work” was the sole purpose of the LMP noting that unemployment levels in Mid Ulster were not overly high. P McCreedy confirmed that it wasn’t exclusively aimed at unemployed and was much broader in terms of gaps and upskilling/reskilling the workforce. A Irwin added that it could be seen as a journey towards employment, using local knowledge to agree what’s best for the local area. It was agreed to amend the wording within the TOR to reflect this.</p> <p>Cllr K Ashton suggested that the meeting schedule be amended to a bi-monthly frequency to allow for substantive work to be completed between meetings, adding that if there were an urgent decision or report required, an emergency meeting could be convened with a one-item agenda. Cllr K Ashton also noted work commitments of members as another reason to consider.</p> <p>Cllr K Ashton agreed that the Chair/Vice Chair should be appointed from the private sector as they would have a better awareness of issues on the ground.</p> <p>All were in agreement that meetings should be every two months.</p> <p>3.2 Appointment of Chairperson and Vice Chairperson positions</p> <p>Cllr K Ashton proposed Damien Power as Chair and M Curran seconded the nomination.</p> <p>D Power accepted the post and gave a brief background of himself, highlighting that he had a long history of employment in the manufacturing and engineering industry with a long successful career at Terex.</p> <p>It was agreed to postpone nominating a Vice Chair, allowing the group time to reflect.</p> <p>3.3. Discuss and agree meeting dates and times</p> <p>As previously agreed, it was noted that meetings should be bi-monthly and aligned to Council reporting requirements.</p>
4.	<p>UPDATE ON MID ULSTER EMPLOYABILITY ACTION PLAN</p> <p>Alan McKeown, Director, Food for Thought</p> <p>A McKeown and E Nelson shared a PowerPoint presentation with the group.</p> <p>As an overview, relative to other Council areas, Mid Ulster was:</p> <ul style="list-style-type: none"> • 2nd highest number of registered businesses: 9,220 – second only to Belfast. • 5th highest share of medium/large businesses. • 3rd highest employment rate - 75.3% of the working age population are employed.

	<ul style="list-style-type: none"> • 3rd Lowest level of economically inactive residents – 22.4%. • Unemployment rate estimated at 2.3%. • Total employed people: 71,000 • Total employment jobs: 59,681 • At least 16% of residents work outside the council area. <p>A McKeown said that the statistical evidence that exists around the economic performance of Mid Ulster shows that each region has its own unique characteristics and needs, adding that Mid Ulster levels of economic inactivity are better than many other NI Council regions, but there is room for improvement.</p> <p>A McKeown then went on to outline what Food for Thought's role would be in assisting the LMP develop and establish a functional strategy to get skills into the region and to get Mid Ulster ahead of other council areas.</p> <p>The first piece of work Food for Thought would undertake would be to interview the group to establish a baseline to create an initial report that would also help inform the 2 year interim Action Plan.</p> <p>The Chair welcomed the idea of the report and noted that it would shape content of the next meeting's agenda.</p>
5.	<p>UPDATE ON FUNDING AND STAFF RESOURCES</p> <p>P McCreedy advised that 20% of the budget would be utilised on staff resourcing. He indicated there would be a dedicated team of staff and that Council would commence recruitment in the coming weeks.</p>
6.	<p>ANY OTHER BUSINESS</p> <p>M Curran asked it if there was any project money available now for new training opportunities. A McCreesh replied that once there is a broad plan in place the LMP can draw down funding.</p> <p>Cllr T Wilson commended the Food for Thought report. He noted as Chair of Cookstown Enterprise Centre, small enterprise agencies play a key role but feel they are often left behind.</p> <p>Cllr Wilson suggested the group get an idea of what industries struggled to get people into jobs. J McKeown agreed there were gaps and massive skills shortages from apprentice level to managerial.</p> <p>The Chair noted that Mid Ulster is not short of jobs as such, there are recruitment signs everywhere. However, the bigger challenge would be addressing the skills shortage.</p> <p>M Curran advised of a recent survey undertaken by MEGA which showed in only 39 Mid Ulster companies there were 643 jobs available at all levels – welding to degree level.</p>

