

Report on	Economic Development Report 1) Department for Communities Funding 2) Mid Ulster Village Spruce Up Scheme 3) Village Renewal Project 4) Coalisland Public Realm 5) Intertrade Ireland Brexit Conference 6) New Dungannon Brand
Reporting Officer	Fiona McKeown, Head of Economic Development

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 provide Members with an update on key activities as detailed above.
2.0	Background
2.1	Department for Communities Funding Department for Communities (DfC) approached Council on 8 November 2017 to advise it may have some funding to co-fund a town centre capital project this financial year, with the proviso that Council submit an application by 13 November 2017. The project application will be subject to assessment and scoring and if approved would attract grant aid funding from DfC of up to £70,000 (80%). Council would be required to provide a minimum of 20% match funding (ie, £17,500).
2.2	Mid Ulster Village Spruce Up Scheme Council approval has been granted to deliver Mid Ulster Village Spruce Up Scheme to offer businesses/commercial properties grant aid of up to 75% per property for eligible works, capped at £5,000 per property. The villages eligible to apply are based upon the proposed Mid Ulster Settlement Report as per the development of the Area Plan 'strategic settlement evaluation – position paper', with the additional village of Moygashel.
2.3	Village Renewal Project Council is leading on the Village Renewal Scheme included within the Rural Development programme 2014 -2020. Council will make an application to the Local Action Group (LAG) for the village renewal programme and will lead on development and delivery. The LAG has allocated a budget of £2.15m in grant aid to the Village Renewal Scheme for the implementation of strategic and minor works within agreed villages. Council will contribute match funding of 25%, to compliment the funding from RDP.

<p>2.4</p> <p>2.5</p> <p>2.6</p>	<p>Coalisland Public Realm A design team has been appointed for the £2.75M redevelopment of Coalisland town centre. The scheme will include works to The Square, Main Street, Lineside, Dungannon Road, Stewartstown Road, Barrack Street, Barrack Square, Station Rd and Washingbay Road. The overarching aim of the project is to:</p> <ul style="list-style-type: none"> ▪ Create a safe, high-quality pedestrian-friendly environment; ▪ Revitalise and reinvigorate the town to help encourage more visitors and shoppers into the town centre; ▪ Be accessible to pedestrians and vehicles; ▪ Have free flowing traffic and retain most on-street car parking. <p>The works will include the provision of new high quality natural stone paving, street furniture, tree planting, signage, lighting and drainage and will be developed in compliance and co-operation with the Department for Infrastructure and to current DDA standards.</p> <p>InterTrade Ireland Brexit Conference The conference titled “Practical Help to Navigate Brexit” took place on Tuesday 24th October 2017. It was designed to provide practical advice on Brexit from experts in this field with specific focus on;</p> <ul style="list-style-type: none"> • Understand how Brexit could impact on local businesses • Know where to find information to help plan for Brexit • Have a core knowledge of the issues relating to Brexit and how they link to local businesses <p>New Dungannon Brand Following the Mid Ulster Towns Positioning paper, it was found that 70% of shoppers surveyed were not aware of a Dungannon Brand. As a result a new Dungannon brand has been created with widespread input from town centre stakeholders. The new brand will assist Dungannon position and promote itself as a place to visit, shop and do business. The new brand identity conveys a clear and consistent positive image of the town to attract investment and create a sense of ownership for all who work, shop, visit and live in the town centre. It will also provide the core message and framework for future marketing by improving public perceptions and inspiring confidence.</p>
<p>3.0</p>	<p>Main Report</p>
<p>3.1</p> <p>3.2</p>	<p>Department for Communities Funding Following a discussion with Council’s Chief Executive and officers, an application was submitted by 13 November 2017 to Department for Communities for the purchase of a cleansing machine to maintain the cleanliness of the recently completed Public Realm Schemes in Cookstown, Dungannon and Magherafelt. Subject to a successful application to Department for Communities for £70,000, approval is sought to match fund this project from Council’s existing budgets, providing a minimum of 20% (£17,500) funding. Approval is also sought to use a select framework to procure the vehicle which is estimated to cost in the region of £87,500 (subject to DfC funding of £70,000 and a minimum contribution from Council of £17,500).</p> <p>Mid Ulster Village Spruce Up Scheme Letters were issued to all 181 applicants advising them of recommendation based on assessment report presented to Development Committee in October 2017.</p>

As recommended applicants ranked 1-55 have been issued with a Letter of Offer detailing their award, elements eligible for funding and that works must commence by Monday 4 December 2017.

In relation to application VSS17/30, an error has been identified in the grant aid awarded. Upon review of application VSS17/30, McCarter Hamill Architects, who have been appointed by Mid Ulster District Council to independently assess the scheme, identified an additional element of funding which the applicant should have been awarded grant aid towards to the value of £1,650.

3.3 **Village Renewal Project**

A number of Village projects are currently in the procurement process to appoint construction companies as outlined below -

Maghera – PQQ currently being assessed
Ballygawley – Application submitted to LAG and currently waiting outcome
Upperlands –PQQ currently being assessed

Playparks – Caledon, Granville, Augher and Tobermore – ITT issued and closing 17th November 2017. Application and Business Case to be submitted to LAG by 20th November 2017.

Legal agreements are being processed through Council's legal team. Economic Development staff are currently compiling all the leases and completing the application forms and business cases to be submitted to the LAG.

