



12 January 2023

Dear Councillor

You are invited to attend a meeting of the Development Committee to be held in The Chamber, Magherafelt and by virtual means Council Offices, Ballyronan Road, Magherafelt, BT45 6EN on Thursday, 12 January 2023 at 19:00 to transact the business noted below.

A link to join the meeting through the Council's remote meeting platform will follow.

Yours faithfully

Adrian McCreesh
Chief Executive

AGENDA

OPEN BUSINESS

1. Notice of Recording
This meeting will be webcast for live and subsequent broadcast on the Council's You Tube site [Live Broadcast Link](#)
2. Apologies
3. Declarations of Interest
Members should declare any financial and non-financial interests they have in the items of business for consideration, identifying the relevant agenda item and the nature of their interest.
4. Chair's Business
5. Deputation - Bring Your Own

Matters for Decision

- | | |
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| 6. Development Report | 3 - 10 |
| 7. Schools Sports Facilities Access Grant | 11 - 16 |
| 8. Update on Department for Communities Access and Inclusion Programme 2022/23 | 17 - 20 |
| 9. Monrush Recreation Area | 21 - 24 |
| 10. Iniscarn Community Group (PSG) Service Level Agreement | 25 - 28 |
| 11. Drumcaine and Derrynoyd Funding Opportunities | 29 - 30 |

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Matters for Information

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Items restricted in accordance with Section 42, Part 1 of Schedule 6 of the Local Government Act (NI) 2014. The public will be asked to withdraw from the meeting at this point.

Matters for Decision

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| 16. | COVID Recovery Small Settlement Regeneration Programme |
| 17. | UK Shared Prosperity Fund Economic Inactivity Competition – Requests for Support |

Matters for Information

- | | |
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| 18. | Confidential Minutes of Development Committee held on 7 December 2022 |
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Report on	Development Report
Date of Meeting	12 th January 2023
Reporting Officer	Claire Linney, Assistant Director of Development
Contact Officers	Philip Clarke - Community Services Manager, Oliver Morgan-Good Relations & Peace Manager, Michael McCrory - PCSP Manager, Caroline Sheehy – Burnavon Manager, Brian McCormick Seamus Heaney Home Place Manager, Joanne Robinson – Hill of The O'Neill/Ranfurly House Manager

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

1	Purpose of Report									
1.1	<p>The purpose of this report is to update members and seek approval for the following;</p> <ul style="list-style-type: none">• Rolling Community Grants• Development Department Update									
2	Key Issues									
2.1	<p>Community Grants - Rolling Grants Programme 2022 – 2023</p> <p>Members are advised that the grants assessment panel are making the following recommendations to award grants under the Community Festival & Good Relations funds.</p> <table><tr><th>Grant</th><th>No. of groups awarded</th><th>Value of Grant Awards</th></tr><tr><td>Community Festival Fund</td><td>No applications</td><td></td></tr><tr><td>Good Relations Grant</td><td>1</td><td>£840</td></tr></table> <p>Please see attached in Appendix 1 grant award recommendations</p>	Grant	No. of groups awarded	Value of Grant Awards	Community Festival Fund	No applications		Good Relations Grant	1	£840
Grant	No. of groups awarded	Value of Grant Awards								
Community Festival Fund	No applications									
Good Relations Grant	1	£840								
2.2	<p>Development Update</p> <p><u>Community Support</u></p> <p>Support to groups to maximise investment to area is ongoing. Progress is ongoing regarding opening of the Council community grants.</p> <p><u>Good Relations</u></p> <p>The Good Relations Plan continues to be delivered across the District. A new Plan is currently in development to come to Committee.</p>									

	<p><u>PCSP</u> PCSP Partnership minutes for information.</p> <p><u>Burnavon Arts Centre, Seamus Heaney Homeplace, and Hill of O'Neill & Ranfurly House</u> The new Winter/Spring programmes for Burnavon and Seamus Heaney Homeplace are being delivered at present, with positive numbers across performances and activities. Events are being planned and delivered at Hill of The O'Neill and Ranfurly House.</p> <p><u>Regional and Minority Language</u> The new Irish Language Plan is being finalised to come to Committee.</p>
4.1	Financial, Human Resources & Risk Implications
	Financial: Good Relations Grants £840
	Human: NA
	Risk Management: NA
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: NA
	Rural Needs Implications: NA
5	Recommendations
5.1	Members are recommended to; <ul style="list-style-type: none"> (i) Approve the assessment panel recommendations under the Good Relations grant. (ii) Note the update from the development department.
6	List of Documents Attached
	Appendix 1 Community Rolling Grant Award Appendix 2 PCSP Minutes

Appendix 1

Local Community Festival Grants January 2023 (Maximum £1,200)

No	Organisation Name	Aim	Title Of Event/project	Band	Request	Award
1	No applications received					
Total					£0.00	

Good Relations Grants – January 2023 (Maximum £1,200)

No	Organisation Name	Aim	Title Of Event/project	Band	Requested	Awarded
1.	Feis Dhun Geanainn	Community	Annual Festival/engagement	4	£1200	£840
				Total		£840

Bands	Score	%
7	30-39	40%
6	40-49	50%
5	50-59	60%
4	60-69	70%
3	70-79	80%
2	80-89	90%
1	90+	100%

Minutes of the meeting of Mid Ulster Policing and Community Safety Partnership held on Wednesday 7 September 2022 in Council Chamber, Dungannon and via MS Teams at 2.30pm

Present: Councillor Dominic Molloy (Chair), Councillor Frances Burton, Councillor Clement Cuthbertson, Councillor Anne Forde, Councillor Cathal Mallaghan, Councillor Robert Colvin, Councillor Christine McFlynn, Councillor John McNamee, Councillor Sean McPeake,

Alexandra Black (Vice Chair), Sue Chada, Grace Meerbeek, Ciaran McElhone, Julie McKeown

Sharon Crooks (NIHE), Inspector Peter Cunningham (PSNI), Sinead Dolan (YJA), Superintendent Stephen Murray (PSNI), Chief Inspector Daniel McPhillips (PSNI), Allison Campbell-Smyth (NH&SCT), Inspector Peter McNeill (PSNI), Leo Quinn (EA)

Apologies: Jonathan Armour (NIFRS), Steven Hind (NIFRS)

In Attendance: Michael McCrory (PCSP Manager), Annette McGahan (PCSP Officer), Martina McCullagh (PCSP Assistant)

The Meeting commenced at 2.38pm.

PCSP242/22 WELCOME

The Chair welcomed all to the meeting.

PCSP243/22 PSNI BUSINESS CRIME PRESENTATION

The Chair welcomed Inspector Peter Cunningham to the meeting. Inspector Cunningham advised Members that he is a Neighbourhood Inspector in East Belfast and is also Business Crime support to Chief Superintendent Darren Jones who is currently Business Crime Lead for the PSNI. The business crime team currently has 4 officers.

The definition of a Business Crime is *‘any criminal offence where a business or person in the course of their employment, and because of that employment is the victim’*.

Inspector Cunningham provided a Powerpoint presentation relating to Business Crime, referring to the impact on the economy and community and what initiatives are being used to combat this type of crime.

He advises that ‘Safe Shop’ is an initiative where Police work with retailers and staff to combat crime and promote a safer working environment. ‘Safe Shop’ promotes the principles of ‘Prevent, Detect and Deter’ and provides retailers with practical advice on how to protect their business from crime. ‘Safe Shop’ training is provided to business owners and their staff. The success of this initiative is measured by the absence of crime in stores which have received ‘Shop Safe’ training.

Following the presentation, Members made the following comments;

- Superintendent Murray updated Members that through business 'text alert', 14 retail outlets across Mid Ulster District have signed up to for 'Safe Shop' training, which will take place in the near future.
- A Member suggested bringing businesses, Chambers of Commerce and Development Associations together to share this presentation with them in order to let them know what initiatives they can avail of in order to minimise business crime in their area.
- A Member agreed with the arrangement of a 'business' event to bring proprietors together to share and learn from each other's experiences.
- Responding to a question, Inspector Cunningham advised that the threshold of loss before reporting to the PSNI varies from business to business. The 'Safe Shop' initiative is directed more towards the small to medium size stores. Where no theft is acceptable, large multi-national stores are in a financial position to absorb a certain level of theft, whereas this could result in a smaller retailer being put out of business. The 'Safe Shop' provides training relating to theft by the general public and by employees.

Inspector Cunningham reiterated the importance of supporting vulnerable businesses and partnership working is the way forward to combat business crime.

The Chair thanked Inspector Cunningham for attending the meeting and providing a very informative presentation.

PCSP244/22 DECLARATION OF INTEREST

Members were reminded of their obligation in relation to declarations of interest.

PCSP245/22 MINUTES OF MID ULSTER POLICING & COMMUNITY SAFETY PARTNERSHIP MEETING HELD ON WEDNESDAY 25 MAY 2022

The Minutes of Mid Ulster Policing and Community Safety Partnership meeting held on Wednesday 25 May 2022 were approved by Members.

Proposed by: Councillor Frances Burton
Seconded by: Councillor Clement Cuthbertson

PCSP246/22 MATTERS ARISING – PCSP237/22 – Review of CCTV System across Mid Ulster District

In response to queries from Councillor Colvin and Councillor Burton, the Chair suggested setting up a CCTV working group and holding a one-off meeting to review the current CCTV provision across the district. It was agreed to first ascertain whether a recent district wide review of CCTV has already been conducted by Mid Ulster District Council.

The PCSP Manager advised Members that the CCTV System is owned by Mid Ulster District Council and Maintenance and Monitoring is covered by Council. If new CCTV cameras are installed, they would be covered under the warranty which is normally 3 years, which is also the tender period for the CCTV contractor. Additional cameras added to the CCTV system will not automatically result in an increase in monitoring charges.

PCSP247/22 PROJECTS UPDATE

The PCSP Manager referred to the Project Update document and asked Members for feedback on the new layout and which option they preferred. A brief overview was provided on all Projects including Road Safety initiatives and SIDs report. Members made the following comments;

- Grace Meerbeek raised concerns about the excessive speed of agricultural vehicles travelling our roads and the many dangers associated and feels more should be done to increase engagement with this large group of road users.
- Councillor McFlynn stated that it would be excellent to re-engage with the Neighbourhood Watch Schemes. There has been anti-social behaviour issues in the Glenburn and Highfield Road areas in Magherafelt. Councillor McFlynn also raised concerns about recent anti-social behaviour occurring at Riverview and Parker Avenue in Castledawson and asked if Police could patrol these areas and provide some reassurance to residents.
- In response to a question from Sue Chada, the PCSP Manager advised that SIDs remain 6 to 8 weeks in each location for maximum impact. The time scale can vary depending on demand and the availability of street lighting poles.
- The Chair advised Members that he attended a meeting with DfI on the 1 September 2022 in Moy to discuss the speed safety issues in the village. The results garnered from the SID located in Moy formed part of the discussion in relation to levels of speeding vehicles in the area. It would be very beneficial if the 30mph speed limit could be extended further out of the village to help reduce traffic speed prior to vehicles reaching residential areas in Moy village.
- Councillor Cuthbertson made the suggestion to introduce a 40mph speed limit leading into Moy, prior to reaching the 30mph speed limit, thus allowing time for traffic to slow from 60mph to 40mph and then arrive at the 30mph speed limit area. Councillor Cuthbertson stated that he has spoken with Roads Service in relation to getting the speed limit reduced to 30mph throughout Tamnamore village, as it is currently 40mph in most of the village. Another area of concern is the Bovean Road which has been highlighted to Police following a serious accident at the end of August 2022, resulting in a vehicle travelling through two gardens and ending up hitting a house which will now need to be rebuilt due to the level of damage caused.

The Chair thanked Members for their comments and stated that Police support is very beneficial when lobbying for the introduction of change to speed limits.

PCSP248/22 ANY OTHER BUSINESS

Traffic congestion on Coolshinny Road, Magherafelt

Sue Chada raised the issue of serious traffic congestion along the Coolshinny Road in Magherafelt during school collection time and asked if Police could do something to alleviate this problem.

In response, Superintendent Murray stated that this issue had been raised at the end of term in June 2022, now that the schools have re-opened the traffic has increased again. The Neighbourhood Team will patrol the area at school closing time and an update will be provided in due course.

Councillor McFlynn stated that Coolshinny Road is very dangerous at school closing time and given there are bollards and planters along the grass verge, parents are left with little choice but park on the road while waiting to collect their children from school. This issue will be raised with DfI.

Traffic Parking issues on Main Street to Smith Street in Moneymore

Councillor McFlynn referred to traffic parking on double yellow lines outside food outlets on Main Street to Smith Street in Moneymore and asked if Police could take any measures to alleviate the situation.

Superintendent Murray advised that Police have 'no powers' in relation to vehicles parking on single / double yellow lines. He advised that this area will be patrolled and encouragement given to drivers to move their vehicle along.

Updated Contact details for PSNI Personnel in Mid Ulster

Responding to a query from Councillor McNamee regarding the recent changes to PSNI personnel in Mid Ulster, Superintendent Murray advised that a small number of changes have taken place, the new contact list will be share with PCSP Members.

PCSP249/22 DATE OF NEXT MEETING

The next PCSP meeting will take place on Wednesday 14 December 2022 in Council Chamber, Dungannon at 2.30pm and via MS Teams.

The Chair thanked everyone for attending the meeting.

The meeting ended at 3.40pm.

Report on	Schools Sports Facilities Access Grant
Date of Meeting	12 th January 2023
Reporting Officer	Kieran Gordon, Assistant Director Health, Leisure & Wellbeing
Contact Officer	Leigh Gilmore, Participation Manager

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 advise Members on the advertised Schools' Sports Facilities Access Grants.
2.0	Background
2.1	Previously in January 2022, Members approved the Community Grants Policy 2022 – 2023 and contained within the policy was the Schools Sport Facilities Access Grant. This grant allows for maximum award of £4,500 for the provision of schools sports facilities to minority sports that do not have their own provision in areas with the overall budget set at £10,000.
2.2	The objectives for the programmes are to: <ul style="list-style-type: none"> • Increase access to underutilised school sports synthetic pitch facilities. • Contribute to the cost of opening up and maintaining schools' sports facilities, thereby encouraging ongoing usage. • Increase local people's access to training and competitive play opportunities. • Enhance access to team sports activities which are under-resourced or under-represented.
2.3	The maximum amount available is: <ul style="list-style-type: none"> • Maximum of £4,500 per club or school, dependent on level of usage. • The actual amount awarded will be dependent on the score each application achieves under the specified criteria. All grant maximums may be reduced if the fund is heavily oversubscribed by eligible applicants.
3.0	Main Report
3.1	The grant was advertised during week commencing 21 st November 2022. Closing date was Friday 2 nd December 2022. It was open to sports clubs or schools where eligible expenditure can be demonstrated as being incurred between 1 September 2022 and 31 March 2023 and all funds must be spent by 31 March 2023. A total of 4 applications were received.
3.2	The assessment of the applications were carried out during the 5 th – 9 th Dec 2022. This involved three steps: review of all information to check completeness; eligibility check; and scoring the application.
3.3	As with previous years, the score was carried out using a formula system which automatically produced an indicated grant level.
3.4	The outcome of the scoring is as follows:

3.5	<ul style="list-style-type: none"> 4 applications passed the eligibility check and provided sufficient information and were therefore eligible for funding. <p>These 4 applications meet all the requirements for eligibility:</p> <ul style="list-style-type: none"> Cookstown Hockey Club <ul style="list-style-type: none"> ➤ Recommendation - Project should be funded at £4,500.00 Dungannon Ladies Hockey Club <ul style="list-style-type: none"> ➤ Recommendation - Project should be funded at £4,000.00 St Johns Primary School Swatragh <ul style="list-style-type: none"> ➤ Recommendation - Project should be funded at £900.00 St Marys Primary School Pomeroy <ul style="list-style-type: none"> ➤ Recommendation - Project should be funded at £4,500.00
3.6	All grants are subject to applicants returning all required information and governance documentation.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	<p><u>Financial</u></p> <p>Budget available within the 2022/2023 for maximum of £10,000. total amount recommended for funding is £13,900. The additional £3,900 of funding is to be derived from underspend in other sport programmes and grants areas.</p>
	Human: Officer time to facilitate the process.
	Risk Management Considered in line with Council Policies and Procedures.
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications:
	N/A
	Rural Needs Implications:
	N/A
5.0	Recommendation(s)
5.1	Members are asked to agree to the recommendation for successful grant applications as detailed in section 3.5.
6.0	Documents Attached & References
6.1	Appendix A – Grant Criteria
6.2	Appendix B – Mid Ulster District Council Scoreboard used for assessment. December 22.

Appendix A – Grant Criteria

Overview of Programme

Mid Ulster District Council recognises the importance of participation in physical activity and sport and the need to maximise access to facilities which encourage and support this. The Northern Ireland Framework for Sports Facility Development (2016 - 2026) provides a guide for development of regional sports facilities across the province.

Locally, Council Sports Facilities Strategies identify shortfalls in provision and will recommend general geographic locations for development or refurbishment of sports facilities which address identified need. Council recognises that a few underrepresented sports may be constrained by lack of access to suitable facilities, yet these may exist in local schools.

The Mid Ulster District Council Schools' Sports Facilities Access Grants Programme was launched in mid-December 2016 and has been open for funding annually or twice yearly.

Eligibility

The first stage of the assessment process will involve an eligibility check. Applicants must pass all the criteria to progress to stage two.