	<p>C McHugh discussed the importance of progressive pathways for students, supporting schools to create the workforce of the future. C McHugh also drew the group's attention to how low salaries were in Mid Ulster for students due to age and location. The Chair agreed supporting students and schools created an important pipeline.</p> <p>S McErlain suggested a piece of research to establish what the economically inactive were receiving in benefits earnings versus what the current minimum wage provided. This would help identify what would need to be done to attract those who were able to work but economically inactive, back to the workplace.</p> <p>J Robb spoke of the benefits of businesses promoting remote working opportunities to attract candidates from outside Mid Ulster. J Robb also suggested working with Maeve Monaghan, CEO of the NOW group to look at getting capable adults with learning difficulties into the workplace. When placed appropriately, these adults can thrive and businesses can benefit too. The Chair agreed that this should be looked at more closely as part of the wider inclusivity agenda.</p>
7.	<p>DATE OF NEXT MEETING</p> <p>Tuesday 7th December 2021, 11.00am</p>
	<p>ACTIONS</p> <ol style="list-style-type: none"> 1. P McCreedy to circulate presentations. 2. P McCreedy to provide group's contact details (agreed no GDPR issues). 3. MUDC to amend Terms of Reference to reflect broader focus of LMP.

APPENDIX 4

MID ULSTER TOURISM DEVELOPMENT GROUP Thursday 23 September 2021 at 9.30am via Teams

Present

Cllr Frances Burton
Cllr Walter Cuddy
Cllr Niamh Doris
Cllr Sean Clarke
Cllr Martin Kearney
Simon Wiggins
Martin Graham
Norman Bell
Claire Murray
Hugh McCloy
Claire Doherty
Kieran Bradley
Dermot Friel/Cathy O'Neill

Mid Ulster District Council (Chair)
Mid Ulster District Council
Mid Ulster District Council
Mid Ulster District Council
Mid Ulster District Council
Education & Skills SWC
TNI Destination Manager
Visitor Attractions
Hospitality
Tourism Services
Visitor Attractions
Hospitality
Hospitality

Michael Browne
Mary McKeown
Mary McGee
Charmain Bell
Genevieve Bell
Martha Beattie
Allison O'Keefe
Sharon Arbuthnot

Mid Ulster District Council
Mid Ulster District Council
Mid Ulster District Council
Mid Ulster District Council
Mid Ulster District Council
Mid Ulster District Council
Mid Ulster District Council
Mid Ulster District Council

	DISCUSSION	ACTIONS
	Apologies Terry McCrory Heraldic Craft Sarah Cox SWC Anne Birt-McCartney NRC	
1.	Minutes of Meeting held on 30th June 2021 <i>Proposed:</i> M Kearney <i>Seconded:</i> N Bell	
2.	Matters Arising Cllr Martin Kearney to be added to list of attendees	
3.	Cluster Reports In addition to Officers report circulated in advance of the meeting.	
3.1	<u>Seamus Heaney Cluster</u> M McGee outlined the report as circulated	
3.2	<u>Archaeology, History and Heritage Cluster</u>	

	<p>G Bell and M McKeown presented the report as circulated. Cllr Clarke informed the group that he had tried unsuccessfully to join the last meeting of this Cluster Group. He informed that Teams did not work for him. M Browne replied that meetings would be held via zoom in the future.</p> <p>Cllr Clarke spoke of the devastation of Davagh Forest by the action of Forestry Service felling trees. He likened the area to a 'moonscape' with valuable irreplaceable history being lost. M Browne said MUDC have already started the process of looking into this by requesting a meeting with Forestry. It was agreed that a letter be sent from Tourism Department. Proposed by Cllr Doris and seconded by Cllr Kearney.</p> <p>Cllr Burton asked about Lumford's Glen, which has been closed to the public for quite some time due to safety issues. M Browne to follow up with Parks Dept.</p> <p>Cllr Burton enquired if a link could be established between the Forth Chapel and Clogher Cathedral. M McGee to follow up.</p>	<p>M Browne to follow this up with other Council officers.</p> <p>M Browne</p> <p>M McGee</p>
3.3	<p><u>Lough Neagh Shoreline</u></p> <p>Cllr Doris asked if a cluster group could be formed for Lough Neagh and its surrounds. M Browne spoke of Lough Neagh Partnership and the work being done by Eimear Kearney and Gerry Darby. M Browne to speak to G Darby</p>	<p>M Browne</p>
3.4	<p><u>Outdoor and Events Cluster</u></p> <p>S Arbuthnot presented the report as circulated.</p> <p>A O'Keefe informed the group that a series of videos and stills had been taken for use in the various marketing campaigns. M Graham said TNI would be happy to include these in their online media and still library. A O'Keefe spoke of the potential for another Wild Adventure weekend with the possibility of a passport system.</p> <p>D Friel enquired about events, in particular Halloween and Christmas Events. M Browne replied that due to the continuing uncertainty surrounding covid-19 a decision had been made not to run any large events but focus to be on smaller animated events in the towns.</p> <p>N Bell informed the group that next year was the 100th anniversary of the 'Cookstown 100' the oldest motorcycle race in Ireland, possibly being held in April. M McKeown and M Browne agreed that plans would be made to mark the occasion.</p>	
3.5	<p><u>Hotelier Cluster</u></p> <p>C Bell presented the report as circulated.</p>	
4.0	<p>Business Engagement Programme</p> <p>M McGee spoke of the success of the WhatsApp Group, which now had upwards of 140 members. In the next week or so, it is hoped that the group will move onto WhatsApp for Business. M</p>	

