



Minutes of Meeting with Parkanaur College Representatives and Officers from Mid Ulster District Council

MS Teams

7th May 2021 at 2pm

In attendance:

MUDC officers:

Fiona McKeown (FMcK) - Economic Development, (*Meeting Chair*)
 Paul McCreedy (PM) - Economic Development
 Mary McKeown (MM) - Tourism
 Nigel Hill (NH) - Parks
 Paul Bailie (PB) - Parks
 Christine McGowan (CMcG) - Arts, Culture & Heritage
 Joanne Millar (JM) - (Economic Development - Minutes)

Parkanaur College (PC) reps:

Maureen Crawford (MC)
 Bernard Cullen (BC)
 Patrick Graham (PG)
 Waldek Mietlicki (WM)

<i>Agenda Item</i>	<i>Discussion</i>	<i>Actions</i>
1. Welcome and introductions	FMcK welcomed everyone to the meeting. Introductions were given by those present.	
2. Update on current engagement with Council	<p>PG- Parkanaur College has been working with Community Development Section and has also received assistance from the Council's Economic Development Team under the Gearing for Growth Programme in terms of support and mentoring.</p> <p>Parkanaur have 2 main funding streams; Health and Social Care Trust and DfC. However, DfC has questioned the ability of Parkanaur to meet the aims of their funding criteria with regards preparing students for work. Following a plea to the department with the assistance of SIB, a further 12 months funding has been granted up to March</p>	

	<p>2022, however there is a need to fill this funding gap going forward.</p> <p>Parkanaur requires additional sources of funding to continue education and training and have made a renewed approach to DfE.</p> <p>There is potential to develop outlying buildings in and around the facility which may be opportunistic as social enterprises for students</p> <p>BC- Broadband is a very poor at Parkanaur College.</p> <p>FMcK- explained that DfE has responsibility for broadband in NI and is currently rolling out Project Stratum which will help a number of locations across Mid Ulster. It was agreed that a member of the Economic Development Team would follow this up with BC.</p>	<p>Colin McKenna, to contact BC re College's poor Broadband connectivity and advise if College will receive support under Project Stratum being rolled out by Fibrus.</p>
3. Assistance Offered from Council Departments:		
<p>3.1 Arts, Culture & Heritage</p> <p>Christine McGowan</p>	<p>Arts and disability programme has been providing funding support to Parkanaur including 6 week zoom programme for Air Drying Pottery in 2020. PC has been consulted with the programming for 2021 zoom classes</p> <p>Small art and heritage grants currently open - funding for projects like Christmas / arts fair training course/talks up to £1200.</p>	<p>CMcG to keep Parkanaur abreast of any potential funding opportunities.</p>
<p>3.2 Parks</p> <p>Nigel Hill & Paul Bailie</p>	<p>NH - Parkanaur is identified as part of the Council's 5 year Outdoor Recreation Strategy.</p> <p>Council would be keen to develop a strategy and masterplan comprising the forest, infrastructure (buildings) and community/visitor based activities. The timetable is 2022-23 for a Masterplan and there would be community input to develop a vision and ensure ownership and acceptance.</p>	<p>NH- to contact and discuss the Master Plan in more detail with PC.</p>

3.3 Tourism Mary McKeown	MM- discussed the success of Davagh and suggested applying for funding to help the development of building and history tours to create a Parkanaur experience by using the mentoring programme.	MM- to contact PC to discuss the development of a Parkanaur Experience Ailson O'Keefe to send out information of training course particularly social media.
3.4 Economic Development Fiona McKeown & Paul McCreedy	<p>FMcK- provided information on a number of business programmes available through Economic Development section. Those most relevant are the;</p> <ul style="list-style-type: none"> • New Social Enterprise Programme. • Gearing for Growth Programme. • Digital Frist Programme • Transform Programme <p>She also advised the College reps of Council's free business directory and e-zine service.</p> <p>PM – explained that Council uses Grant finder to identify potential sources of funding for public, private and community setors. He gave the example of the former Caledon woolstore, where the local regeneration group has successfully drawn down funding from AHF, NLHF, Historic Environment Division and other sources. In this case, Council provided gap funding under its Capital Discretionary Fund as a last resort funder.</p> <p>Council has committed to establishing a Local Labour Market Partnership (LMP), however, the outworkings of the partnership and Action Plans are yet to be determined.</p>	<p>PM- To provide information on relevant grants using Grant Finder and forward to MC / PC</p> <p>Shirley McIntyre- Economic Development, to link with PC and forward info on business support programmes and how to register on Council's business directory which supplies a weekly e-zine outlining new business funding opportunities, business events and updates of relevant business content.</p>
4. AOB	BC - Parkanaur incurs high energy costs and would be interested in any potential grant schemes to support energy efficiencies.	<p>PM to keep a watching brief for energy grants.</p> <p>Refer also to</p>