To be eligible, applicants must:

- Be a club using, or planning to use, school owned synthetic pitch, or be a School which plans to provide access to such synthetic pitch facilities by external clubs (see *note 'b' below*)
- Be a constituted and not for profit sports club (*although see Note b, below*) or School
- Be located in the Mid Ulster District Council area
- For sports clubs:
 - be participating in a sport recognised by Sport NI.
 - A minimum of 80% of members must be resident in the MUDC area
 - Not have received any capital funding from Council in the 2022/2023 year
 - Be able to demonstrate difficulty in accessing other suitable sports facilities
- Not have benefited in the 2022/23 year from Council's:
 - Sports Strategic Development Grant
 - Sports Capital Grant
- Be able to demonstrate difficulty in accessing other suitable sports facilities
- Incur actual documented costs in utilising/providing a schools' synthetic pitch or, able to provide documentary evidence of voluntary work or maintenance costs involved in maintaining the facility. (*In such circumstances, Council will treat voluntary maintenance work in kind as valued at £10 per hour*)

Note

- a) The programme is primarily aimed at team sports

- b) Council may consider applications by schools on behalf of, and supported by evidence of agreement with, a constituted sports club.

Application Process & Scoring

Scoring to be carried out using a formula system which automatically produces an indicated grant level.

Appendix B – Mid Ulster District Council Schools' Sports Facilities Access Grant Assessment February 2021.

GRANT TYPE	Organisation Name	Project	Amount Requested	Score	Amount Awarded
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Eligible					
Facility costs	Cookstown Hockey Club	3G Synthetic pitch at Cookstown High School	£13,500	50	£4,500
Facility costs	Dungannon Ladies Hockey Club	3G Synthetic pitch at Royal School Dungannon	£4,000	50	£4,000
Facility costs	St. John's Primary School, Swatragh	3G Synthetic pitch at St. John's Primary School, Swatragh	£900	50	£900
Facility costs	St. Marys Primary School, Pomeroy	3G Synthetic pitch at St. Marys Primary School, Pomeroy	£4,600	50	£4,500

All grants are subject to applicants returning all required information and governance documentation.

Report on	Update on Department for Communities Access and Inclusion Programme 2022/23
Date of Meeting	12 th January 2023
Reporting Officer	Kieran Gordon, Assistant Director Health, Leisure & Wellbeing
Contact Officer	Tony McCance, Head of Arts & Culture Leigh Gilmore, Participation Manager

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 the 2022/23 Department for Communities Access and Inclusion Funding Programme
1.2	To provide members with the list of projects approved for funding by Department for Communities.
1.3	To seek approval to set up specific finance codes to incur expenditure for each project where required.
1.4	To seek approval to utilise the approved Council framework contractors, where required and
2.0	Background
2.1	The Department for Communities (DfC) Access and Inclusion Capital Programme for 2022/23 is designed to improve access to and participation in arts and cultural activity and leisure and outdoor recreational activity by people with disabilities across Northern Ireland.
2.2	The Department for Communities invited Local Councils to apply for funding available through the programme and to assist in the prioritising of project submissions developed by Mid Ulster District Council, prior to submission to the Department for Communities prior to final Departmental assessment.
2.3	The maximum funding available for each project is £30,000 with up to 90% grant funding being provided.
2.4	Council-owned culture & arts, leisure, parks and outdoor recreation and tourism projects were eligible to apply.
2.5	Applicants are eligible to apply for amounts up to the maximum of £30,000 per project, with a 10% funding contribution requirement from Mid Ulster District Council.

3.0	Main Report
3.1	DfC launched the grant programme on 20 October 2022 and required applications to be submitted by the deadline of 17 November 2022.
3.2	In total, 3 projects were submitted by Mid Ulster District Council to the Department for Communities (DfC) Access and Inclusion Capital Programme for 2022/23, with 2 projects successfully progressing and being allocated 90% funding (total value of projects - £35,498.00)
3.3	<p>Following assessment by Department for Communities, 2 project submissions have now been approved with a total funding allocation by the Department for Communities of £31,949.00 (10% funding contribution of £3,549.00 to be met by the relevant Departments within Mid Ulster District Council).</p> <p>The 2 projects approved for funding are as follows:</p> <ol style="list-style-type: none"> 1. Accessible Picnic Tables (funding offer £4,950.00) Acquisition of 10 Accessible picnic tables which will be placed at various locations within the Parks Departments remit within Mid Ulster District Council area, including picnic areas, parks and open spaces. The provision of these additional accessible picnic tables will ensure that those with limited mobility are not excluded from enjoying the benefits of the great outdoors with family and friends. 2. Mobile Cubbie Sensory Hub (funding Offer £26,999.00) Acquisition of one mobile Cubical Sensory Hub for Mid Ulster District Council including a 5 year service and software licence contract. The Cubbie Sensory hub can be used for people with autism and neurodiversity sensory needs. As the Cubical Unit is mobile, the unit can be utilised at other locations and at corporate events delivered throughout the year by Mid Ulster District Council (e.g. Halloween and Christmas events) as a place where stress and anxiety can be relieved.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	<p>Financial: Projects submitted are required to provide matched funding of 10% (projects are 90% funded through the DfC Access and Inclusion programme 2022/23). The 10% match funding requirement can be met from within the existing budgets of applicant Services within Mid Ulster District Council</p>
	<p>Human: Staff time and staff resource allocated to delivering projects. This can be met from within existing resources within each of the Service teams responsible for delivering each project.</p>

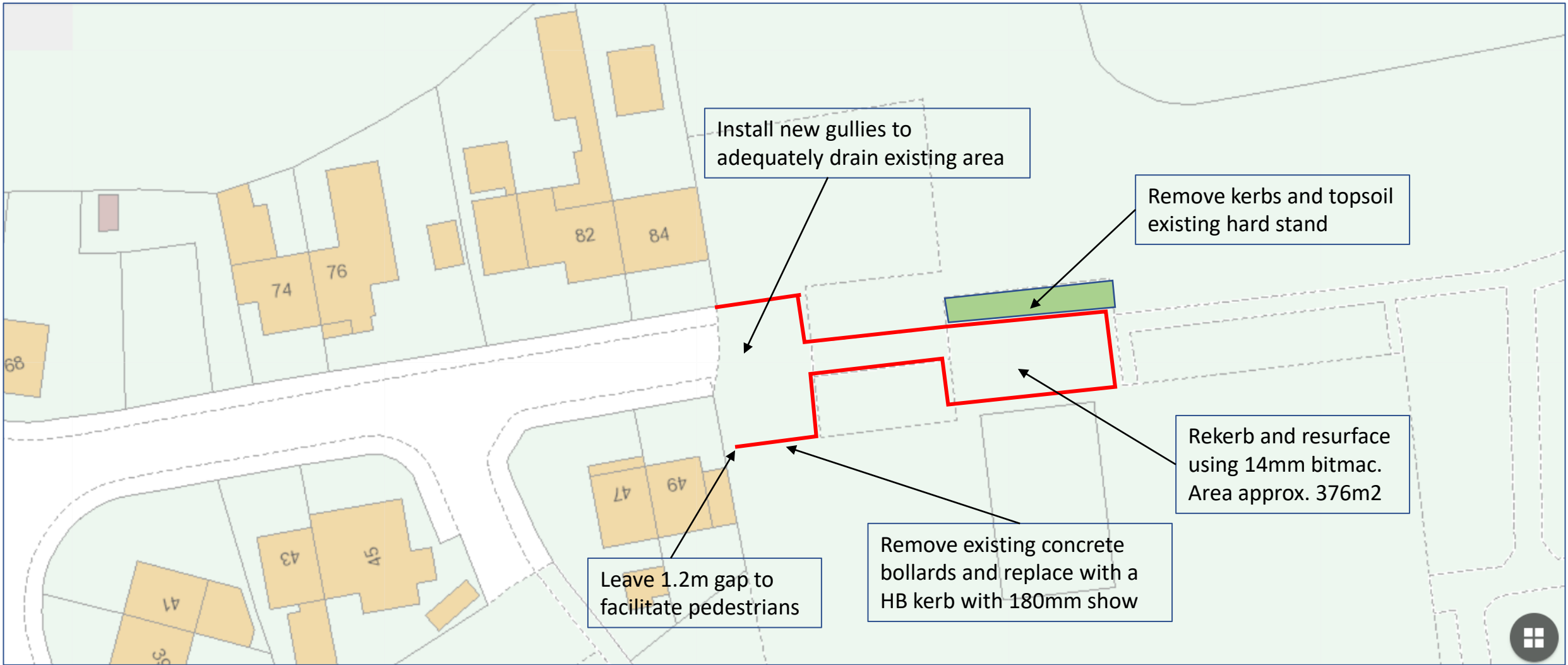
	<p>Risk Management: All projects approved for funding by DfC, will be required to be completed by 31st March 2023.</p>
4.2	<p>Screening & Impact Assessments</p> <p>Equality & Good Relations Implications: The Purpose of the DfC Access and Inclusion funding programme 2022/23 is to provide capital funding to ensure that access to arts, culture, leisure, recreational and outdoor activities is equitable throughout all 11 local authority areas.</p> <p>Rural Needs Implications: Rural needs are considered as part of the planned activity undertaken by Council Services including Culture & Arts, Leisure, Parks Tourism and Property Services.</p> <p>Rural needs are also considered as part of the delivery of the DfC Access and Inclusion Programme 2022/23</p>
5.0	Recommendation(s)
5.1	<p>Members are asked to note the update on the 2022/23 Department for Communities Access and Inclusion Funding Programme and;</p> <ul style="list-style-type: none"> • Approval to set up specific finance codes to incur expenditure for each project identified in section 3.3, where required. • Approval to utilise the approved Council framework contractors, where required, to deliver the projects identified in section 3.3 of this report • Approval to allocate 10% Match funding for projects approved for funding by the Department for Communities through its 2022/23 Access and Inclusion Programme with funding to be met from within existing resources that will be responsible for the management and delivery of each project.
6.0	Documents Attached & References
	N/A

Report on	Monrush Recreation Area
Date of Meeting	12 th January 2023
Reporting Officer	Kieran Gordon, Assistant Director Health, Leisure & Wellbeing
Contact Officer	Paul Bailie, Parks Manager

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 Dfl Roads planned works in the vicinity of the Monrush recreation area and to seek contribution from Council towards the works within the Council boundary.
2.0	Background
2.1	Dfl Roads intends to carry out a £110,000 carriageway and footway resurfacing scheme throughout Windsor Crescent, Cookstown and will aim to commence in February 2023.
2.2	The scheme, which will extend for a distance of approximately 350 metres throughout the development, will aim to greatly improve the strength and surface quality of the carriageways and footways as well as the drainage.
3.0	Main Report
3.1	Dfl have advised that part of the planned works have the opportunity to overlap Council's boundary to the recreation area. Dfl have proposed to make available their resources and equipment to target an identified area within Council's boundary in order to further address surface/drainage issues and also to ensure continuity and consistency of their proposed scheme.
3.2	Council could benefit from the works with new surfacing, drainage, kerbing and topsoiling for an area covering approx 376m2. A sketch of the proposed works are enclosed within the appendix (red line boundary notes proposed area to benefit Council)
3.3	Dfl have requested a contribution of £6,000 towards the works. Officers have reviewed the proposal and believe this represents value for money in light of current market conditions and that it would be of benefit to the existing Council asset especially in light of recent playpark improvement works that have been carried out at the facility earlier in 2022 as this will also aim to include a DDA compliant gradient on an access path leading to the playpark area.

4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: The £6,000 contribution to DfI Roads can be met from within the existing budgets for 22/23.
	Human: N/A. All works will be coordinated and carried out by DfI Roads.
	Risk Management: N/A. All works will be coordinated and carried out by DfI Roads.
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	Members are asked to note the contents of this report and give approval for a £6,000 contribution to DfI Roads for the proposed project at Monrush recreation area
6.0	Documents Attached & References
6.1	Appendix A: Proposed scheme of works within Council boundary



Windsor Crescent, Cookstown

Report on	Iniscarn Community Group (PSG) Service Level Agreement
Date of Meeting	12 th January 2023
Reporting Officer	Kieran Gordon, Assistant Director Health, Leisure & Wellbeing
Contact Officer	Anne Reid, Parks & Countryside Development Officer

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 consider a proposal to enter into a Service Level Agreement (SLA) with Protect Slieve Gallion (PSG) Community Group Iniscarn for caretaker and cleansing duties within Iniscarn Forest.
2.0	Background
2.1	Previously in March 2016, the Development committee considered and resolved to adopt proposals for annual service levels agreements in support of leisure and outdoor recreation services (minute reference: D075/16) and each year thereafter, a report has been brought forward for Members consideration on annual service level agreements.
2.2	In July 2021, the Development Committee considered and permitted to the development of Iniscarn Forest (minute reference: C133/21).
2.3	In March 2020, Members resolved to approve the MUDC Five Year Outdoor Recreation Strategic Plan (minute reference: D052/20) and a key strategic action contained within this plan is to “Monitor existing SLAs with Community Groups for the on-going maintenance of outdoor recreation facilities in their local community” and within each year of the strategic plan there is an action to seek to “develop 1 x new SLA”
2.4	Previously in May 2022, Members resolved to approve the approach for annual service levels agreements in support of leisure and outdoor recreation services for the April 22 – March 23 year (minute reference: D080/22). Council review all Service Level Agreements annually based on a mixture of performance indicators and service provision - this ensures that service level objectives meet with Council's satisfaction and are monitored continuously.
3.0	Main Report
3.1	During 2022, Iniscarn Forest experienced significant investment and facility enhancements. Visitor numbers have increased significantly, and this has brought about additional challenges in terms of site maintenance, opening/closing the site, cleaning, light maintenance and inspections.
3.2	In line with one of the strategic actions contained within the MUDC Five Year Outdoor Recreation Strategic Plan, Council officers commenced discussions with the Protect Slieve

	Gallion Community Group to seek to develop a partnership that recognises the increased accessibility of services at Iniscarn and also the challenges that Council resources face in maintaining a quality service within the Iniscarn area.
3.3	It is proposed to enter into an SLA and to develop a close working partnership with a recognised grouping within the area. This will be of significant benefit to Council in terms of local community engagement, capacity building, commitment, support and supervision of one of our main visitor attractions within the area.
3.4	Proposals have been discussed with the group to include: <ul style="list-style-type: none"> • Target areas within Iniscarn Forest • Opening and closing of the site • Litter picking and low level maintenance • Grass cutting and leaf blowing • Reporting of issues to Council staff – ie. antisocial behaviour, defects, etc • The proposed agreement would seek to provide on-site support services on a daily basis equating to 12 hours per week with daily site presence. The calculated cost of this service equates to £123.60 per week/ £6,427.20 per annum.
3.5	It would be proposed to enter in this agreement for the period of February 2023 – March 2023 and thereafter annually. Initially therefore the above costings would be on a pro-rata basis and subject to review - Council review all Service Level Agreements annually based on interim performance indicators, this ensures that service level objectives meet with Council's satisfaction and monitored continuously.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: Sufficient Service Level Agreement contributions have been ring fenced within the current financial year 2022/23 to accommodate the proposed service and in line with the Council's approved Five Year Outdoor Recreation Strategic Plan (minute reference: D052/20).
	Human: Officer time to administer and monitor delivery of agreed SLA's.
	Risk Management: Considered in line with relevant policies and procedures.
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: None anticipated at this juncture.
	Rural Needs Implications: None anticipated at this juncture.
5.0	Recommendation(s)
5.1	Members are asked to note the content of the report and give approval to enter into a Service Level Agreement with Protect Slieve Gallion to provide on-site support services on a daily basis equating to 12 hours per week, 7 days per week on a flexible rota at an approx. cost of £123.60 per week/ £627.20 per annum.

