

Report on	Cooperative Partnership Marketing Fund and Digital Technology Refresh for Visitor Information Centres
Date of Meeting	11 March 2021
Reporting Officer	Michael Browne
Contact Officer	Mary McKeown

Is this report restricted for confidential business? If 'Yes', confirm below the exempt information category relied upon	Yes	
	No	X

1.0	Purpose of Report
1.1	To seek approval from the members to apply to Tourism NI for Cooperative Marketing funding and avail of the Digital Technology Refresh Scheme.
2.0	Background
2.1	Tourism NI has confirmed the cooperative partnership marketing fund for Councils and Destination Marketing Organisations is now open for applications. The maximum amount for each council is £25,000.
2.2	TNI are investing in a digital technology refresh across NI – TNI confirmed that they can offer Mid Ulster District Council up to £10,000 worth of new digital technologies to upgrade the Mid Ulster region's visitor information provision.
3.0	Main Report
3.1	Tourism NI Co-operative partnership marketing fund for Councils and Destination Marketing Organisations is now open for applications. The fund is designed to support marketing activity that will assist Northern Ireland's Tourism Industry through recovery. The maximum amount of funding available for Council or Destination Marketing Organisation is £25k. All NI local Councils and Destination Marketing Organisations can apply. All applications will be administered by a Service Level Agreement between the successful Council and TNI.
3.2	Tourism Northern Ireland are providing 75% match Marketing and Communications funding to Councils. The upper limit of funding that can be applied for is £25,000 and the lower limit £7,500. To qualify for the funding councils must fund the first 25%.
3.3	The Mid Ulster Council Tourism Department have applied to this fund for marketing collateral which will include video and photography content for three of our new experiences, these include the Stars and Stone experience around OM Dark Sky Park and Observatory, the Three Sister tour which includes Lissan House, Springhill and Killymoon Castle and finally the Fed and Watered tour that takes in

<p>3.4</p> <p>3.5</p> <p>3.6</p> <p>3.7</p>	<p>the village of Moy including, Wee Buns, Symphonia Gin, Tomney's and Spice Cottage.</p> <p>A letter of offer was received from Tourism NI for £21,750 to be matched with £7.250 by Council showing a total committed spend of £29,000.</p> <p>In addition to the co-operative marketing funding scheme, Tourism NI has launched a Digital Technology refresh scheme for Visitor Information Centres in NI and high footfall attractions. This scheme will create a better visitor experience and enable Tourism NI to capture visitor movements and behaviours.</p> <p>The available equipment includes touchscreens, iPads and VR stations. All Costs include site visit and installation by Tourism NI supplier, Stuart Bates at Corporate AV (CC).</p> <p>The suggested location include:</p> <ul style="list-style-type: none"> • Burnavon, Cookstown • Hill of the O'Neill and Ranfurly House, Dungannon • Seamus Heaney HomePlace, Bellaghy • OM Dark Sky Park and Observatory • Bridewell, Magherafelt <p>Total amount available per council is £10,000.</p>
<p>4.0</p>	<p>Other Considerations</p>
<p>4.1</p>	<p><u>Financial & Human Resources Implications</u></p> <p>Financial:</p> <ul style="list-style-type: none"> • 25% match funding required for TNI Cooperative Partnership Marketing (£7,250, total project cost £29,000 can be met within the 2020/21 budget) • No cost to council 100% funded for the Digital Technology Refresh. <p>Human: Current staff structure sufficient to manage the project.</p>
<p>4.2</p>	<p><u>Equality and Good Relations Implications</u></p> <p>N/A</p>
<p>4.3</p>	<p><u>Risk Management Implications</u></p> <p>The project will be managed in accordance with MUDC policies and procedures.</p>

5.0	Recommendation(s)
5.1	Recommend that the Council agree to avail of the funding opportunity for both Cooperative Partnership Marketing Fund and Digital Technology Refresh for Visitor Information Centres from Tourism Northern Ireland.
6.0	Documents Attached & References
	N/A