	McGee updated the group on Press the Green Button campaign, the innovation vouchers, the High Street Voucher Scheme and spoke of the e-zines routinely forwarded.	
5.0	District Wide Monitoring Results M McKeown presented the report. Report to be emailed to members. H McCloy requested that Iniscarn Forest be added to this report Cllr Kearney requested that Portglenone Riverside Walk be added to this report.	M McKeown
6.0	TNI Market Led Product Development Programme M McKeown gave an update on the DAERA Experiential Programme. Kate Taylor is continuing to work with the businesses. The feedback is very positive with Kate providing lots of ideas and giving a brilliant insight. Mary spoke about the Experience Development Programme, a market lead programme comprising 4 programmes through experience – Living History and script writing support, new costumes and a new food and drink programme: work title 'Fed and Watered'. Mary also gave an update on the success of the summer marketing campaign where there was evidence of an increase of enquiries and an increase in bookings. A winter marketing campaign will follow. Mary informed that the Solar and Archaeology walks are now in place from Beaghmore Stone Circles to OM with interpretation panels due to go up shortly. Work at Ballyronan Marina is nearing completion with marketing of the accommodation hopefully commencing mid-October.	
7.0	Brown Signage M Browne said that as yet no reply had been received to the letter sent to Minister on review of the brown signage strategy. Cllr Doris noted that L Dillion MLA had put a question to the Minister proposing that signage move from Department of Economy to Department of Infrastructure. There was no reply to this and a further letter had been sent to Nicola Mallon with no reply received to date. Cllr Burton suggested that she send a letter to Minister Gordon Lyons.	
8.0	Website Development & Digital Collateral M Browne spoke of the new tourism brand 'Unwinding Time'. He informed that the new website would be launched before Christmas. This site will carry the new tourism brand. The website will be shown to the group when it becomes available.	
9.0	Update on Capital projects	
9.1	M Browne gave a presentation as an update on the Capital Projects of OM Dark Sky Park & Observatory, Ballyronan Marina, Seamus Heaney Openground and U S Grant Ancestral Homestead.	