	This is for the period February 2023 – March 2023, thereafter annually. This will be reviewed for effectiveness and extension in line with other annual Service Level Agreements in support of Council's leisure and outdoor recreation services
6.0	Documents Attached & References
6.1	N/A

Report on	Drumcairne and Derrynoyd Funding Opportunities
Date of Meeting	12 th January 2023
Reporting Officer	Kieran Gordon, Assistant Director Health, Leisure & Wellbeing
Contact Officer	Anne Reid, Parks & Countryside Development Officer

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 an update on the development project at Drumcairne and Derrynoyd Forests.
1.2	To seek Members approval to enter into a lease agreement with Forest Service Northern Ireland (FSNI) in respect of the carpark and terrace garden area within Drumcairne Forest.
2.0	Background
2.1	Previously in May 2022, an update was provided to the Development committee regarding two Expressions of Interest made to DAERA for Tackling Rural Poverty and Social Isolation (TRPSI) funding to assist in the development of Derrynoyd and Drumcairne Forests (minute reference: D082/22).
2.2	In December 2022, Members at the P&R committee resolved to approve the appointment of a contractor to carry out the works and to approve Council match funding to the project (minute reference: PR243/22). It is anticipated that the Contractor will commence works on both sites in early 2023.
2.3	<p>Forest development plans include:</p> <p><u>Derrynoyd Forest (total site 100ha)</u></p> <ul style="list-style-type: none"> - Upgrade existing trail network (approx 5km) to multi-use trails - Formal layout and increase car and bicycle parking, road passing points etc (within main forest block) - Creation of a carpark for horse riding/larger vehicles (within main forest block) - Re-establish the orienteering trail to include survey and map - Way-marking, signage, interpretation, visitor monitoring and associated furniture - Site storage <p><u>Drumcairne Forest (total site 70ha)</u></p> <ul style="list-style-type: none"> - The restoration of two-looped way-marked trails as multi-use trails, approx 1.5km and 3.25km - Formal layout of car and bicycle parking, road passing points etc - Vegetation clearance to reveal former features of the terrace gardens, outline of the ponds and associated surveys. - Way-marking, signage, interpretation, visitor monitoring and associated furniture

3.0	Main Report
3.1	The two applications for funding to help develop Derrynoyd and Drumcairne Forests have been successful and Council Officers are pursuing DAERA for Letter of Offer in respect of each project.
3.2	Previously in 2015, legacy Magherafelt District Council entered into a licence agreement with FSNI over Derrynoyd Forest. This provides Council with the remit to develop and maintain all aspects of recreation within the site.
3.3	A Recreation Licence and Lease agreement was required for Drumcairne Forest and previously in May 2022, Members at the Development committee resolved to approving the entering into a licence and lease agreement with FSNI to allow for the development of Drumcairne Forest (minute reference: D082/22). The licence agreement has now been actioned and the lease agreement has been developed by FSNI with an annual rental of £500.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: £500 per annum rental – can be derived via existing revenue budgets.
	Human: Officer time to administer and monitor delivery of projects.
	Risk Management: Considered in line with relevant policies and procedures.
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: Have been developed and considered in line with relevant Council procedures.
	Rural Needs Implications: Have been developed and considered in line with relevant Council procedures.
5.0	Recommendation(s)
5.1	Members are asked to note the content of the report and give approval to enter into a lease agreement with FSNI in respect of lands around the carpark and terrace garden in Drumcairne Forest and to agree to pay the £500 annual rental.
6.0	Documents Attached & References
6.1	N/A

Report on	<ol style="list-style-type: none"> 1. Outdoor Information Touch Screen – Coalisland Town Centre 2. Signing of Tourist Attractions and Facilities 3. Nordics B2B Workshop 4. Sperrins AONB Management Plan
Date of Meeting	12 January 2023
Reporting Officer	Assistant Director of Economy, Tourism & Strategic Programmes

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
	To provide Members with an update on key activities as detailed below.
2.0	Background
2.1	<p>Outdoor Information Touch Screen – Coalisland Town Centre</p> <p>In September 2019, Council agreed to purchase and install Town Centre Information Digital points in Cookstown, Dungannon and Magherafelt and these are now in-situ and provide a 24 hour visitor information service to the local community / visitors, etc. These are an extremely useful method to inform the public of forthcoming Council events, tourism attractions, facilities, etc.</p>
2.2	<p>Signing of Tourist Attractions and Facilities</p> <p>On 9 November 2022, the Council Chair, Councillor Corry, issued correspondence to the Permanent Secretary for Department of Infrastructure to express concern in relation to the current policy and procedures for acquiring brown signs and requested that DfI undertake an urgent and immediate review of the policy and procedures (see Appendix 1).</p>
2.3	<p>Nordics B2B Workshop</p> <p>Tourism NI in partnership with Tourism Ireland and Visit Britain have furnished Council with details of a Nordics B2B Tourism Workshop in February 2023. (see Appendix 3). Tourism NI has invited one member of the tourism team to attend this event</p>
2.4	Sperrins AONB Management Plan

	<p>One of the recurring matters that has been continuously highlighted as a key priority is the fact that Sperrin AONB does not have a strategic management plan in place to preserve, protect and manage the landscape and everything within it.</p> <p>AONBs are valuable not just for their scenery but also for their cultural heritage, biodiversity and increasingly, as an economic asset. It is therefore important that they are properly recognised and managed in a positive and coordinated way.</p> <p>Sperrins AONB is the only one out of a total of eight AONBs in Northern Ireland that does not have a management plan. If this current position continues, the landscape will remain unprotected and vulnerable to climate change and damage.</p>
3.0	Main Report
3.1	<p>Outdoor Information Touch Screen – Coalisland Town Centre</p> <p>With a view to expanding the project, Council Officers have identified Coalisland as the next location for a Digital Touch Screen, taking into consideration footfall and availability of services, including electric and internet, both of which are required for this solution and were upgraded during the recent Public Realm Scheme.</p> <p>If approval is provided, Officers will identify the specific location for the Touch Screen and seek the relevant planning & DFI approval, if required.</p> <p>As with the other touch screens throughout the district, the interactive content will act as an extension to the Mid Ulster District Councils website, which will keep the screens updated on such areas as events, attractions and accommodation.</p> <p>The key objective of this project is to build an interactive information kiosk that will provide visitor information in Coalisland town. The digital information screen will provide information about WHAT'S ON, SEE+DO and STAY.</p>
3.2	<p>Signing of Tourist Attractions and Facilities</p> <p>The Permanent Secretary has responded on 24 November 2022 (see Appendix 2) to state that DFI have been in contact with their partners to the policy and indicate there are a number of areas they believe are worthy of consideration and are happy to explore these further.</p> <p>The Permanent Secretary also suggests it would be beneficial for Council to write to Tourism NI to outline our concerns to them also regarding the current policy and procedures for acquiring brown signs.</p>
3.3	<p>Nordics B2B Workshop</p> <p>A member of the Council's tourism staff has been invited to meet with the Nordics' key trade in a B2B workshop in Copenhagen providing an efficient meeting opportunity to do business. This is a full one day workshop + networking opportunity.</p>

	<p>It will be the first year that this B2B workshop is held with Visit Britain. As in previous years, Tourism Ireland (and Visit Britain) will be flying in trade partners from Sweden, Norway and Finland to participate at the workshop.</p> <p>Taking part in the event is an excellent opportunity for the island of Ireland Industry partners to promote their product to key trade from the Nordic region, and to take advantage of the direct flight access into the region.</p> <p>The full cost of participation at the Nordics Workshop is €650 excluding VAT. In 2023 Tourism Ireland will offer Event Support of 50%, so the cost of participation to Mid Ulster Council is reduced to €325 excluding VAT, per person.</p> <p>Successful partners are responsible for any additional personal costs associated with attending the workshop, including costs of flights/travel, accommodation and any meals outside of those offered as part of the event.</p>
3.4	<p>Sperrins AONB Management Plan</p> <p>In line with the outcomes of the Sperrins Future Search initiative and objectives of the Sperrins Partnership Board, an application has been submitted to the DAERA Environment Fund Strategic Strand 2023 – 2028 with a view to commence the development of a 10-year management plan and 5-year action plan.</p> <p>Development of a management plan for the Sperrin AONB will create a mechanism to allow for more efficient and streamlined ways of working that achieve more sustainable, long-term delivery of outcomes through delivery coalitions and partnership working. A plan will minimise duplication of work and maximise additionality and create opportunities to draw down funding. It will provide a platform for shared expertise and sharing of knowledge.</p> <p>The management plan will provide leverage to reach sectors of society and in turn effect long-term change in behaviours benefitting the environment. A management plan will encourage sensitive and sustainable use of the landscape, setting out shared priorities of all vested stakeholders and identify actions to protect, promote and enhance these assets.</p> <p>If the Sperrins Partnership application to DAERA's Environment Fund Strategic Strand 2023-2028 is successful, Council approval is sought to accept the Letter of Offer. Members will be kept up to date on developments in relation to the management plan. If there are any additional financial requirements, these will be brought back to Council for consideration.</p>
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial:

	<p>Outdoor Information Touch Screen – Coalisland Town Centre - A budget of up to £10,000 (excl Vat) will be required to purchase the hardware and software for the digital information point in Coalisland from the existing Tourism Budget.</p> <p>Nordics B2B Workshop - The subsidised cost to attend this event is €325 excluding Vat, plus costs of flights/travel, accommodation and any meals outside of those offered as part of the event. Costs to be subsumed within the existing tourism budget, subject to Members approval.</p> <p>Sperrins AONB Management Plan - At present there is no financial contribution or match funding requirement from partner councils towards development of the management plan however this position is subject to the outcome of the application to the Environment Fund. If further funding is required the matter will be brought back to Council for Members consideration.</p>
	<p>Human:</p> <p>Nordics B2B Workshop - Recommended Council's Tourism Manager attend the event.</p> <p>Sperrins AONB Management Plan It is envisaged that development of the management plan will require staff input and resource across a range of service areas.</p>
	<p>Risk Management: N/A</p>
4.2	Screening & Impact Assessments
	<p>Equality & Good Relations Implications: N/A</p>
	<p>Rural Needs Implications: N/A</p>
5.0	Recommendation(s)
	<p>It is recommended that Members;</p>
5.1	<p>Outdoor Information Touch Screen – Coalisland Town Centre Approve the purchase and installation of one visitor information kiosk to be located within Coalisland town centre.</p>
5.2	<p>Signing of Tourist Attractions and Facilities Approve that the Council Chair write to Tourism NI to express concern in relation to the current policy and procedures for acquiring brown signs.</p>
5.3	<p>Nordics B2B Workshop Approve attendance of Council's Tourism Manager at the Nordics B2B Workshop in Copenhagen from 15 to 17 February 2023 for the discounted fee of €325 excluding VAT. In addition, Council to also pay for additional costs related to the Officer's flights/travel, accommodation and any meals outside of those offered as part of the event.</p>

5.4	<p>Sperrins AONB Management Plan</p> <p>Approve that Council accepts the letter of offer, if the Sperrins Partnership application to DAERA's Environment Fund Strategic Strand 2023-2028 is successful. Members will be kept up to date on developments in relation to the management plan. If there are any additional financial requirements, these will be brought back to Council for consideration.</p>
6.0	<p>Documents Attached & References</p>
	<p>Appendix 1 - Letter sent to Permanent Secretary, DFI re Brown Signage – 9.11.22</p> <p>Appendix 2 – Letter from Permanent Secretary, DFI re Brown Signage – 24.11.22</p> <p>Appendix 3 – Nordics B2B Tourism Workshop Invitation</p>

APPENDIX 1

9 November 2022

Permanent Secretary, Julie Harrison
Department for Infrastructure
Corporate Policy Unit
Clarence Court
10-18 Adelaide Street
Belfast, BT2 8GB



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

Dear Ms Harrison

Signing of Tourist Attractions and Facilities

I am writing to express Council's concern in relation to the current policy and procedures for acquiring brown signs.

We have had a number of representatives from DfI's Traffic Management Branch attend meetings to explain the policy in depth and the general consensus is that there is absolutely no flexibility for so called "ineligible tourist businesses" within this current policy and we feel that a change or review needs to happen as soon as possible.

Mid Ulster is a mainly rural district with the majority of tourism businesses located in rural areas, hence brown signage is seen as an essential service for the visitor to locate their intended destination, however the cost of signs is prohibitive with some providers having to spend £500 or more to acquire signs. This is not something that a small B&B or guest house owner can afford, especially in the current economic climate.

Given the challenges of the past few years, the cost of signs also needs to be reviewed. Council is aware that signs are not used for marketing purposes and that traffic management and road safety considerations are a priority, however there are cases where some urban areas on A and B class roads are cluttered with brown signs much to the detriment of rural establishments.

Furthermore, the policy dated October 2014 states under section 1.4.1.3 "*The implementation of the policy will be subject of an annual review between DRD/DETI/NITB*". As it has now been over 8 years since the implementation of this policy, Mid Ulster District Council requests that DfI undertakes an urgent and immediate review of the policy and procedures.

As Chair of Mid Ulster District Council, I would be grateful if you can consider this request and I look forward to receiving your reply.

Yours sincerely

Councillor Córa Corry
Chair
Mid Ulster District Council

**From the Permanent Secretary
Dr Julie Harrison**

Councillor Córa Corry
Chair
Mid Ulster District Council

Via email: chair@midulstercouncil.org

Room 701
Clarence Court
10-18 Adelaide Street
BELFAST
BT2 8GB
Telephone: (028) 9054 1175
Email: Julie.Harrison@infrastructure-ni.gov.uk

Your reference:
Our reference: SCORR-0143-2022
24 November 2022

Dear Councillor Corry

SIGNING OF TOURIST ATTRACTIONS AND FACILITIES

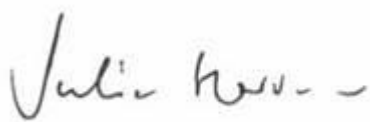
Thank you for your email of 9 November 2022 suggesting that the Policy and Procedure Guidance on the provision of brown Tourist Signs is reviewed.

The original approach was jointly agreed between the then Department of Enterprise, Trade and Investment (DETI) now Department for the Economy, NI Tourist Board (NITB) now Tourism NI, and Transport NI whose responsibilities are now delivered by the Department for Infrastructure (DfI). We have been in contact with our partners to the policy and there are a number of areas that are worthy of consideration, and I am happy that together we explore these further. I would suggest there would also be benefit in writing directly to Tourism NI to outline your concerns in more detail.

In terms of your comments about the cost of providing signs, I fully appreciate the difficult circumstances many businesses are currently operating under but as these signs are for the benefit of a particular business there is no scope for a change to the current approach of full-cost recovery.

I hope you find this response useful.

Yours sincerely



JULIE HARRISON

APPENDIX 3 – Nordics B2B Tourism Workshop Invitation

From: Conor Carberry <c.carberry@tourismni.com>
Sent: 21 November 2022 14:37
To: Mary McKeown <Mary.McKeown@midulstercouncil.org>
Subject: Nordic Workshop

Hi Mary,

Hope all is well.

Tourism Ireland and Visit Britain Nordics B2B Workshop

Tourism Northern Ireland in partnership with Tourism Ireland & Visit Britain are pleased to announce a **Nordics B2B Workshop** in **February 2023**.

Industry will have the opportunity to meet with the Nordics' key trade in a B2B workshop in Copenhagen providing an efficient meeting opportunity to do business. This will be a **one full day workshop event** with networking lunch in between.

It will be the first year that this B2B workshop will be held with Visit Britain. As in previous years, Tourism Ireland (and Visit Britain) will be flying in trade partners from Sweden, Norway and Finland to participate at the workshop.

Taking part in the event is an excellent opportunity for island of Ireland Industry partners to promote their product to key trade from the Nordic region, and to take advantage of the direct flight access into the region.

The full cost of participation at the Nordics Workshop is €650 excluding VAT. In 2023 Tourism Ireland will offer Event Support of 50%, so the cost of participation is reduced to **€325 excluding VAT**, per partner.

Successful partners are responsible for any additional personal costs associated with attending the workshop, including costs of flights/travel, accommodation and any meals outside of those offered as part of the event.

Many Thanks,

Conor Carberry
Business Solutions Officer
Tel: +44 (0) 28 9044 1575
Email: c.carberry@tourismni.com



Tourism Northern Ireland
Floors 10-12, Linum Chambers, Bedford Square, Bedford Street, Belfast, BT2 7ES
Telephone: +44 (0) 28 9023 1221

ROI Marketing and PR
Telephone: +353 1 865 1880 | Callsave: 1 850 230 230

Minutes of Meeting of the Development Committee of Mid Ulster District Council held on Wednesday 7 December 2022 in the Council Offices, Circular Road, Dungannon and by Virtual Means

Members Present

Councillor Clarke, Chair

Councillors Ashton, Black*, Burton, Corry*, Cuddy, Doris* Elattar*, Kerr, McNamee*, Martin*, Milne*, Molloy, Monteith, Quinn*, Wilson

Officers in Attendance

Mr Gordon, Assistant Director of Health, Leisure Wellbeing
Ms Linney, Assistant Director of Development
Ms McKeown**, Assistant Director of Economic Development, Tourism and Strategic Programmes
Mr Ciaran McKeown, ICT Support
Mrs Forde, Member Support Officer

Others in Attendance

Councillor McKinney*

* Denotes Members present in remote attendance

** Denotes Officers present by remote means

*** Denotes Others present by remote means

The meeting commenced at 7 pm.

The Chair, Councillor Clarke welcomed everyone to the meeting and those watching the meeting through the Live Broadcast. Councillor Clarke in introducing the meeting detailed the operational arrangements for transacting the business of the committee in the chamber and by virtual means, by referring to Annex A to this minute.

D185/22 Notice of Recording

This meeting will be webcast for live and subsequent broadcast on the Council's YouTube site.

D186/22 Apologies

None

D187/22 Declarations of Interest

The Chair, Councillor Clarke reminded Members of their responsibility with regard to declaration of interest drawing attention in particular to agenda item on grants. He stated that if Members had already declared the interest it did not need reiterated. Councillor Burton declared an interest in Agenda Item 16 Agewell Project

D188/22 Chair's Business

None

Matters for Decision

D189/22 Social Inclusion – NIHE Draft Corporate Plan 2022/23

The AD: Development presented previously circulated report and sought approval for Council's response to NIHE's Consultation on their Draft Corporate Plan 2022/23 – 2024/25.

Councillor Monteith drew attention to the penultimate paragraph of the response in relation to the methodology of 'Latent Demand Testing' and proposed that the paragraph should include that it was not serving its purpose and should be discarded.

Councillor Kerr seconded the proposal and said that the Northern Ireland Housing Executive had failed in providing homes for people in rural areas and that all Councillors would concur that they were contacted regularly by residents about repetitive issues.

Proposed by Councillor Monteith
Seconded by Councillor Kerr and

Resolved That the penultimate paragraph be amended include that latent demand process and not fit for purpose from delivering for rural communities.

Proposed by Councillor Molloy
Seconded by Councillor Wilson

Resolved That it be recommended to Council to approve the Council's response NIHE's Draft Corporate Plan 2022/23 – 2024/25 with the addition of referencing latent demand process and not fit for purpose from delivering for rural communities.

D190/22 Development Report

The Assistant Director of Development (AD: Dev) presented previously circulated and sought approval for the following:

- Rolling Community Grants
- PEACE IV Connecting Pomeroy Project – modification to the Programme Partnership Agreement
- Vulnerable Persons Resettlement Scheme (VPRS) – Storage Scheme Support
- Good Relations Funding
- Development Department Update

It was

Proposed by Councillor Monteith
Seconded by Councillor Kerr

- **Rolling Community Grants**

Resolved That it be recommended to Council to approve the assessment panel recommendations under the Community Festival & Good Relations Grants.

- **PEACE IV Connecting Pomeroy Project – modification to the Programme Partnership Agreement**

The AD: Dev drew attention to detail in the report advising that one partner had withdrawn.

Councillor Monteith sought clarity regarding Peace Funding and said that community groups were confused as to why they were being consulted regarding capital projects if they could only be built on council lands.