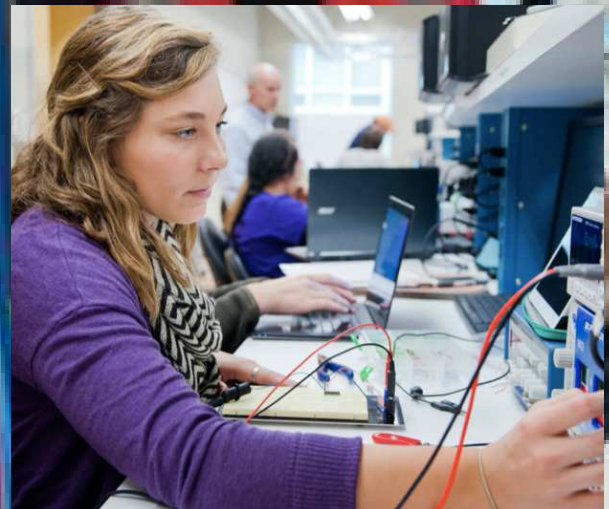
	<p>Also note that Parkanaur can provide accommodation and catering for meetings.</p>	<p>Council's Head of Environmental Health (F. McClements) who can alert PC of any new energy efficiency grants they are aware of.</p>
--	--	--



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council



NIAW 2021 EVALUATION REPORT





SUMMARY

Northern Ireland Apprenticeship Week 26th - 30th April 2021, as with most events in the last 12 months, morphed into a virtual experience.

Mid Ulster Council invested £1k in two events in conjunction with MEGA.

MEGA in its unique independent position representing the Manufacturing & Engineering Industry in Mid Ulster, produced two innovative events providing a direct platform for companies to 'show case' a full range of Apprenticeship opportunities from Level 1 - Level 6.



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council



Department for the
Economy
www.economy-ni.gov.uk

ENGAGING WITH OUR TARGET MARKET...

Covid-19 has restricted our lives in many ways however, it has also presented opportunities for innovation. MEGA embraced this opportunity to reach our target audience through two virtual events:



Detailed on Pages 3 - 7



Detailed on Page 8 & 9

The Social Media Take Over

The theory behind MEGAs' Social Media Take Over was to hand over promotion of Apprenticeships to those young people who are on their Apprenticeship journey.

The regular promotion of Apprenticeships is formal and on the whole can be rigid in its engagement. This provided a platform to **engage** with the target audience on their level in a **fun innovative way** harnessing online trends that this demographic seek out for entertainment.

The instruction to all companies was to storyboard their promotion **with** the Apprentices - **empowering** these **young people** to lead their company and present a different view point to Apprenticeships that wouldn't be appropriate on any other medium.

9 Mid Ulster companies participated in this event.



Impact?

FACEBOOK

26 APRIL - 3 MAY



+105 followers

Post Reach 18,000 +401%

Post Engagement 6,963 +650%

Video Views 12,897 +528%

INSTAGRAM

26 APRIL - 3 MAY



+25 Followers +9%

3,131 Reach +1,398

267 Content Interactions +298.5%

16,060 Impressions +844%

246 Post Interactions +412%

309 Profile Visits +713%

TWITTER

MARCH 2021 - APRIL 2021



+23 followers

54 Tweets

+36

33.3k Impressions

+7.9k

2,123 Profile Visits

+1,389

13 Mentions

-11

LINKEDIN

26 APRIL - 3 MAY



+109 followers

660 Page Views

42.9k Impressions

1k Engagements

9.75k Video Views

TIKTOK

ALL TIME



+10 followers

24 Posts

80 Likes

Feedback...

‘Congratulations on your social media campaign last week. It was so quirky and portrayed the sector as an enjoyable place to work. We didn't participate but we certainly will next time!’
(Bloc Blinds)

‘Great work on the apprentice takeover – account was super!’ (Sandvik)

‘And a big “well done” and Congratulations on your MEGA takeover , it was FAB!’ (BMI Trailers)

‘A fun engaging event to take part in. Specdrum apprentices enjoyed creating the content.’
(Specdrum)

Announcing the Degree Apprenticeship

MEGA in conjunction with **Ulster University** are set to launch Northern Ireland's **first Engineering & Manufacturing Degree Apprenticeship** commencing in September 2021.

This is a very exciting time for the sector in **Mid Ulster** having been at the **core** of developing this **landmark industry led qualification**. Its impact will be felt across the province and these skills will enable our local companies to embrace the shift to Industry 4.0 / the **4th Industrial Revolution**. The Councils support with this is reflective of the importance of the sector in Mid Ulster regarding current and future economic development.

DfE approved for MEGA to launch an animation on Apprenticeship Week 2021 - the first communication of this exciting new qualification.



(Still shot of animation)

Impact?

1.3k Likes

59 people attended the Virtual Open Evening



(Screen Shot of Virtual Event invite)

Conclusions & Recommendations

This event demonstrated the power of **peer-to-peer** sales and **influence** for this age group.

It also reiterated the importance of Social Media in all its forms for **communication**, especially with our target audience for Apprenticeships.

MEGA has identified the **lack of specialism** for social media content development within many of our companies in Mid Ulster. This is a problem that MEGA has the potential to resolve with further funding. To maximise the opportunities these mediums present to recruitment of Apprentices, and general PR for the sector, the industry needs specialised support.

The measurement of impact for the **Degree Apprenticeship animation** was unfortunately limited by Mid Ulster MEGAs website **www.midulstermega.com**. It was an oversight 18 months ago in its development to have Google Analytics built-in. MEGA are now working to rectify this situation and this may require a complete rebuild of the site to enable it to become more interactive and attractive. Its an expensive learning experience but the success of both NIAW 2021 events make compelling evidence it will have an impressive return on the investment and empower MEGA with quantitative KPI ability for funders and potential funders.

Feedback from those who participated, and even those who didn't this time round, would suggest an annual Take Over could be an annual calendar event.