	<p>Cllr Burton suggested that it would be a good idea to bring the group to visit OM Dark Sky Park and Observatory. M Browne said it was intended that the group visit all of the Capital projects. M McKeown said it was hoped to have the group up to see the light show before it is launched to the public. Provisional date 27th October 2021. All of this depended on the restrictions with regard to covid-19</p>	
9.2	<p>Sculpture Project</p> <p>M Browne reported that this project is underway. It is a joint sculpture project with Derry & Strabane and Omagh & Fermanagh Councils and will feature the work of Thomas Dambo. The theme is giants and the Mid Ulster giant will be located in Davagh Forest, finishing touches are being put on the design of the figure. Giant to be in place by March 2022.</p>	
9.3	<p>Ballyronan</p> <p>Four 'on water' glamping pods located at Ballyronan Marina are now kitted out and will be available for holiday lets later in the year. One unit is fully accessible. These will target the young family market and will be complemented by a myths and legends experience on the breakwater.</p>	
9.4	<p>Seamus Heaney Openground</p> <p>Project was launched on 7th June and is a series of 5 locations all of which held a significance for the poet. The Strand at Lough Beg, the Moyola River at Castledawson, the Turfman at Bellaghy Bawn, the Eelworks in Toome and an alleyway in Magherafelt featuring sculpted silhouettes of people walking towards the town's bus station. Openground is a new outdoor visitor experience bringing Seamus Heaney's literature into the landscape of South Derry.</p>	
10.0	<p>Industry Updates</p> <p><u>M Graham, TNI</u></p> <p>M Graham spoke about The Recovery Plan which includes the following programmes launched by TNI:</p> <ul style="list-style-type: none"> Experience Development Programme Website Development Programme Kickstart Programme Tourism Enterprise Development (TED) Programme <p>M Graham said it was important to develop a critical mass of visitors coming into Mid Ulster. The start of the journey is to get people into the area and then filter into the various town centres.</p> <p><u>Simon Wiggins, SW College</u></p> <p>Simon outlined programmes available in SW College including: Professional Cookery, General Patisserie and Confectionary, Barista skills and Tour Guiding. M McGee to send out information on the Tour Guiding course again</p> <p><u>Norman Bell, Killymoon Castle</u></p>	

	<p>N Bell informed that the GI Museum is now open. The museum houses an exhibition of memorabilia of the American World War II GIs in Cookstown. Online bookings only.</p> <p><u>Dermot Friel, Friels Bar and Restaurant</u> D Friel introduced Cathy O'Neill who recently joined his team. He spoke of his plans to incorporate a Famine Visitor Centre including a soup kitchen. Queens University have been contacted regarding an archaeological dig. Motor Home park proved successful, toilet block with showers to follow. Dermot hopes to hold an artisan food market in the run up to Christmas</p> <p><u>Claire Doherty, An Carn</u> C Doherty reported that An Carn had been busy over the summer. Summer festival held on 12 July 2021 proved successful and Festival of Light planned for 23/24 October 2021. Events are being planned for Christmas. New trail opening in the coming months. Kids trail is open all year round. Website has been updated.</p> <p>11.0 Any Other Business Mary McGee relayed a request from Paul McCreedy, Funding and Investment Manager MUDC, for a nominee from the Tourism Development Group to sit on the Skills and Employability Group. Dermot Friel/Cathy O'Neill volunteered. Dermot asked if a deputy could be proposed. M McGee to speak to P McCreedy and report back to the group.</p> <p>Next meeting scheduled for Wednesday 25th November 2021 at 9.30am.</p>	<p>M McGee</p>
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**Mid Ulster Council Tourism Development Group
Officers Cluster Report – Thursday 23 September 2021**

1. SEAMUS HEANEY CLUSTER – M MCGEE/C BELL

Collaborative Growth Programme

The group met on Thursday 9th September to finalise arrangements for the appointment of a facilitator for the Phase 2 Collaborative Growth Programme funded by Invest NI.

Richard Mulholland (Chair), Dermot Friel (Collaborative Growth Lead Business and Cathy Chauhan (River Bann Boat Tours) will represent the group in recruitment phase.

The businesses have put the role out and have shortlisted candidates. Interviews, which includes a presentation, are scheduled for Tuesday 28th September in Seamus Heaney HomePlace.

MIKI Travel

Two of the businesses (Glenshane Country Farm, Bakehouse NI) have delivered presentations throughout September as part of Tourism Ireland - MIKI Travel London showcase to over 500 MIKI travel agents across China and Asia. Mid Ulster now features on two of the MIKI travel itineraries.

IMAP Tourism Ireland

A number of businesses in the cluster have applied for support through Tourism Ireland International Marketing Programme for support in delivering sales calls in key international markets from 2022 onwards.

Roxstar Consulting Ultra Lux Brand

Roxy Robinson, London based DMC completed a fam trip to the region with Mark Rodgers Dalriada. Ardtara Country House, Glenshane Country Farm and Bakehouse were showcased on this programme.

Businesses overall report that they have had a really busy summer with the staycation market particularly strong.