The AD: Dev outlined that there is three areas to the plan and currently Council was consulting on all to identify programme themes. The community led projects including their shared space capital projects would be under the regional grants programme, which will be opened by SEUPB, two bodies are being identified to deliver this and support groups with applications, An Phobal and another partner to be identified. She said that Council would advise the community groups when the grants would open and funding would include capital projects, health and wellbeing, cultural diversity. As above Council will advise community groups when these open and direct them to the identified bodies who will support them through the application process.

Councillor Monteith said that the community was not capturing the facts explained and said they had the impression funding could only be spent on council lands. He said he would redirect groups to officers for further explanation.

Resolved That it be recommended to Council to approve the update to the Peace IV Connecting Pomeroy Partnership Agreement.

- **Vulnerable Persons Resettlement Scheme (VPRS) – Storage Scheme Support**

Resolved That it be recommended to Council to approve the contribution to the VPRS Storage Scheme.

- **Good Relations Funding**

The AD: Dev advised that a further small amount of funding had become available and clarified that as raised by a Member the previous month an additional partner was now included.

Resolved That it be recommended to Council to approve the allocation of the additional Good Relations funding to the CAP Debt Management Project.

- **Development Department Update**

Resolved That it be recommended to Council to note update from the Development Department.

D191/22 Liaison Agreement for the Investigation of Work-Related Deaths within Northern Ireland

The Assistant Director of Health, Leisure & Wellbeing (AD: HL&W) presented previously circulated report and sought Council agreement to the updated 'Investigation of Work-Related Deaths – Northern Ireland Agreement for Liaison' arrangements.

Councillor Cuddy proposed the recommendation saying that there had been work related deaths across the province and with the industry in Mid Ulster this would be a good approach.

Proposed by Councillor Cuddy
Seconded by Councillor Burton

Resolved That it be recommended to Council to agree the 'Investigation of Work-Related Deaths Agreement for Liaison' between Council, Health & Safety Executive for Northern Ireland, Police Service for Northern Ireland and the Police Ombudsman for Northern Ireland.

D192/22 Mid Ulster Red Squirrel Group Request

The AD: HL&W presented previously circulated report to bring Members attention to request from the Mid Ulster Red Squirrel Group and to seek Member's opinion as to whether to grant permissions for FSNi and Woodland Trust to enter into licence agreements with Mid Ulster Red Squirrel Group for the management of red squirrels and the control of grey squirrels within Derrynoyd, Moydamlaght, Iniscarn, Davagh, Knockmany, Brantry, Glenone, Pomeroy, Drumcaine and Cabin Wood.

The Chair, Councillor Clarke asked if the group would be active in other forests throughout the district that Council did not hold licence agreements for.

In response the AD: HLW said that it was his understanding that the Mid Ulster group is to spread awareness and raise the issues with others.

Councillor Molloy said he had met with the group recently and that people were aware of the plight of red squirrels and the invasive greys and this approach would help the situation across the district.

Councillor Wilson said he was happy with the approach and asked how the group propose to get rid of the grey squirrels. He said he would welcome an increase in red squirrels especially in Cabin Wood.

Councillor Clarke made reference to pine marten which was a known predator of the grey squirrels.

Councillor Quinn asked if there was plans to introduce more pine martens in the area and said it would be good to establish if more was to be introduced in the district.

Councillor Kerr proposed that the Mid Ulster Red Squirrel group be invited to make a presentation to Council.

Proposed by Councillor Kerr
Seconded by Councillor Molloy and

Resolved That the Mid Ulster Red Squirrel Group be invited to make a presentation to Council.

Proposed by Councillor Wilson
Seconded by Councillor Molloy and

Resolved That it be recommended to Council to note the request from the Mid Ulster Red Squirrel Group and to grant permissions for FSNi and Woodland Trust to enter into licence agreements with Mid Ulster Red Squirrel Group for the management of red squirrels and the control of grey squirrels within Derrynoyd, Moydamlaght, Iniscarn, Davagh, Knockmany, Brantry, Glenone, Pomeroy, Drumcainne and Cabin Wood.

D193/22 Consultation on proposed changes to the Food Law Code of Practice (Northern Ireland) in relation to the new Food Standards Delivery Model

The AD: HL&W presented previously circulated report to inform Members about the Food Standards Agency's Consultation on proposed changes to the Food Law Code of Practice (Northern Ireland) in relation to the new Food Standards Delivery Model and to seek any comments/amendments from Members on the enclosed Mid Ulster District Council draft response.

The AD: HLW drew attention to the content of response at question three and highlighted that Council was not in agreement as the proposed six and ten years was too long of a time frame without inspection.

Proposed by Councillor Kerr
Seconded by Councillor Molloy

Resolved That it be recommended to Council to grant approval for previously circulated draft consultation response on the proposed changes to the Food Law Code of Practice (Northern Ireland) in relation to the new Food Standards Delivery Model, and to send the consultation response to the Food Standards Agency before the deadline of 9th January 2023.

D194/22 Sports Representative Grants

The AD: HL&W presented previously circulated to present to Members the proposed Community Grant Allocations for the range of:

- Sports Representative Grant – Individuals (November 2022)

Proposed by Councillor Kerr
Seconded by Councillor Wilson

Resolved That it be recommended to Council to approve the Sports Grant Allocations as listed in appendix A of the report.

D195/22 Economic Development Report – OBFD

The Assistant Director of Economic Development, Tourism & Strategic Programmes (AD: EDT&SP) presented previously circulated report to update on key activities as detailed below:

- Room Hire Charges at Bridewell, Magherafelt
- Renewal of Membership with NI Chamber of Commerce 2023
- Market Led Product Development Programme 2022/23

- **Room Hire Charges at Bridewell, Magherafelt**

Councillor Ashton asked if the proposed changes was the best approach given the current pressures.

In response the AD: EDTSP said that the Bridewell currently hires the room based on an hourly rate and to bring it into line with other similar Council facilities, it is recommended an hourly, half day, full day and out of hours hourly rate is introduced.

Councillor Ashton said she appreciated the officer's comments but Council needed to be looking at what other Councils were charging and conduct a review prior to the rate setting.

Councillor Cuddy asked if occupancy had come back to pre covid levels.

In response the AD: EDTSP said she did not have the occupancy figures with her this evening and agreed to forward these to the Member.

The AD: Dev said in some other buildings room hire was reaching close to pre covid levels.

Councillor Wilson said that in light of the current pressures should this increase be postponed and a review conducted of all room hire charges.

The AD: EDTSP said if this is the will of Members a report could be brought to a future meeting.

Proposed by Councillor Wilson
Seconded by Councillor Cuddy and

Resolved That it be recommended to Council to review room hire charges across all facilities and postpone revised charges and mechanism for same at Bridewell, Magherafelt until the review is complete.

- **Renewal of Membership with NI Chamber of Commerce 2023**

Councillor Burton asked if there was a cost to Fivemiletown Chamber of Commerce. She said she had previously raised the query did the two Chamber of Commerce organisations in the district work together and if they did work together was there a cost to Fivemiletown and did Council help with same.

In response the AD: EDTSP said that the NI Chamber have membership from a variety of businesses and organisations and provide a range of services to those bodies who pay an annual membership fee. She clarified that the local Chambers of Commerce operate differently and she did not know if they were members of the NI Chamber. She advised she had a meeting scheduled in the new year with NI Chamber to maximise the benefits of Council's corporate membership and she would raise the matter with them then, if Members recommend Council renew its membership subscription.

Councillor Burton thanked the officer and said that Fivemiletown feel they are on the periphery of the district and they have worked hard on Christmas lighting projects and do their best to keep businesses in the town.

Resolved That it be recommended to Council to approve Corporate Membership with NI Chamber of Commerce costing £3,000+Vat for the period of 1 January 2023 to 31 December 2023.

- **Market Led Product Development Programme 2022/23**

The AD: EDTSP advised that TNI had made contact with Council and given that there was a substantial number of bids the maximum funding granted to each Council would be £33K. The officer advised that the projects outlined would be revised as undernoted:

- (i) Seamus Heaney Homeplace reduced to £10k and would focus on moss wall and remove headsets from the bid;

- (ii) Living History Banquet at Hill of the O'Neill reduced to £13k – will include the banquet but the number of props and accessories will be reduced;
- (iii) Development of video productions for OM has been reduced to £6k and the proposal for purchase of new telescopes has been removed;
- (iv) Outdoor Experience Headsets reduced to £4k.

It was noted that the Business support of £10k was now removed from the bid.

The AD: EDTSP said that if successful the works need to be completed by March 2023 and would enhance experiences across all the facilities.

- Resolved** That it be recommended to Council to –
- a) Retrospectively approve Council's funding bid to Tourism NI originally focusing on for the 5 tourism projects listed in section 3.3 of the report, now limited to 4 projects with reduced costs maximums as detailed below, to retrofit the revised funding limits which have been updated by Tourism NI; 4 tourism projects will include; as outlined by the AD: EDTSP;
 - (i) Seamus Heaney Homeplace - £10k;
 - (ii) Hill of the O'Neill - £13k;
 - (iii) OM - £6k;
 - (iv) Outdoor Experience Headsets - £4k.
 - b) Approve delegated authority be granted to Council's Chief Executive, to sign and return the Service Level Agreement to Tourism NI by 9th December 2022, in the event that Council is successful in its funding bid.

Matters for Information

D196/22 Minutes of Development Committee held on 10 November 2022

Members noted Minutes of Development Committee held on 10 November 2022.

Councillor Kerr drew attention to D169/22 Chair's Business regarding flooding at Kings Road/Ardskea and sought an update.

In response the AD: EDSTP advised that the matter had been referred to Technical Services and they would provide update to the Member.

Councillor Kerr sought an update regarding Gortgonis Project and the AD: Dev advised that the matter had been considered in confidential business and an update would be provided in confidential basis.

In response to Councillor Kerr's query regarding Altmere/Cappagh project the AD: HLW advised that the letter of offer had been received, the tender would be advertised and it was hoped to appoint an ICT team in January.

Councillor Doris drew attention to D169/22 Chair's Business – swimming lessons and said that whilst she had initially raised concerns about Dungannon she was now receiving queries regarding Cookstown.

In response the AD: HLW said that the matter was being given priority a recruitment exercise was scheduled, further training programme was in place and it was hoped to see developments in the new year.

D197/22 Leisure Disability Provision and Swimming Lesson Pilot

Members noted update on the current provision in Leisure Centres for those with additional needs and additionally on the progress of establishing a pilot programme offering swimming lessons to those with additional needs and requiring assistance to participate in water-based activities.

Councillor Corry welcomed the report and stated that it was a good piece of work and she hoped it would be successful and be subsequently rolled out across all facilities in the future.

D198/22 Positive Ageing Month Update

Members noted update on Positive Ageing Month October 2022.

D199/22 Economic Development Report – OBFI

Members noted update on key activities as listed below:

- Mid Ulster Labour Market Partnership (LMP)
- MEGA Service Level Agreement (SLA) Progress Update (April-Sept 2022)
- Lough Neagh Partnership Service Level Agreement (SLA) Progress Update (April-Sept 2022)

Live broadcast ended at 7.45 pm.

Local Government (NI) Act 2014 – Confidential Business

Resolved In accordance with Section 42, Part 1 Schedule 6 of the Local Government Act (NI) 2014 that Members of the public be asked to withdraw from the meeting whilst members consider items D200/22 to D204/22.

Matters for Decision

D200/22 Agewell Project – Contract Extension

D201/22 Clean Neighbourhood Action Plan

Matters for Information

D202/22 Confidential Minutes of Development Committee held on 10 November 2022

D203/22 Economic Development Report – November 2022 – CBFI

D204/22 Mid South West (MSW) Region Growth Deal Update

D205/22 Duration of Meeting

The meeting commenced at 7pm and concluded at 8.35pm

Chair _____

Date _____

Annex A – Introductory Remarks from the Chairperson

Good evening and welcome to the Council's [Policy & Resources/Environment/Development] Committee in the Chamber, [Dungannon/Magherafelt] and virtually.

I specifically welcome the public watching us through the Live Broadcast. The Live Broadcast will run for the period of our Open Business but will end just before we move into Confidential Business. I let you know before this happens.

Just some housekeeping before we commence. Can I remind you:-

- If you have joined the meeting remotely please keep your audio on mute unless invited to speak and then turn it off when finished speaking
- Keep your video on at all times, unless you have bandwidth or internet connection issues, where you are advised to try turning your video off
- If you wish to speak please raise your hand in the meeting or on screen and keep raised until observed by an Officer or myself
- Should we need to take a vote this evening please raise your hand in the normal way and keep raised until advised to lower it
- When invited to speak please introduce yourself by name to the meeting
- For any member attending remotely, if you declare an interest in an item, please turn off your video and keep your audio on mute for the duration of the item
- If referring to a specific report please reference the report, page or slide being referred to
- Lastly, I remind the public and press that taking photographs of proceedings or using any means to enable anyone not present to see or hear proceedings, or making a simultaneous oral report of the proceedings are not permitted

Thank you and we will now move to the first item on the agenda.

Report on	Draft Age Friendly Strategy and Action plan
Date of Meeting	12 th January 2023
Reporting Officer	Kieran Gordon, Assistant Director Health, Leisure & Wellbeing
Contact Officer	Raisa Donnelly, Age Friendly Coordinator

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	The purpose of the report is to update Members on the progress of the Ageing Well Initiative and share a draft of the Mid Ulster District Council Age Friendly Strategy and Action plan prior to the launch of the public consultation.
2.0	Background
2.1	Members will be aware that the work on an Age Friendly initiative has been progressed through the existing Community Planning partnerships structures with Mid Ulster Council being the lead partner. The Ageing Well Initiative seeks to ensure that the Mid Ulster District Council area is an area that supports older people. Mid Ulster District Council has received funding from the Public Health Agency for the development of an Age Friendly Alliance, an Age Friendly charter, an Age Friendly Strategy and an Action Plan. This work is being developed by the Age Friendly co-ordinator.
2.2	In November 2021, members approved the procurement of external expertise to support the development of the Age Friendly Alliance, Age Friendly Strategy and Action Plan (Minute Ref E261/21)
2.3	This report provides details of the process to date and the engagement carried out with various stakeholders within Mid Ulster and the draft Age Friendly Strategy and Action Plan for public consultation.
3.0	Main Report
3.1	In December 2021, a procurement process took place to recruit external expertise to assist in the planning process and development of an Age Friendly Strategy and Action Plan for the Mid Ulster District council area.
3.2	From April-December 2022 an extensive consultation period took place with older people and key stakeholders focusing on the 8 key themes identified by World Health Organisations and we identified a number of key priorities about the lives of older people.
3.3	The information gathered provided a baseline for future development, it outlined the positive aspects of residing within the Mid Ulster area and highlighted the priorities we need to address within the Mid Ulster District, helping shape a better Age Friendly Community.
3.4	As part of the consultation process and to enable the general public and key stakeholders to put forward their suggestions for improving the experience of growing older, engagement with approx. 419 people has been carried out to date through:

	<ul style="list-style-type: none"> • 4 Workshops • 10 Focus Groups – in-depth conversations • Guided Conversations • Postcards • Online survey • Hardcopy surveys • Local, regional and national consultations
3.5	This is a co-production and people-led process where local people and organisations have made contributions on what it is like to live in their area. Their views informed this three year draft action plan for delivery. The various stakeholders have offered invaluable insights to key challenges, solutions, and further engagement. The draft action plan (Appendix A) contains actions that will enable the Age Friendly Alliance members to work towards their aspirations set out within the strategy. Actions are proposed to be continually reviewed each year.
3.6	The public consultation will be launched during February 2022 and will be live for a period of up to 12 weeks. Thereafter, feedback will be considered and a final strategy will be presented to a future Development committee for Members consideration.
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: Costs for strategy development contained within annual grant funding received from the PHA.</p> <p>Human: Officer time.</p> <p>Risk Management: Considered in line with relevant Council Policies and Procedures.</p>
4.2	<p>Screening & Impact Assessments</p> <p>Equality & Good Relations Implications: To be considered in line with Council Policies and Procedures.</p> <p>Rural Needs Implications: To be considered in line with Council Policies and Procedures.</p>
5.0	Recommendation(s)
5.1	To note the contents of this report.
6.0	Documents Attached & References
6.1	Appendix A: Draft Mid Ulster Age Friendly Strategic Plan 2023-2026



**Mid Ulster
Age Friendly
Strategic Plan
2023-2026**



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council



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FORWARD FROM THE CHAIR

Mid Ulster District Council are fully aware we have an ageing population meaning that the demographic profile will change significantly over the next 10-20 years. These changes are welcome as older people are a great asset to society, but they also present significant challenges and opportunities. Being better prepared to adapt to demographic changes is a priority now for our older people and future generations. In response to this change, the Council is committed to improving the lives of older people through the World Health Organisation's Age Friendly Framework, which will positively impact our residents.

Old age can result in experiences of active and positive living, but older residents can be presented with ill health, disability, dependence, social isolation or loneliness. This can significantly impact a person, especially their physical and social environment. Transforming environments into supportive and inclusive places with the right policies and services in place, older people can thrive in their local community, contributing to healthy ageing.

The Age Friendly initiative aims to encourage active and healthy ageing by improving health, promoting inclusion and supporting wellbeing in older age. The population as a whole benefits from designing environments for older people and prepares for future generations. New plans for delivering an Age Friendly community can help tackle some of the biggest challenges to healthy and active ageing, such as social isolation and loneliness, injuries and falls, inactivity, mental and physical ill-health.

New interventions, policies and co-design age sector projects are needed to ensure we transform our Council area into a supportive environment for our ageing population. This Age Friendly Strategy and Action Plan publication celebrates the beginning of a process that will see a coordinated approach being embraced by organisations and communities to create a more Age Friendly society.

