

Report on	Learning Journey to The Boyne Valley For 40 Tourism Cluster Group Members and Lead Officers & Trade Promotion event
Date of Meeting	4 July 2018
Reporting Officer	Michael Browne
Contact Officer	Martha Beattie / Mary McGee

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 inform Council of plans to develop a one day Learning Journey to the Boyne Valley on Wednesday 26 th September with Tourism Cluster Business members (40 people) and lead tourism officers. Cost per person £15.00 to cover admissions and coach.
1.2	To inform the members of cluster business opportunity to promote Mid Ulster Council's tourism offering.
2.0	Background
2.1	<p>The Mid Ulster Council Tourism strategy states that Mid Ulster has the potential to expand its tourism offer significantly. It will focus on one new tourism strand, currently under development – linked to Seamus Heaney - and two strands that are significant and prominent, but so far undeveloped, relating to Outdoor Activities and to Archaeological sites, the History and Heritage of the island of Ireland, Northern Ireland and the area itself.</p> <p>These strands, or themes, will serve as the strategic core propositions for Mid Ulster, to attract visitors, encourage them to stay longer in the area and ensure that tourism contributes to the local economy.</p> <p>To help deliver on this proposition the Council have established 3 tourism clusters namely Seamus Heaney, outdoor Activities and Events and Archaeology, History & Heritage.</p>
3.0	Main Report
3.1	<p>These groups meet once every two months and are developing their plans for the future.</p> <p>One proposal that the clusters would like to deliver is a Learning Journey to The Boyne Valley with the following objectives:</p> <ul style="list-style-type: none"> • Visit three key sites within the Boyne Valley to include: • The UNESCO world heritage Site of Bru na Boinne (Newgrange) • Slane Castle, private Castle Tour • Explore the new brand of Irelands Ancient East, recently launched by Failte Ireland

3.2	<ul style="list-style-type: none"> • Generate new ideas and thinking for the cluster businesses individually and as a collective by visiting new examples of innovative heritage and outdoors product development. • Discover how the heritage theme is linked to and runs through tourism product development throughout the Boyne Valley. • Experience best practise in heritage interpretation, management and marketing through the visits to these sites. • Explore the creation of the Irelands Ancient East brand, its development, creation of brand guidelines, and how it is used and monitored across the region. <p>Second proposal is to identify key strategic marketing opportunities such attending major events within the District.</p>
4.0	Other Considerations
4.1	<p>Financial, Human Resources & Risk Implications</p> <p>Financial: £1,200 to cover cost of coach, admissions and tour guide for 40 people – money allocated within existing Tourism Budget.</p> <p>Human: staff members who lead the Cluster to participate in the Learning Journey</p> <p>Risk Management: Na</p>
4.2	<p>Screening & Impact Assessments</p> <p>Equality & Good Relations Implications:</p> <p>All tourism businesses will be invited to participate in the Learning Journey and as a cross border learning journey it will be an invaluable opportunity to experience and investigate the Boyne Valley and its ancient heritage.</p> <p>Rural Needs Implications:</p>
5.0	Recommendation(s)
5.1	Support this Boyne Valley Learning Journey proposal
5.2	To invite the competitors and family members from the Commonwealth Clay Pigeon Shooting Competition event, which is being held at Aughnacloy and Galbally to a Mid Ulster District tourism promotional event at Hill of the Neill on Wednesday 12 th September. The competition will take place on Friday 14 th & Saturday 15 th September.
6.0	Documents Attached & References