Economic Development staff are also currently working on the next phase of Villages which indicatively at this stage includes – Ardboe, Newmils, Castlecaulfield, Clady, Guaduff, Swatragh, Churchtown & Lissan, Benburb, Moortown, The Loup, Desertmartin, Clonoe, Clogher, Ballinderry & Ballylifford, Orritor and Broughderg.

3.4 **Coalisland Public Realm**

Consultations have now been completed with submissions from members of the public, all interested parties and stakeholders in the area. Consultation included public information sessions with public display of the draft plans. Sessions have also been held with the Town Traders, Neighbourhood Renewal, Residents and the Mid Ulster Special Disability Forum. The Design Team will now review and report on all responses.

3.5 **InterTrade Ireland Brexit Conference**

This was a well-attended conference with almost 300 delegates from across the public and private sector. It was titled “**Practical Help to Navigate Brexit**” and it informed the delegates of existing information in the public domain. This was a key role performed by the guest speaker Vincent Power (A&L Goodbody) who is also an experienced EU lawyer.

The conference was of particular interest to SMEs that currently, or expect to, trade across any border (including NI/RoI) post Brexit.

There were 3 informative workshops which covered the following topics:

1. Rules of Origin Workshop - Hosted by NI Chamber of Commerce

- An understanding of the Rules of Origin process, certification and costs;
- Understanding the effect of 'third country' status on Origin, duties and supply chains noting that the UK will become a 'Third Country' post Brexit;
- Possible strategies to minimise the impact Brexit may have on import and export duties

2. Tax / VAT / People Workshop - Hosted by KPMG

- General rules and regulations on applying for registration certificates, permanent residence and citizenship;
- Practical steps you can take as an employer in the short term to address the concerns of existing and future EU-born staff,
- Some key issues that your business should be considering in relation to potential VAT changes,
- Potential pitfalls relating to claiming import VAT and how to plan for the most likely scenario VAT position post Brexit.

3. Customs Workshop - Hosted by Deloitte

- Tools and techniques to simplify Customs procedures including defining what an Authorised Economic Operator (AEO) is, the application process and benefits of being certified an AEO;
- Practical and operational overview of import and export procedures;
- Tariff classification and valuation.

InterTrade Ireland's Brexit Advisory Service also delivered a presentation at the event with a clear message of the need to "Plan, Act and Engage". They are offering £2,000 vouchers to businesses towards legal advice related to Brexit.

InterTrade Ireland's Brexit Advisory Service has been invited and will present to the first meeting of the Mid Ulster Skills Forum Brexit sub group meeting on Wednesday 22 November 2017.

One key point highlighted was that those most likely to be hardest hit will be **Agri Food** sector both exporting food and employing EU citizens. This is a major concern for the Mid Ulster Region.

New Dungannon Brand



The new Dungannon Brand will be gradually introduced towards the end of November 2017 to coincide with the public realm works completing. A wide range of brand campaign promotions are planned, including the following activities;

- The new Dungannon Brand featuring in "In Focus" magazine on week commencing 13th November 2017.
- A social media video currently being produced under "Discover Dungannon" for shopping which will be launched week commencing 20th November 2017.

	<ul style="list-style-type: none"> • Christmas promotional campaign which is incorporating the new Brand. • Potential launch of shopping bags at Traders AGM – Thursday 23rd November 2017. • A series of social media video campaign will be undertaken as well as general media <p>The town centre brands in Cookstown and Magherafelt are also currently being refreshed by McCadden Design Consultants. The final stage of consultations with town centre stakeholders is nearing completion after which new brand designs will be produced for each town.</p>
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial:</p> <p>Department for Communities Funding Subject to a successful application to Department for Communities for £70,000, approval is sought to match fund this project from Council's existing budgets, providing a minimum of 20% (£17,500) funding.</p> <p>Mid Ulster Village Spruce Up Scheme To make provision of £1,650 funding in the Spruce Up Scheme reserve list for application number VSS17/30 for additional works which were included in the application, but overlooked by the Chartered Architect at assessment stage.</p> <p>Human: Officer time</p>
4.2	<p><u>Equality and Good Relations Implications</u></p> <p><u>n/a</u></p>
4.3	<p><u>Risk Management Implications</u></p> <p>n/a</p>
5.0	Recommendation(s)
5.1	<p>It is recommended that Members;</p> <p>Department for Communities Funding Subject to a successful application to Department for Communities for £70,000 to purchase a street cleansing machine, approval is sought to match fund this project from Council's existing budgets, providing a minimum of 20% (£17,500) funding. Approval is also sought to use a select framework to procure the vehicle which is estimated to cost in the region of £87,500 (subject to DfC funding of £70,000 and a minimum contribution from Council of £17,500).</p>

5.2	<p>Mid Ulster Village Spruce Up Scheme Approve an additional element of works for grant aid regarding application VSS17/30, to the value of £1,650 and place on the ranked reserve list as appropriate.</p>
5.3	<p>Village Renewal Project Members to note progress.</p>
5.4	<p>Coalisland Public Realm Members to note progress</p>
5.5	<p>InterTrade Ireland Brexit Conference Members to note conference details.</p>
5.6	<p>New Dungannon Brand Members to note new Dungannon Brand and range of promotional activities in the pipeline to promote it.</p>
6.0	Documents Attached & References
	None