I welcome this strategic plan not only as the Mayor of Mid Ulster District Council but also as a resident who knows we need to take responsibility for the health and wellness of everyone in our area. I look forward to the implementation of an Age Friendly plan through extensive collaboration with our partners to make Mid Ulster a great place to live and grow old.

GLOSSARY TERMS

Age Friendly Domains: Thematic domains agreed by the World Health Organisation that should be considered as part of the application to be designated 'Age Friendly'.

Age Friendly Alliance: A group of representatives from specialist organisations who are collectively working together to make sure Mid Ulster is a great place to live and grow older.

Community Planning Partnership: Senior leaders from public sector organisations work together to deliver the Community Plan for Mid Ulster.

The Community Plan: Also known as the Community Plan. A document setting out a 10-year vision for Mid Ulster that all members of the Community Planning Partnership are working towards achieving.

Guided Conversations and Engagement: Across the area to gather feedback from the public on issues that are important to them.

The World Health Organisation (WHO): is a specialised agency of the United Nations concerned with international public health. The WHO Global Network for Age Friendly Cities and Communities was established to foster the exchange of experience and mutual learning between cities and communities worldwide.

Thematic Action Plan Groups: Community planning groups used to implement and review the progress of community planning actions and agree to report on progress to presenting to the Strategic Community Planning Partnership.

I. INTRODUCTION – AGE FRIENDLY PLANS FOR MID ULSTER

Age Friendly is a framework developed by the World Health Organisation (WHO) to support the development of Age Friendly communities due to an ageing population. An age-friendly world and an Age Friendly Council enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age. An Age Friendly community is a place that makes it easy for older people to stay connected to people and things that are important to them. It also helps people stay healthy and active and provides appropriate support to those who can no longer look after themselves. The framework outlines eight thematic areas which should be considered when developing plans and they are designed to overlap and interact with one another. These eight domains are:

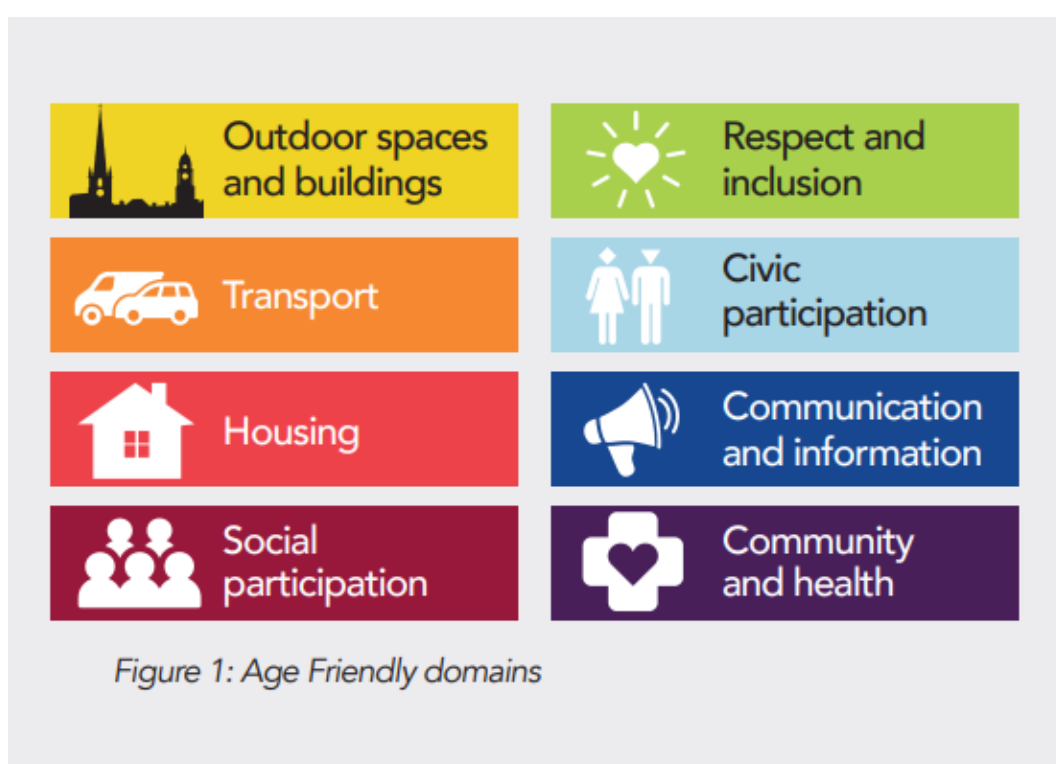


Figure 1: <http://www.who.int/ageing/age-friendly-world/en/>

An Age Friendly world enables people of all ages to actively participate in community activities. It is a place where everyone is treated with respect, regardless of their age. It is a place that makes it easy to stay connected to those around you and those you love. It is a place that helps people stay healthy and active even at the oldest ages. And it is a place that helps those who can no longer look after themselves to live with dignity and enjoyment. Many cities and communities are already taking active steps towards becoming more Age Friendly and signing up to the Age Friendly Global Network.

The World Health Organisation (WHO) has established the global network of Age Friendly cities and communities that encourage active ageing by optimising opportunities for health, participation, and security to enhance the quality of life as people grow older. The WHO has proposed eight domains that can help identify and address barriers to the wellbeing and participation of older people.

In Northern Ireland, the Active Ageing Strategy is one of the Northern Ireland Executive's key strategies to address the ageing of our population. Its vision is 'one of Northern Ireland being an Age Friendly region in which people, as they get older, are valued and supported to live actively to their fullest potential; with their rights respected and their dignity protected'. The Department of Communities Active Ageing Strategy outlines that people here are living longer than ever. Our older citizens make a significant contribution to society; by volunteering, continuing to work or providing childcare. <https://www.communities-ni.gov.uk/publications/active-ageing-strategy-2016-2021>

Age Friendly is also an outcome within the Programme for Government (PfG) Delivery Plan for 2018/19 under Outcome 4: To Make each council area "Age Friendly" – a place where organisations work together to enhance the quality of life for people as they age.

Promoting the wellbeing of older people and ensuring they can enjoy later life to the fullest must remain a priority, especially overcoming the challenges presented by the Covid-19 pandemic and looking forward to the future. Our longer lives are an opportunity for the economy, for society and for us as individuals. We all need support at different times across our lives, and we all want to live in communities where we look out for each other.

Vision

The Mid Ulster District Council is an age-friendly region in which people, as they grow older, are valued and supported to live actively to their fullest potential, with their rights respected and dignity protected.

2. AGE FRIENDLY LINKS - COMMUNITY PLAN

Mid Ulster District Council has developed a Community Plan for the District, launched in 2017, it highlights that an ageing population is an important issue to address. The ethos of community planning is to help improve how public agencies progress together alongside local people, to plan and deliver better services. It is essential that public services and infrastructure, designed and implemented today, will still be relevant to the Council's future population. We liaised with key partners represented on the Strategic Partnership Board and their Thematic Working Groups.

This Community plan, alongside the Age Friendly plan will build on the solid foundation of the existing relationships, partnerships, programmes already in place. The Age Friendly plan will link to the community plans outcomes as it highlights that an ageing population is an important issue to address. With the purpose of community planning being to improve how public services work together, with local people, to plan and deliver better services– Age Friendly will be a relevant way of working to gain positive outcomes for the Council's population in future years, linking to the current eight Age Friendly themes ensuring that everyone will benefit.

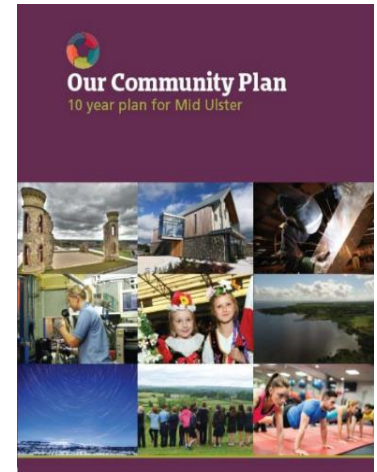
We envisage improved relationships with key stakeholders: Statutory Partners, as well as representatives from community, voluntary, business, colleges, NI Government Departments, Mid Ulster District Council and other sectors. Partners are represented on the Strategic Partnership Board and Thematic Working Groups with five thematic groups to include:

- **Economic Growth**
- **Infrastructure**
- **Education & Skills**
- **Health & Wellbeing**
- **Vibrant & Safe Communities**

This Age Friendly Strategy provides a framework to help make our council area a great place to grow older and an area in which everyone, regardless of age, is valued and respected. It will provide the structure and new ways of working for cross-sectoral co-operation, which is essential to improving our older population's quality of life. This Age Friendly Strategy and its associated Action Plan have been influenced by the Community Plan. It has been further supplemented by direct engagement with older people, other stakeholders and service providers. This Age Friendly plan will address challenges local people face and ensure that everyone will benefit.

The multiagency partnership group will work collaboratively to meet the outcomes of the community plan in relation to Age Friendly and promote the best possible health and wellbeing, safety and quality of life outcomes for older adults living in the Mid Ulster District Council area.

In response to the COVID-19 crisis, improving productivity and co-production across the Council will harness local knowledge, expertise and new ways of working, bringing Age Friendly a higher profile with partners. Investing in Age Friendly at a local level can help provide support older people and communities to achieve higher levels of productivity and tackle disadvantages and better outcomes. Building back stronger from the COVID-19 pandemic will support renewal of activity within communities, supporting their recovery and increasing resilience.



3. AGE FRIENDLY PROFILE - MID ULSTER

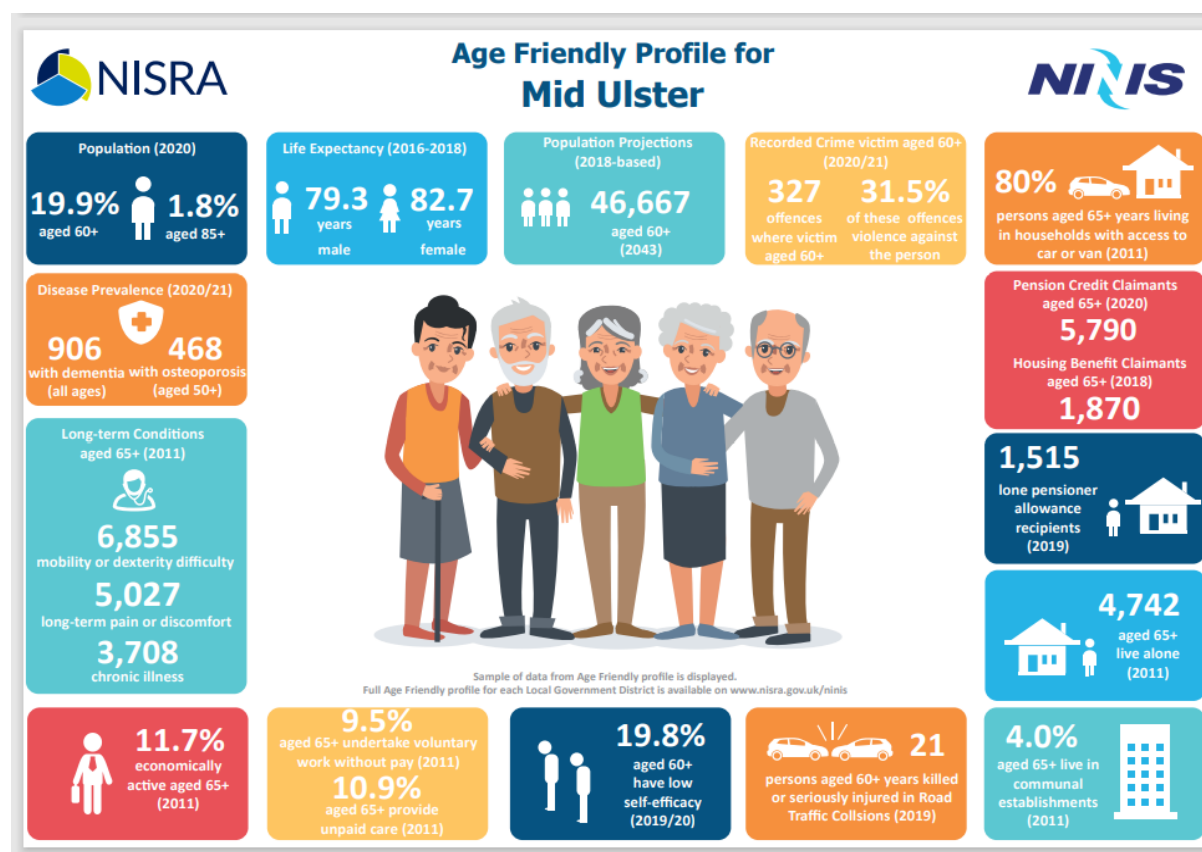


Figure 2: Age Friendly Profile www.nisra.gov.uk/ninis

https://www.ninis2.nisra.gov.uk/download/Infographics/AFP_All.pdf

Population Profile

- In 2020, the estimated population of Mid Ulster was 148,528, accounting for 7.8% of the Northern Ireland total.
- 19.9% of the population of Mid Ulster were aged 60+ years (29,557). 1.8% were aged 85+ (2,673). With the total population over 60 is 32,230.
- Of those aged 60+ in Mid Ulster 74,851 (50.3%) were male and 74,102 (49.7%) were female. Of those aged 85+, 35.5% were male and 64.5% were female.
- Life expectancy for males is 79.3 years and 82.7 years for females.
- The population of Mid Ulster aged 60+ is expected to rise to 46,667 by 2043.

4. STEPS TAKEN BY COUNCIL TO DATE 2017-2022

Over the past 5 years Mid Ulster Council have been working hard to support older people with care, connections and wellbeing.

Age Friendly development steps taken by Council between 2017-2022:

2017: Age Well Partnership Tender supporting Age Sector services in Mid Ulster

2018: WHO Age Friendly declaration signed

2019: Joined member of Age Friendly Network NI – attend quarterly meetings

2020: Funding from Public Health Ageing for Age Friendly development

2020: Age Friendly Co-ordinator in post

2020- 2022: Age Friendly Network NI Peer Group meetings attended, reviewing Age Friendly best practice locally, regionally & globally

2022: Baseline work – mapping Age Friendly services in Mid Ulster District Council

January 2022: Successful application to the UK Age Friendly Network – Centre for Ageing Better

March 2022: Recruitment of external Consultant

March 2022: Council Internal Planning Meetings

March 2022: WHO Application sent

April-Dec 2022: Engagement process with 394 people an online baseline survey, consultation and engagement including 4 workshops with stakeholders, focus groups and guide conversations.

December 2022: Draft Age Friendly Charter & Action Plan – further consultations

March 2023: Launch of Age Friendly Charter and Action Plan

Other achievements:

Positive Ageing Month (October) Delivery; Launch of Chatty cafés, Chatty benches and Chatty libraries alongside Mid Ulster Loneliness Network. Kindness postbox project delivered to local primary schools community groups & nursing homes. Working with the Centre For Better Ageing Better. Access Audit Training and walkability audits alongside Mid Ulster Disability Forum. Worked with Age NI pensioners' parliament 2021 working group to produce Lived experienced Report and help shape Qsuestions to Parliament Ministers. Participation in the consultation process for DfC Active Ageing Strategy.

The Age Friendly co-ordinator continues working alongside Mid Ulster Loneliness Network, Mid Ulster Disability Forum, Mid Ulster Seniors Network, AFNNI, Mid Ulster Age Well and other partners. Along with other local community groups, older people to promote and embed Age Friendly.

5. AGE FRIENDLY CHARTER

“When you plan for young, you plan just for the young – when you plan for the older population you plan for everyone”.

An Age Friendly Charter will accompany the Age Friendly Strategic Plan outlining commitment to Age Friendly Action Plan. We will ensure that older people in the district have:

- Access to safe outdoor spaces and buildings with suitable facilities.
- Access to suitable forms of transport.
- Sufficient access to affordable home maintenance services to improve home efficiency and safety.
- Feel part of their local community and not isolated.
- Feel heard and have a say in decision making on things that affect their lives.
- Access to work and volunteering opportunities that they want.
- Opportunities to stay connected via an effective communication system.
- Opportunities to improve their health and wellbeing and have access to appropriate health, social care and wellbeing services

Our Values

Our work is underpinned by a number of core values which will inform what we do and how we do it.

- *Respect and Diversity:* We value all older people, respect their diversity, and promote positive messages about age and older people.
- *Person focused:* We believe in a person focused approach that creates energy and fun, and supports individuals to connect with each other and their communities.
- *Open and Transparent:* We will be open and transparent in all our work.
- *Challenge and Change:* We are committed to giving a voice to older people to challenge, and to bring about the changes they seek.
- *Fairness and Justice:* We will challenge inequalities that older people experience and promotes fairness and justice.
- *Equality and Inclusion:* We will address inequalities with urban and rural residents, people with disabilities or mobility issues. We will promote their inclusion in and contribution to all areas of community life.
- *Co-design:* We will build on assets and partnership structures, working with experienced community and voluntary sector and meaningfully engaging with older people.

6. WHAT THE COMMUNITY TOLD US CONSULTATION, ENGAGEMENT & ACTION PLANS

This extensive consultation with older people focused on the 8 key themes identified by WHO and we identified a number of key priorities about the lives of older people. One of the most significant findings being that older people are keen to be consulted with and provided with follow up information.

All those involved in this consultation process stated that this community is a great place to grow older. The majority liked living in their homes and if they had the choice to live elsewhere would choose to remain where they are. It was also found that there was a positive correlation between being associated with a group or community association and feeling involved and leading active lives in communities.

Older people that took part in the consultation clearly take seriously their safety and health and wellbeing, taking the necessary provisions to protect themselves and their homes. They appreciate healthcare professionals and others visiting them in their communities to talk to them about health, safety and scam prevention.