2. OUTDOOR & EVENTS CLUSTER – S ARBUTHNOT / A O'KEEFE

MUDC procured the services of Jim Kerr to produce a suite of videos, drone footage and photography stills for the outdoor activity businesses. These will be used throughout the new website, social media platforms and will eventually be shared with the businesses. The following businesses were included:

1. Railway Karting
2. Jungle NI
3. Ballyronan – play park, viewing point, marina, paddle boarding, Sailing
4. New pontoon at Newferry to include Canoeing, hoist, waterskiing, paddleboards
5. Portglenone Fishing Stands – Angling
6. Meadowvale Equestrian
7. Roundlake, Fivemiletown

8. Mountain Bike Trails, Blessingbourne (Bike trails, walking trails and boating on the lake).
9. Knockmany, Augher (the meandering walks and views from the top)
10. Todds Leap
11. Dungannon Park
12. Davagh Mountain Bike Trail and Walk Trails
13. Torrent Airsoft Activity Centre
14. Splash NI
15. Dungannon Golf Club

Due to poor attendance at the last few meetings it was agreed that meetings will only be held as and when required. Officers are always able to assist with any query on a daily basis. Additionally, cluster members have access to the What's App group to receive regular updates and receive the weekly e-zine with updates from the Business Engagement Officer.

3. ARCHAEOLOGY, HISTORY & HERITAGE CLUSTER – G BELL/M MCKEOWN

The cluster group met virtually on 8th September 2021.

DEARA Collaborative Experiential Programme – Rural Tourism

Kate Taylor from Taylored Training is continuing to work with the heritage businesses, the outcome of the experiential programme delivering 2 brand aligned experiences of Embrace a Giant Spirit ready to market in March 2022. A Marketing campaign is also being built around this and photography will be required before roll-out in March 2022. From the 17 Historic Houses in Northern Ireland 2 have been selected in Mid Ulster, namely Killymoon Castle and Springhill.

European Heritage Days

European Heritage Open Days took place over the weekend of 10-12 September. Approx. 18 properties in the Mid Ulster District Council area opened their doors to visitors. Within our Council properties tours were booked in advance at U S Grant Ancestral Homestead, Hill of the O'Neill and the Bridewell.

Tourism NI, Delivery of Market Led Product Development Programme 2021-22TNI

Cluster members were informed that the Tourism Manager had submitted an application for an Experience Development Programme, a market lead programme comprising of 4 programmes through experiences – Living history and script writing support, new costumes and a food trail and food circle. £265K has now been successfully secured to deliver on this Programme.

Council Branding & Website

The group were informed that the new brand name has been decided as 'Mid Ulster Unwinding Time'. The word 'unwind' is the title of a Seamus Heaney poem. Work is ongoing on the website.

Tourism NI - Mid Ulster TV Schedule

Mid Ulster District Council ran a very successful television marketing campaign from 18th to 30th August, together with 48 sheet ad shells in various locations as well as on the back of buses. Filming for the winter campaign will begin soon.

Davagh Archaeological and Solar Walk

Visitors will soon be able to enjoy the new 3.4km solar walk from Beaghmore Stone Circles to the observatory at OM. An AR app will provide a digital guide linking the

uniqueness of the sky to the uniqueness of the archaeological landscape. Interpretation panels are due to go up within the next few weeks.

Ballyronan Marina

Works at Ballyronan are very near completion with a new play park, walks, interpretation panels, AR experience, a disabled hoist and 4 new pods/boat houses on the lake.

4. HOTELIERS CLUSTER – CBELL/M MCGEE

Cluster members have had a very busy summer with the staycation market, and busy filming.

The virtual tours quotation process was completed at the start of July. Corish TV & Film was the appointed company.

An expression of interest was issued to all 9 hotels within Mid Ulster, and the following 7 hotels responded:

1. The Valley
2. Corick
3. Glenavon
4. Cohannon
5. The Royal
6. The Terrace
7. Walsh's

Storyboard writing commenced at the start of July for each hotel, with filming scheduled for the beginning of August. However due to COVID, filming dates changed on several occasions! Filming is now complete, and the final edit on five videos signed off. All videos will be signed off and going live at the end of the month. Space has been left at the end of each video to add in the new Mid Ulster tourism logo, alongside the Embrace a Giant Spirit logo.

Communication continues with the cluster members with regards to industry updates and other tourism programmes.