The information gathered provided a baseline for future development, it outlined the positive aspects of residing within the Mid Ulster area, and highlighted the priorities we needed to address within the Mid Ulster District, helping shape a better Age Friendly Community.

As part of the consultation process, a facilitator was appointed to carry out workshops to enable the general public and key stakeholders to put forward their suggestions for improving the experience of growing older. We asked for thoughts and opinions on issues such as transport, housing, access to information and how to meet the older people's needs now and in the future.

We carried out engagement with 394 people through:

- 4 Workshops
- 10 Focus Groups – in-depth conversations
- Guided Conversations
- Postcards
- Online survey
- Hardcopy surveys
- Local, regional and national consultations

The Action Plan

This is a people-led process where local people and organisations told us what it is like to live in their area. Their views informed this three year action plan for delivery. People offered invaluable insights to key challenges, solutions and further engagement. The action plan contain actions that will enable the Age Friendly Alliance members to work towards their aspirations set out within the strategy. Actions will be continually reviewed each year.

1. Outside spaces and buildings

The outside environment and public buildings have a major impact on the mobility, independence and the quality of life of older people and affect their ability to “age in place”. The recurring themes are quality of life, access and safety.

What is working well



- 93% said shops/ businesses were accessible and welcoming.
- 79% reported they felt safe in their local area.
- 65% reported that public spaces were clean and pleasant to visit.
- 59% able to access public toilets outdoors, saying they were clean and well maintained.
- 50% stated there is good street lightening, police patrols and community education.
- Public realm work, Shopmobility, PSNI Active Listening, Ballyronan marina, Dungannon Park and Hill of O'Neill and the Burnavon (free parking), bus station, wide-open spaces in the countryside, and Mid Ulster's welcoming places.

Key Issues – What the community told us

- Older people need more opportunities to come out of the house and access welcoming outdoor spaces. A meeting place for older people – outside and inside coffee gardens, picnic tables and places for walkers. More seating inside and outside shops with more lifts.
- Better parking, wider carpark spaces, lower kerbs and address parking on footpaths. 64% said car parking on footpaths a problem.
- 58% stated there was not enough accessible public seating in local areas and 49% said there was not enough access to toilets and they need to cleaner.
- Better disabled access to shops. More disability friendly premises inside and out, i.e. handrails in local cinemas.
- Safer footpaths between the towns and villages, road crossing and ramps/signs to slow traffic down – too much speeding.
- Public spaces need cleaned from weeds, overgrown hedges, dogfouling and litter.

“Outdoor spaces need more connection areas with chatty benches and information notice boards promoting local hidden gems, walks and clear accessible parking.”

What needs improved

Quality Of Life – Access - Health & Safety - Road Safety

- Needs of ageing population considered in the planning future public infrastructure and services.
- More encouragement to access outdoor spaces (outside gyms and explore gardening).
- More signage, walkability audits and amenities such as toilets, seating in public spaces.
- More access to leisure, museums and libraries and promote their facilities widely.
- Standards improved: public toilets, footpaths, lightening, roads, safety, litter and dog fouling.

Outdoor Spaces and Buildings Action Plan

To maintain and grow the valuable input of older people, Mid Ulster needs an infrastructure of age-friendly communities with good public transport links with free travel, accessible parking, locally available cash and banking services. We will collaborate with tourist offices, museums, shops and businesses and look at promoting accessible nature parks, community areas paying attention to roads, paving, toilets, crossing, lighting, footpaths and seating.

Outdoor spaces and buildings

Encourage and promote more access to outdoor spaces – recreation, leisure, parks, chatty benches and chatty cafes.

Develop a set of age-friendly design guidelines and business charters for our district that will evolve over time.

Promote Accessibility apps and websites and recognition of Age Friendly awards to places to promote accessibility.

Promote anti-littering programmes of education, awareness raising and enforcement.

Explore options to improve accessibility along pavements and roads e.g. Awareness raising and signage.

List Support Partners:

Outcome: Enhanced infrastructure to support and age-friendly community, with increased accessibility to Mid Ulster community areas and green spaces, both town and rural that they are enjoyed by the public.

2. Transport

Transportation, including accessibility and affordable public transport, is a key factor influencing active ageing. Being able to move about an area (urban, rural and connections) determines social and civic participation and access to community and health services.

What works well

- 80% of those aged 65+ have access to a car or van. (NISRA 2011)
- Community Transport, Comfort of buses, Mid Ulster Shopmobility and Gobility programmes, Park and Rides.

Key issues – What the community told us

- Although older people are generally happy with transport services, there are still concerns about the accessibility of buses, in particular for those who use mobility aids, safety or need to get to health appointments.
- 87% in the survey said they have their own car, 9% rely on public transport, 17% rely on family and friends, 7% rely on community transport.
- Inequality exists in accessing services, bus timetables hard to read.
- 65% say that public transport is not convenient, 63% say public transport doesn't get them where they want to go, 33% not enough seating for older people, 33% report that public transport drivers are patient, 51% feel safe, 48% say there is not enough information on timetables and routes, 40% say that taxi's are not affordable.
- 21 reported road traffic collision casualties for persons aged 60+ who were killed/ seriously injured (NISRA).

"I don't drive and live in a village with poor to no public transport. Totally rely on family and friends to bring me to essential and very important appointments".

What needs improved

- Provide better public and community transport for essential services, Dr's and hospitals.
- Improve bus services in rural areas and better links to Belfast/Derry/Dublin.
- Age friendly training for bus drivers and transport providers.
- Public transport timetables to be larger and more accessible.
- Support local community group services with volunteer expenses.
- Provide more community transport in the area, encouraging seniors to come out of their homes with trips, church and shopping.
- *Improve the reliability* and affordability of the transport within town and rural areas.
- Promote smart passes and community transport, with good news stories promoting services.
- Address funding to continue community transport.
- To promote Shopmobility Mid Ulster as a key provider of wheelchairs / Scooters to the public
- To connect Shopmobility & its Gobility service to healthcare professionals across Mid Ulster including NHSCT and SHSCT.
- Transport to hospitals – integrated transport with NHSCT/ SHSCT services
- Increase TransLink accessible buses – identify funding opportunities
- Deliver Older People Awareness Training to all transport providers



Transport Action Plan

Older people need additional transport support especially in rural areas. People living outside town centres who rely on public transport have less access to services for health and recreation. Transport provision needs to be mapped to services available improving access, equality and safety.

Transport
Action
Engage with decision makers to maintain community transport services; improving the reliability, accessibility and affordability of transport within town, rural areas and hospital settings.
Promote smart passes and community transport, volunteer driver schemes with good news stories promoting services and easy to read timetables.
Promote Shopmobility and Gomobility services and increase referrals from healthcare professionals across Mid Ulster, including NHSCT and SHSCT.
Promote Age Friendly Awareness Training to all transport providers.

Support Partners:

Outcome: Increased collaborative to ensure better transport options and better infrastructure that are integrated and cohesive for increased accessibility, equality and safety.

3. Housing

Housing is essential to safety and wellbeing. There is a link between appropriate housing and access to community and social services in influencing the independence and quality of life of older people. Housing, maintenance, heating and support that allow older people to age comfortably and safely within their community are universally valued. Housing can significantly impact quality of life and feedback tells us older people want to remain independent at home for longer.



Mid Ulster Profile

- 2011 people aged 65+ years 96% lived in a household and 4% lived in communal establishments. 82% lived in households that were owner occupied, 8% in households that were social rented, 5% in households that were private rented and 5% were living rent free. 4,742 aged 65 are living alone (2011 NISRA). In 2019/20, there were 1,515 lone pensioner allowance recipients in Mid Ulster. These are ratepayers aged 70 or over who are living alone and entitled to a 20% reduction in their rates. 1,810 are in receipt of housing benefits (2018 NISRA).

What works well:

- Residential Homes, sheltered dwellings, compassionate communities, Supporting Communities and warm home schemes. 73% felt safe at home and had housing to meet their needs.
- Energy Efficiency Workshops, Boiler replacement schemes, Warm Home Grants, Agewell Partnership Handyperson scheme, Home Safety Scheme and Falls Prevention work.

Key Issues – What the community told us

- Worries about the cost of living, fuel poverty, the rise in home energy costs, the rise in rented properties and profit-led homes, anti-social behaviour loneliness and scams.
- Not sufficient and affordable housing - 63% said there wasn't affordable housing.
- Safety in the home an issue with fear falls. 58% said they didn't know where to go to get information on home adaption, 39% said they didn't know who to contact for home maintenance, 57% didn't know who to contact for home safety, home warm/ energy efficiency.

“Good social housing would improve the health and lives of older people”.

What needs improved

Choice – Availability- Housing Maintenance - Health & Safety

- Accessible and affordable housing, with support if required for independent living.
- Homes need to be a place of well-being with home activities, care and compassionate communities, with better designs, shared living options explored.
- Better design and maintenance of homes for better health and wellness and housing standards should include maximum insulation.

Housing Action Plan

We want to ensure older people stay in their home if they wish and more consideration given to building home for life; more information and advice on services and housing issues; dementia friendly housing; more social housing; and retirement villages for those over 60 who don't require nursing home or fold setting.

Housing

Action

Scope and promote the opportunities for people to remain independently at home in a safe, warm and affordable environment as they age well in their own homes.

Lobby government to support home grant schemes that enable people to live independently in a safe, warm and affordable home.

Maintain a home maintenance service for those in need.

Promote Dementia Friendly assisted technology and safety measures with Herbert Protocol and PSNI.

List Support Partners:

Outcome:

More accessible and affordable housing to give older people more choice to live independently and safe in their homes.

4. Social Participation

Social participation and social support are strongly connected to good health and wellbeing throughout life, giving people a sense of belonging. Participating in leisure, social, cultural and spiritual activities in the community, as well as with the family, allows older people to continue to exercise their independence, develop friendships and feel part of their community.



Mid Ulster Profile (NISRA)

Continuous Household Survey on engagement in culture, arts and sport (2015/16) shows that of those age 60 and over: 28% participated in sport; 29% participated in arts activities; 59% attended arts events; 20% used the public library service; and 35% visited a museum or science centres.

What works well

- 53% said there was a wide variety of activities to attend and take part in the community prior to COVID with 56% taking part regularly. 86% interact with family and friends on a daily basis.
- 36% lacked companionship prior to COVID and only 15% felt lonely and 30% felt isolated.
- The range of community group's facilities and activities.
- Ezines: Mid Ulster Community Newsletter, NICH, Age NI and Carers Matters.
- Networks: Mid Ulster Loneliness Network, Mid Ulster Intergenerational Network, COSTA, CWSAN and Compassionate communities were very appreciated for co-design and co-delivery.
- Websites: NHSCT and SHSCT directory of services and Mid Ulster Agewell Partnership.

Key issues – What the community told us

- Lack of information, activities, befriending, signposting, face-to-face interactions and alternative promotions. Not enough opportunities (trips and outings).
- 45% say activities are not accessible, promoted or have transport options available.
- Barriers include disability, transport, cost of living, lack of funds, confidence, unsuitable times, lack of community halls, mobility, being housebound, digital access and mental health.
- Too many activities become closed clubs and new people find them hard to access.
- Groups closed because of pandemic, rising costs, high paperwork, lack of funding and Charity commission governance, volunteer burnout and no succession planning.
- Social workers are sending older people to activities not suitable to their abilities.
- Cutbacks and lack of long-term sustainable resources gives uncertainty and inconsistency of services and activities.

“We need Wellness Checks at age 50/60 with a welcome pack with range of services available.”

What needs improved

Opportunities - Choice- Group Support - Awareness

- Access to affordable services and activities with discounts in hospitality, hairdressing and gyms.
- More community initiatives that would attract residents of various demographics.
- Promote project ideas: gardening clubs, history, book clubs, day trips and hobby classes.
- More intergenerational work, changing attitudes and culture with Age friendly schools.

Social Participation Action Plan

Supporting social wellbeing for both individuals and communities will be key to addressing loneliness and isolation and in the long term supports preventive approaches to wellness and good health. The community and voluntary age sector are essential in keeping older people connected to services and their local communities. We must commit to maintain and develop much-needed community connection and support.

Social Participation

Action

Develop more Chatty places – Warm, friendly chat areas, promoting libraries providing services for older people such as reading newspapers aloud, a cup of tea etc.

Increase Age Friendly Promotion, i.e: social media/ newsletter to highlight current activities, organisations, and good news stories.

Encourage the development of buddy schemes to support involvement in local activities and community groups.

Promote training for staff who work in the community, the voluntary and educational sectors.

Ensure better access to affordable services and activities that are age appropriate with convenient times and locations.

List support partners:

Outcome: Increased social participation to reduce the likelihood for complex needs developing.

5. Respect and Inclusion

The respect and inclusion of older people can depend on culture, gender, health status and economic status. The extent to which older people participate in the social, civic and economic life of where they live is closely linked to their experiences of inclusion. With the right policies, environments and support, people can age well. Older people's diverse life experiences, skills and resilience mean they have much to contribute to life and be respected for. Everyone has a right to influence what happens to them as individuals and within wider society.



Mid Ulster Profile

- 71% agreed that society doesn't recognise the contribution that many older people are still able to make (Northern Ireland Life and Times (NILT) Survey 2017).
- 19.8% of respondents aged 60+ living in Mid Ulster reported low self-efficacy. People with low self-efficacy often doubt their capabilities, are less ambitious and give up when challenged (Northern Ireland Continuous Household Survey (CHS) 2020).

What works well

- 69% feel respected and included within their community.
- Older people are represented on many local groups and strategic partnerships.
- The Age Friendly co-ordinator encourages engagement and codesign.
- Neighbours are always ready to help if needed and look out for each other.

Key Issues – What the community told

- 21% agreed they are consulted, 50% disagreed not consulted, 41% not portrayed in a positive manner without stereotypes.
- Older people feel invisible and not seen as a priority. Isolation, loneliness and transport issues are significant factors that affect inclusion. Covid has killed some community spirit because older people are afraid to go out.
- Older people have great assets to bring to society, appreciate culture and diversity.
- Listen to us regarding our care, fears & anxieties – 86% said there is a need for a forum.
- Only 50% agreed that facilities shops, businesses and Council had courteous staff trained to understand the needs of older people. "Some people could be more friendly".
- 41% said there are not enough activities for young and older people.
- "Improve transport issues – you will improve inclusion".

"Don't put older people in a box – we have all different needs, some are healthy and then others need more attention. There can be many negative stories on the media of older people – share more good news about older people"

What needs improved

Policy-Engagement-Training-Valued

- Value older people and challenge ageism and discrimination in everyday conversations, work and media. Need growth of equality and diversity legislation and policies.
- Older people to engage with policy makers, media and community action.
- Promote and support intersectoral, intergenerational approaches to policy development, planning and provision across each and every sector and department.
- More consultations and engagement opportunities to value older people's contribution.

Respect and Inclusion Action Plan

There needs to be more opportunities to support and promote active ageing, removing barriers to older people to ensure they are more respected, valued and included.

Respect and Inclusion
Action
Develop an Age Friendly Older People's Forum to consult on policies and inclusion.
Connect and support people to participate in digital training and digital inclusion programmes.
Promote a positive image of people ageing well, appreciating diversity, and having recognition awards/ events to inspire others.
Promote Positive Ageing Month each October with District-wide engagement opportunities online and face-to-face with positive ageing grants.

List of support partners:

Outcome: Increased involvement, respect and inclusion with older people feeling more valued.

6. Civic Participation

Older people do not stop contributing to their communities on retirement. Many continue to provide unpaid and voluntary work for their families and communities, and they are a lead contributor to the economy. An Age Friendly community should provide options for older people to continue to contribute to their communities through paid employment or voluntary work, if they so choose, and be engaged in the political process. It's possible for us all to live meaningful and purposeful lives, participating in and contributing to the workplace, community and society at large.



Mid Ulster Profile (NISRA)

- In 2020, 20,410 people living in Mid Ulster were receiving state pension. In the same year 5,790 living in Mid Ulster received pension credit.
- In 2016, 9.5% aged 65 + take part in voluntary work without pay. The corresponding figure for those aged 65+ years in Northern Ireland was 10.7%.
- On Census Day 2011, 11.7% of those aged 65+ years in Mid Ulster were economically active and 88.3% economically inactive. Of those who were economically active, 490 work full-time, 414 work part-time, 1,100 were self-employed and 31 were unemployed, and 73.4% had no qualifications. In Northern Ireland, 63.7% of people aged 65+ years had no qualifications.

What works well:

- Community assets: numerous halls, meeting venues and welcoming places. Mid Ulster Volunteer Centre, Compassionate communities, Shopmobility, Carers Matters and Carers NI, Mid Ulster Agewell Partnership, The Burnavon and Community Transport.
- Positive Ageing Month - involvement and promotion by Age Friendly officer.
- 39% stated there were good opportunities for older people to take on volunteering.

What the community told us

- Longer working lives and pension age rising. Some older people not looking forward to retirement. 46% don't know about work and retraining opportunities for older people, 47% said if there was better transport available, they would work.
- Older people don't feel valued in the workforce, but they have high experience and skills. 64% agreed that older people would work longer if employers were more flexible.
- 59% didn't know who to contact for volunteering. 51% would do voluntary work if they felt supported.
- 58% don't know who to contact about benefit entitlements and difficulty accessing. Stigma associated with asking for help.

Age Inclusion at work needs addressed. Top issues raised by older employees: confidence, caring responsibilities, health, discrimination, tech, menopause, ageism, fatigue, stigma, undervalued, staying relevant, getting left behind, security fears (Age NI Age at Work conference 2022).

What needs improved

Working Life – Volunteering – Benefits & Financial Management

- New ways of engagement addressed with older people through networks and forums.
- Age Friendly audits needed in workplaces and consider reasons for economic inactivity.
- Need to promote volunteering opportunities.
- Promote benefit uptake campaign locally and local discount schemes.

Civic Participation Action Plan

Older people need to lead and play vital roles in their communities. Whether through work, volunteering, civic action or family support, the added value of older people's time, expertise and experience is significant. Communities, connection and inclusion are key.

Civic Participation

Action

Support people to plan for a better later, i.e. Produce Retirement packs for 50+, and promote volunteering opportunities.

Encourage businesses to prioritise Age Friendly planning and retain an older workforce, i.e. Age NI Age @ Work Mid-Career reviews, age friendly training and policies to support roles.

Promote cost-of-living, benefit uptake and financial well-being workshops i.e. Make the Call pop-up clinics.

List support partners:

Outcome:

Increased support services to encourage opportunities to train, acquire skills, support employment, volunteering and interviews skills.

7. Communication and Information

Staying connected with events and people and getting timely, practical information to manage life and meet personal needs is vital for active aging. Age Friendly communities have relevant information that is readily accessible to older people with varying capacities and resources. Newspapers, radio, tv, social media, internet, community notices and community navigator roles are all important in supporting effective communication.



Mid Ulster Profile (NISRA)

- 7 libraries are located in Mid Ulster LGD2014.
- In 2016, 71% aged 65 + people in Mid Ulster have never accessed the internet. 46% of people aged 65+ living in Northern Ireland have never accessed the Internet (Labour Force Survey from January-March 2019)
- In 2019/20, 40% of respondents to the Northern Ireland Continuous Household Survey (CHS) aged 65+ reported using online channels to access public services.

What works well:

- Ezines: Council Community Newsletter, Health Alliance NI newsletter, Age NI Community Navigator Snapshot and Carers Matters. Networks: Mid Ulster Loneliness Network, MUSN, COSTA, and CWSAN. Websites: NHSCT directory of services, Mid Ulster Agewell Partnership.
- Survey respondents: 44% read newspapers, 82% listen to the radio and 96% watch tv to gain information. 34% use a local community facility (church, community hall) for information and 10% used community navigator scheme. 61% information from the Council is easy to understand. 60% didn't know who to contact to get information on older people's issues.

What the community told us...

- 71% over 65 are not able to use the internet. Technology is a barrier.
– not everyone on social media and the IT world is moving too fast-slow broadband speeds in certain areas.
- 24% wanted support on how to use internet.
- Most older people rely on word of mouth to find out about opportunities.
- Lack of awareness of services and opportunities- one stop HUB for older people.
- Duplication of messages and support via trusts, PHA, Councils and Community groups.



“Older people can face difficulties when searching for clear, accessible information. We need trustworthy sources of information and advice to support older people make informed decisions about all aspects of later life.”

What needs improved

Digital Support – Access – Advice & Information – Co-Design

- Council social media could be significantly improved with weekly messages.
- Digital inclusion training and access to devices.
- More positive messaging and link in with welcoming places.
- Information & advice portal for staff and professionals – co-design approach.
- Access to libraries need improved, mobile reading/ information rooms in villages.

Communication and Information Action Plan

Personal interaction with service providers is important and we cannot just rely on digital communication, information leaflets to get information out. We need to utilise a mix of communication methods. Service providers in Mid Ulster need to work together to share how they provide public information, ensuring people feel motivated by what they read. We will ensure older people have the information, advice and support they need to claim their rights and entitlements and access services.

Communication and Information
Action
Provide online sessions such as Pension advice, and TV Licensing Scam Awareness talks.
Develop an Age Friendly newsletter with essential contacts, linking to Mid Ulster District Council website.
Develop one-stop shops for people to access information i.e. Rural areas information roadshows.
Connect and support people to access information, including digital training, digital inclusion programmes and promoting digital champions.
Encourage organisations to produce Age Friendly documents, including funding applications.

List of Support Partners:

Outcome: A good effective communication system that enhances wellbeing, so that as we age, we can continue to be informed and engaged in our community with confidence of support.

8. Community Support and Health

Community support and health services are vital to maintaining health and independence in the community. Civil society can provide a role in supporting the health of a community with programmes, services and activities such as fitness, wellness, diet, supporting health conditions, GP, dentist, hospital, home help, befriending, carers, sitting, day care and care homes which all play an essential role in supporting better health and wellness.



Mid Ulster Profile NISRA

- In 2019/20 there were 47,429 people aged 50+ in Mid Ulster registered with a GP practice.
- There were 875 deaths registered for persons aged 65+ years in Mid Ulster in 2018.
- There were 918 people on the Dementia Register (all ages) living in Mid Ulster.
- 1,990 are in receipt of carer's allowance. 5,790 are in receipt of pension credits (2020)
- From those surveyed: 50% rated their health and quality of life good; 37% have day to day activities limited a little because of their health with 10% say they are limited a lot by their health.

What works well

- 87% eat well and have a varied diet and 92% cook for themselves.
- 52% said health & social services in their area provide a good service.
- 64% didn't know of good home care services in the area: home helps, carers and sitting service.
- 45% stated there were good residential facilities in the area: care homes, day centres etc.
- Compassionate communities, carers matters, a variety of day care, home helps, nursing care, carers and community activities, hearing clinics and safety talks.
- Council: Recycling, waste management, sports and leisure facilities, warm home schemes, Chatty Walks, Make a Change Programme and Agewell Partnership

What the community told us

- Accessing GP and dental services, long waiting lists for hospital appointments and age discrimination still exists. 80% didn't know who to contact in an emergency. The fear of becoming ill and long A&E triage times and complex systems.
- Care at home not available when discharged from hospital, no control over decisions going to bed or getting up, carers only time on microwave meals, carer low paid, inadequate care.
- Living with long term pain, ill health, hard of hearing/ disabilities, visual impairment and mobility.
- 52% don't know of affordable health and wellness programmes and classes in their local area i.e. nutrition, smoking cessation and weight control. 69% don't know of affordable fitness activities for older people. 79% don't know of support for chronic health conditions.
- Mental health issues, loneliness on the rise and insecurity of the future.

"We need health and well-being hubs to incorporate pharmacy, dentist, doctor, nurse led services, physiotherapist, nutritionist etc."

What needs improved

- Physical activities, keep active programmes online and offline – creative involvement.
- Provide better leisure centre facilities for groups of older adults to use.
- Better access to care and support to help people and their families live well.
- Dying matters need talked about – more talks about leaving behind digital footprints, funeral planning and wills.

Community Support and Health Action Plan:

Activities, services and relationships help us all to live independent and healthy lives. As we age our needs change and people require assistance due to disability, vulnerability, illness, incapacity or old age. We need to pay attention to promoting independence, social inclusion, safeguarding, mobility and wellbeing. Delivering effective support and helping people age with dignity helps prevent and address pressures elsewhere in the health system. To respond positively to an ageing population, we need action to help people stay well and feel good for longer, and deliver positive outcomes for older people now and in the future.

Community Support and Health

Action
Build and maintain relationships with all service providers to share support and increase referrals, i.e., meals on wheels, luncheon clubs and food banks.
Identify and promote good mental health and well-being programmes and support. Mental Health Community Ambassadors, Take 5 Programme, Safer U App, Scam Wise and Action Mental Health workshops.
Share information on health issues, relevant services, development opportunities regarding nutrition, diabetes, sleep routines and public health messages.
Raise awareness and promoting Better Connected Fitness sessions and walking groups online and at leisure centres.
Support and raise awareness around End-of-Life Care.

List Support Partners:

Outcome: A system that enhances wellbeing and independence with a focus on early intervention and prevention, so that as we age, we can continue to engage with professionals and community maintaining our dignity and with care.

7. IMPLEMENTATION STRUCTURE

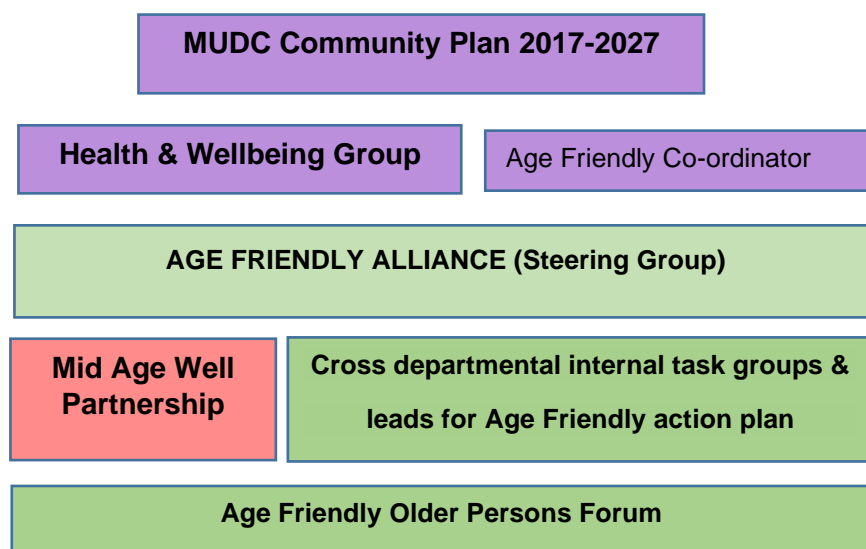
We are delighted that the implementation of an Age Friendly Strategy that places a good quality of life for older people, has been placed high on the Council's agenda. By working collectively with all stakeholders and interested parties we can all do our part to ensure that this the Mid Ulster District is a great place to grow older.

As a Council we are very supportive of this initiative and our combined efforts to make the Council area a place where you can grow older without any barriers to living a healthy and fulfilling life and where you feel you are a valued member of society. In order to make our Age Friendly Strategy work, we need the support of all stakeholders to ensure that they deliver what is needed to have a thriving Age Friendly community.

We have a responsibility to nurture older people's contribution to society to capture older people's knowledge and share their pride and love for where they come from by doing all we can to reduce loneliness and social isolation and get them more involved in the community.

Through this Strategy and action plan we hope to look at ways in which older people can have access to meaningful support, information and training and that we look at ways to eliminate the causes of inequality so that older people can have access to an environment that they feel part of. By working together I truly believe we can achieve great things to make Mid Ulster Council area a place where older people feel engaged and valued.

Figure 3: Age Friendly Implementation Structure



8. MEASURING THE IMPACT

Becoming Age Friendly is not something that happens overnight and there are several steps, set out by the WHO, that need to be taken. The planning, implementation, evaluation and improvement aspects of Age Friendly is a continuous process as shown in the figure 3 below.

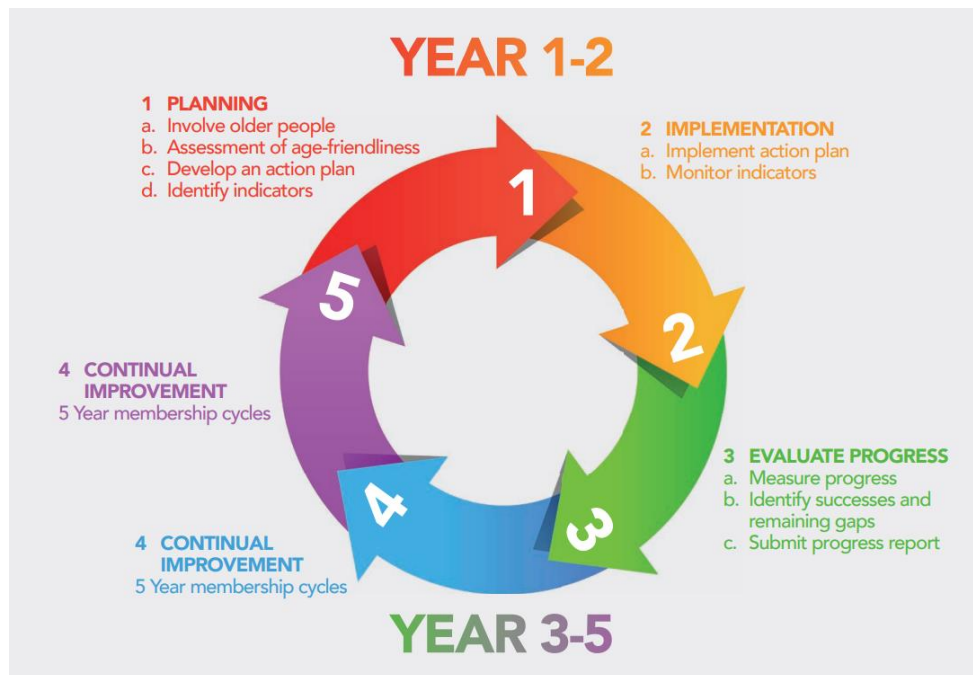


Figure 4: Age Friendly Management Cycle

We will adopt an outcomes-based approach to show what difference the actions have made. This will provide a manageable performance framework through which Council can monitor and measure progress against objectives and outcomes. This also ensures the management framework will be focused on agreed outcomes and timeframes, which Council can monitor and review progress.

Progress will be monitored and evaluated, allowing for contingency planning, if and when required. This performance management framework will require the Age Friendly Alliance to work collaboratively with a wide range of partners involved in the process.

To be included in the performance management framework:

- Action leads on each theme agreed
- Purpose of Measurement of Strategic Plan – Ensure Action is completed, Address gaps and challenges
- Key performance indicators (KPI's) used to measure impact
- Formal reporting score cards agreed
- Communication to Age Friendly Alliance / Community Planning structures

9. STAKEHOLDERS

Stakeholders will be involved from the public, private, community and voluntary sectors. They will inform issues, identify actions, priorities, long-term outcomes and key performance indicators of the strategic plan. Age Friendly stakeholders will have a vested interest in the needs and aspirations of Older People. By working with a wide range of people the Age Friendly steering group will form the Age Friendly Alliance will be able to collectively pool knowledge and expertise to identify needs and what they want to achieve together.

Age Friendly Subgroup/ Steering Group: Chair of Age Well Strategic Partnership, Chair of Mid Ulster Seniors Network, Council Strategic Leads, Age Friendly Officer, Age Friendly Facilitator.

Older People's Service Providers: Agewell Partnership (Good Morning Schemes/ Handyperson scheme), Age NI, Alzheimer's Society, BME Communities, Business – Chamber of Commerce, Care Homes staff, CWSAN, COSTA, Carers NI, Carer's Trust, Churches Forum, Disability Action, Disability Forum, Deafblind, Dementia NI, First Steps Community Centre, Guide Dogs NI, Giboney Court, Linking Generations NI, Libraries NI, Older people's groups, Men's sheds, MUSN, WI, Rural Transport, STEP- Advice Services, Sport NI, Shop Mobility, Supporting Communities, Sperrin Court, Translink, Mid Ulster Volunteer Centre.

Statutory Partners: Council Community Planning CVS Forum, Northern Health and Social Care Trust (NHSCT), Southern Health and Social Care Trust (SHSCT), Health and Social Care Board (HSCB), Public Health Agency (PHA), Education Authority (EA), Clanmill Housing, Council for Catholic Maintained Schools (CCMS), DfC, DfI, Northern Ireland Housing Executive (NIHE), NIFRS, Integrated Care Partnership, Police Service of Northern Ireland (PSNI), PCSP, Invest Northern Ireland (Invest NI), Sports Council for Northern Ireland (Sport NI), Sports NI, Northern Ireland Library Authority (Libraries NI), Northern Ireland Tourist Board (NITB), Northern Ireland Fire and Rescue Service (NIFRS).

This is a people-led process where stakeholders told us what it is like to live in the Mid Ulster area. Wide engagement was carried through guided conversations, indepth interviews, Age Friendly Alliance members – postcards/ conversations, four facilitated workshops, focus groups, online surveys, hard copies surveys. Their views informed the new action plan for delivery over the next three years. They all offered invaluable insights to key challenges, solutions and further engagement.

10. POLICY CONTEXT

Regional policies, strategies and supporting documents relating to the Age Sector to support this strategic plan. During consultations Mid Ulster stakeholders analysed the external environment with a PESTLE Analysis. The following public documents, policy and research were taken into consideration when making the action plans.

- Anti-Poverty Strategy
- Active Ageing Strategy (Department for Communities)
- Access to Cash
- Advance Care Planning Policy (Department of Health)
- Age NI Strategy – Making Later Life Better “Love Later Life”
- Age NI Election Manifesto 2022
- Adult Protection Bill for Northern Ireland
- Bill of Rights for Northern Ireland with NIA
- Cancer Strategy for Northern Ireland 2022 -2032
- COPNI Priorities
- Consumer Council
- Domestic abuse and sexual violence
- Department of Health’s Urgent and Emergency Care Services
- Digital Inclusion
- Disability Strategy
- Housing Supply
- Inconsiderate Pavement Parking with IMTAC
- Gender Inequality
- Gender strategy and Sexual Orientation strategy
- European Union Settlement Scheme
- Mental Health Strategy 2021-2031
- NISRA Census data
- Northern Ireland Housing Executive’s Older People’s Housing Strategy 2021/22 - 2025/26
- Organ donation – PHA statutory opt-out system for Northern Ireland
- PHA – Making Life Better
- Programme for Government Outcomes Framework
- Pension Credit Uptake
- Post Office Card Account POCA
- Public Transport Survey
- Sport & Physical Activity Strategy
- Safe access for older people with Museums NI
- Victims of Crime Commissioner
- Violence against Women and Girls

There needs an integrated approach to all of these strategies and action planning. They need to be aligned in terms of its delivery, in order to ensure that they are all implemented effectively and that older people, are not excluded or adversely affected. This Age Friendly strategy and its full implementation provide a unique chance to do things differently.

This is the opportunity to plan and improve structures and services so that older people and others have access to the care and support they need, when they need it, and in a way that helps them and their families to live well.

- Attitudes changed towards older people
- Ageism challenged
- Awareness of assets and needs
- Accessibility
- Able to make informed decisions – not told what to do
- Advocacy – everyone needs a voice
- Better services including health services
- Choice and options
- Confidence building
- Collaboration
- Connection - more connected age sector
- Communication
- Dignity at all ages of life
- Dialogue
- Diversity of older people with diverse needs
- Empowerment
- Flexibility
- Friendship
- Funding applications simplified for groups
- Honour life experiences
- Inclusive for all
- Informed
- More communication – and communication not all online, hard copies please
- Not to feel a burden on society
- No Assumptions, No Barriers, No Discrimination,
- Listened too
- Respect
- Review, evaluate and plan
- Resources invested and funding for service providers
- Support communities and groups
- Value older people more

We would like to acknowledge the contributions to the people who worked tirelessly to make this Age Friendly Strategic Plan and the external consultant Elaine Curry.



Contact details

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Age Friendly Co-ordinator
MUDC address

Logo

Report on	1. Tourism Development Group Minutes - 7.9.22 2. Coalisland Town Centre Forum Minutes – 7.2.22 3. Mid Ulster Enterprise Week 2022 - Evaluation 4. Mid Ulster Labour Market Partnership (LMP)
Date of Meeting	12 January 2023
Reporting Officer	Assistant Director of Economy, Tourism and Strategic Programmes

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 below.
2.0	Background
2.1	<p>Tourism Development Group Minutes - 7.9.22</p> <p>The Tourism Development Group (TDG) was established to create a working forum between Council and private sector businesses. The TDG will assist with policy development and support the implementation of Council's Tourism Strategy and associated work in order to create economic growth, increase visitor numbers and create employment. The group meet on a bi-monthly basis and as per the agreed Terms of Reference all business will be reported to Council through the Development Committee.</p>
2.2	<p>Coalisland Town Centre Forum Minutes - 7.2.22</p> <p>Coalisland Town Centre Forum was established in March 2019. It is a partnership of public, private, community and voluntary sector organisations working together to deliver a range of strategic economic actions to develop Coalisland town.</p>
2.3	<p>Mid Ulster Enterprise Week 2022 – Evaluation</p> <p>To coincide with Global Entrepreneurship Week 2022, Mid Ulster's fourth Enterprise Week comprised 13 events: 5 in-person events and 8 virtual, which took place between 14-18 November 2022. This year Council was supported by its delivery partner "plannd" in the promotion and set up for the week's events, and management of the webinars.</p>

2.4	<p>Mid Ulster Labour Market Partnership</p> <p>Council previously agreed to participate in the development and delivery of a Local Labour Market Partnership (LMP) under the Employability NI Programme led by the Department for Communities (DfC). The Mid Ulster LMP aims to improve employability outcomes and labour market conditions locally by working through coordinated, collaborative and multiagency partnerships. The LMP provides a unique 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. Council received a Letter of Offer (dated 1 November 2022) for £368,009.25 from the Department for Communities to support delivery of the Mid Ulster LMP Action Plan 2022-23.</p>
3.0	<p>Main Report</p>
3.1	<p>Tourism Development Group Minutes – 7.9.22</p> <p>Minutes of the Tourism Development Group held on 7 September 2022 are attached at Appendix 1.</p>
3.2	<p>Coalisland Town Centre Forum Minutes - 7.2.22</p> <p>Minutes of Coalisland Town Centre Forum held on 7 February 2022 are attached at Appendix 2.</p>
3.3	<p>Mid Ulster Enterprise Week 2022 – Evaluation</p> <p>Over 350 people participated in Mid Ulster's fourth Enterprise Week (14-18 November 2022), attending 13 free business events, focusing on providing companies with help to find ways to address a range of challenges being faced by businesses. During the week a broad range of local and regional speakers were featured and also well-known representatives of local industry such as: Paul Creighton, AES Global, Claire Murray, Deli on the Green, Dungannon, Dermot Friel, Friel's Bar and Restaurant, Swatragh and Mareanne Bradley, Specialist Group, Maghera, who took time out from their busy schedules to share insights into their own business challenges.</p> <p>A 'Leading Ladies' evening saw Denise Murtagh (Dungannon Enterprise Centre) in conversation with three Mid Ulster female entrepreneurs to hear about their journeys to success – Mona Houston, The Fashion House, Magherafelt, Leona Morrow, LM Transport Consultants, Dungannon and Rachel Molloy, Café 47, Cookstown.</p> <p>This year's theme was <i>'Adapt, Evolve, Overcome'</i>. Some of the popular events included 'The Power of Video' with Aislinn Higgins, 'Net Zero: Challenge Accepted' with Jamie Delargy and Steven Agnew, and 'Growth through Innovation'.</p> <p>An Mid South West (MSW) Growth Deal event was facilitated by Clodagh Rice (BBC), which saw business leaders from across the three MSW Council areas, discuss how innovation has helped them drive their growth ambitions.</p>

3.4	<p>In their feedback, participants said the events were ‘motivational’, ‘inspirational’, ‘fantastic’, ‘insightful’ and ‘thought-provoking’, demonstrating the week’s impact.</p> <p>The Mid Ulster Enterprise Week 2022 Evaluation Report, at Appendix 3, details the week of events, all marketing activity and the range of feedback received.</p> <p>Recordings of the webinars are now available on Council’s YouTube Channel under Mid Ulster Enterprise Week 2022: https://www.youtube.com/playlist?list=PLzfkoqzAiZjWBhOpe51lCx1RNJPVTdgti</p> <p>Mid Ulster Labour Market Partnership (LMP)</p> <p>The Mid Ulster LMP aims to improve employability outcomes and labour market conditions locally by working through coordinated, collaborative and multiagency partnerships.</p> <p>Members will be aware Council received a Letter of Offer (dated 1 November 2022) for £368,009.25 from the Department for Communities (DfC) to support delivery of the Mid Ulster LMP Action Plan 2022-23. This section of the report includes an update on six key projects currently being delivered. It is important to note that to be eligible for support through the LMP, applicants must live in the Mid Ulster District and meet at least one of the following criteria:</p> <ul style="list-style-type: none"> • Out of work (unemployed); • Working 16 hours or less (under-employed); • In paid employment, but at risk of redundancy. <p>1. <u>Sector-focused Employability Academies</u></p> <p>South West College have been appointed to deliver 12 employability academies across 5 of Mid Ulster’s key sectors to at least 180 participants. The sectors include Manufacturing & Engineering, Construction, Agri-food, Health & Social Care and Hospitality. Each academy will be co-designed between SWC and Industry and run for a four week period with approximately 15 participants per course. By engaging in the Academies, participants who complete the courses will gain a basic (level1/level2) unit qualification relevant to their sector of interest as well as receiving employability skills training and mentoring to assist in areas such as job readiness training & development, CV writing, interview techniques, mock interviews and work placement organisation & planning. On completion of the academy, SWC will ensure each participant is connected to appropriate work placements/jobs with mentoring continuing for a 6-month period. One Manufacturing Academy has commenced in December 2022 with the remaining 11 scheduled between 1 January and 31 March 2023.</p> <p>2. <u>HGV / Coach Driver Training & Licensing Academy</u></p> <p>People 1st continue to successfully deliver this programme to 25 participants. All theory tests are due to be completed by early January 2023 with a practical element to be completed by the end of February 2023. Mentoring support is on-going and engagement with local companies who have open vacancies has commenced to match newly qualified participants with job opportunities. There were some initial</p>
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delays in receiving the letter of offer from DfC resulting in a potential underspend, however, DfC has approved that this funding can be allocated to cover the costs of 7 further Academy participants, bringing the total to 32 participants.

3. Employer-led Disability Inclusion Programme

This Programme is being delivered by The Cedar Foundation and aims to educate and inform employers to the benefits of employing people with a disability or long term illness, assisting them to understand how to remove barriers and make reasonable adjustments; whilst working with 20 participants to assist with employability/job ready skills in order to match them with open vacancies.

Mid Ulster currently has the highest disability employment gap in Northern Ireland highlighting the need for this pilot programme. The current labour shortage in Mid Ulster can potentially be addressed by tapping into the available pool of those with disabilities or long-term illness, of whom at least 1 in 3 wish to return to work.

4. Registered Childminder Training Academy

Following a procurement exercise, NICMA were appointed to deliver this project and are currently recruiting 25 participants to undertake training to enable registration as a Registered Childminder with the Early Years Team within the local Health Trusts. In addition to Childminder training, NICMA will provide business start-up training to ensure participants understand the requirements to start a new business as a Registered Childminder. On achieving registration, participants will also receive support with equipment needed to safely deliver child-minding e.g. fire guards, stair gates, baby monitor etc. This project aims to increase the provision of affordable childcare in the region within the Mid Ulster area therefore potentially removing barriers for parents of young children returning to the labour market.

5. Employability and Skills Services Register

During the development of its 2022/23 Action Plan, the Mid Ulster LMP identified that employer and participant awareness of Employability NI and available support schemes to be low. To address this issue, Cogent were appointed to build a register of all regional and local employability and skills delivery organisations and initiatives to provide stakeholders, including employers and residents with a complete understanding of the existing support landscape for the unemployed, economically inactive, or those who are employed but wish to reskill/upskill to access better quality employment. The completed Register will be a useful resource for Mid Ulster LMP and promoted to residents and businesses throughout the district.

6. Construction Sector Employability and Skills Review

The construction sector employability and skills review will identify and inform current and future employability and skills supply versus employer demand to which future employability initiatives can be targeted. Food for Thought have been procured to assist with the formation of a local Construction Collaborative Group and to develop a Sector Specific 3-year Employability and Skills Action Plan (ESAP). This will be used to identify sectoral specific interventions, support education partners in the development of future courses/programmes, and future applications for potential grant funding for sectoral skills development.

	<p>Mid Ulster LMP Action Plan 2023-24</p> <p>A key objective of the LMP approach is to develop a new one-year year Interim LMP Action Plan (2023-24). A quotation exercise is currently underway to appoint professional support to assist the Mid Ulster LMP to develop a 2023/24 Action Plan. This important piece of work will involve extensive research and consultation with a wide range of stakeholders to help ensure future priorities and interventions meet local need.</p> <p>Mid Ulster LMP Staff Team</p> <p>Email contact details of staff:</p> <p>LMP Manager Shelly Grimes E: shelly.grimes@midulstercouncil.org</p> <p>LMP Project Delivery Officer Colleen Bell E: colleen.bell@midulstercouncil.org</p> <p>LMP Administration and Finance Officer Catherine McMenamin E: Catherine.McMenamin@midulstercouncil.org</p>
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	<p>Financial</p> <p>Mid Ulster Labour Market Partnership (LMP) - LMP activity detailed above is funded by the Department for Communities (DfC).</p>
	<p>Human</p> <p>Officers time.</p>
	<p>Risk Management</p> <p>Mid Ulster Labour Market Partnership (LMP) - Organisations assisting with delivery of actions for the LMP are managed on a weekly basis against a delivery framework and timeline.</p>
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications
5.0	Recommendation(s)
5.1	<p>It is recommended that Members;</p> <p>Tourism Development Group Minutes – 7.9.22 Note minutes of Tourism Development Group held on 7 September 2022.</p>

5.2	Coalisland Town Centre Forum Minutes – 7.2.22 Note minutes of Coalisland Town Centre Forum held on 7 February 2022.
5.3	Mid Ulster Enterprise Week - Evaluation Note evaluation report on Mid Ulster Enterprise Week 2022.
5.4	Mid Ulster Labour Market Partnership (LMP) Note update on Mid Ulster LMP projects.
6.0	Documents Attached & References
	<p>Appendix 1 – Minutes of Tourism Development Group - 7.9.22</p> <p>Appendix 2 – Minutes of Coalisland Town Centre Forum – 7.2.22</p> <p>Appendix 3 – Mid Ulster Enterprise Week 2022 Evaluation Report</p>

APPENDIX 1

MID ULSTER TOURISM DEVELOPMENT GROUP MINUTES **Wednesday 7 September 2022 at 11am via Zoom**

Present

Hugh McCloy (Deputy Chair)	Tourism Services
Kieran Walsh	Hotel
Norman Bell	Visitor Attraction
Cathy O'Neill	Hospitality
Dermot Friel	Hospitality
Aoibheann Doherty	Visitor Attraction
Cllr Niamh Doris	Mid Ulster District Council
Cllr Walter Cuddy	Mid Ulster District Council
Fiona McKeown	Mid Ulster District Council
Mary McKeown	Mid Ulster District Council
Charmain Bell	Mid Ulster District Council
Allison O'Keefe	Mid Ulster District Council
Genevieve Bell	Mid Ulster District Council
Grace Booth	Mid Ulster District Council
Martha Beattie	Mid Ulster District Council
Mary McGee	Mid Ulster District Council
Anne Reid	Mid Ulster District Council

	DISCUSSION	ACTIONS
	<p>Welcome In the absence of the Chair, H McCloy, Deputy Chair, chaired the meeting and welcomed all present.</p> <p>Apologies Cllr Frances Burton Mid Ulster District Council Martin Graham Tourism Northern Ireland Brian McCormick Mid Ulster District Council</p>	
1.	<p>Minutes of Meeting held on 29 June 2022 Minutes approved. Proposed: Niamh Doris Seconded: Norman Bell</p>	
2.	<p>Matters Arising</p> <p>Tourism Northern Ireland</p> <p>H McCloy congratulated those businesses nominated for the Tourism Business Awards and wished them well. M McGee thanked the industry for their hard work throughout the year.</p>	

3.	<p>Industry Update</p> <p>Friels Bar and Restaurant</p> <p>D Friel informed that Friels had had a busy summer, however mid-week trade still quiet. D Friel spoke of The Famine and Folklore experience being developed with TNI. Dermot is looking forward to 2023.</p> <p>C O'Neill informed the group that Friels have been nominated for the Licensed and Catering News awards in 3 categories.</p> <p>Walsh's Hotel</p> <p>K Walsh reported that the self-catering lodges and apartments had done well over the summer, with a good structure going forward. Now advertising availability with TNI. Christmas parties presently being promoted.</p> <p>An Carn</p> <p>A Doherty stated that An Carn had a very busy summer, with the café and shop going from strength to strength. The self catering houses have been busy throughout the summer months and they are hoping to extend the opening period throughout the Autumn months.</p> <p>Killymoon Castle</p> <p>N Bell congratulated those nominated for the TNI Giant Spirit awards. Killymoon has had a successful summer, though the tour groups have been smaller in size. The Coulter family recently celebrated 100 years ownership of Killymoon Castle. A GI museum tour is scheduled for 18th September for max 20 people with 10 people booked so far. N Bell said that Great Days Out event will be beneficial to boost trade in Mid Ulster.</p> <p>Embrace Tours</p> <p>H McCloy stated that Embrace Tours have been well attended. Hugh is teaming up with OM Dark Sky Park and Observatory at the end of September, a group of 100 people expected to attend this tour. H McCloy informed he had teamed up with Far and Wild for the Sperrin Walking Festival with the Slieve Gallion walk sold out. Moydamlaght and Davagh walks are selling. Hugh is preparing for Halloween.</p> <p>M McKeown thanked A O'Keefe and C Bell for undertaking the tender exercise for Walking Festival.</p>	
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	<p>South West College</p> <p>S Wiggins outlined new full-time courses including part-time courses in Tourism and Hospitality and training in Chef Skills. He informed that information on the courses was available in the business engagement WhatsApp group.</p> <p>4. Business Engagement Programme – M McGee M McGee informed that the Business Engagement WhatsApp group now has 140 members and is a vital and immediate point of contact for businesses.</p> <p>M McGee thanked G Booth for creating the Tourism E-zine which enables trade to keep up to date with industry information.</p> <p>Mary highlighted the winter offers for accommodation providers and informed that 20 offers had been received for summer.</p> <p>M McGee also mentioned the new business engagement programme. M McGee and M McKeown had sent out a survey to the trade over summer to assess business training needs. Energy efficiency is a huge issue for businesses.</p> <p>M McGee said a range of social media workshops have been planned to roll out over the next few months. She mentioned the additional marketing support from TXGB.</p> <p>P Coleman from TXGB to use Letteran Lodges as a case study for marketing (due to their social media success).</p> <p>M McKeown stated that they were running events through TXGB and using OM Dark Sky Park and Observatory and Ballyronan Marina as a pilot.</p> <p>A O’Keefe and M McKeown are working with TXGB to assess revenue generated through TXGB.</p> <p>H McCloy exited meeting at 11:30am</p> <p>M McKeown deputised as Chair for the remainder of the meeting.</p> <p>5. Cluster Reports</p> <p>Seamus Heaney Cluster</p>	<p>M McGee & G Booth to work on the accommodation offers.</p>
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	<p>C Bell said the cluster group is progressing well with Phase 2 Invest NI Collaborative Growth Programme with Lara Goodhall. They are in final stages of branding with McCadden. C Bell also mentioned the numerous nominations for the TNI awards.</p> <p>M McGee said L Jameson had pulled together a meeting for a Peace Plus cross border application.</p> <p>Archaeology, History & Heritage – Genevieve Bell</p> <p>G Bell mentioned that Tourism Department were organising a Great Days Out event on 19 October in The Glenavon House Hotel. A ‘save the date’ invite had been out sent out to exhibitors.</p> <p>Bookings are coming in for the event and an invite will go out at the start of next week to group organisers.</p> <p>G Bell advised bookings are made through G Booth.</p> <p>G Bell said that a Heritage Strategy Engagement workshop with the Rural Centre was being planned to take place in November.</p> <p>There are two Hidden Heritage tours remaining, Poems & Painting in Donaghmore and Emigrants Walk, Carntogher Mountain. Feedback for Hidden Heritage events so far has been excellent.</p> <p>G Bell said they are in the process of developing tours for 2023.</p> <p>European Heritage Open Days weekend is taking place on 10 & 11 September.</p> <p>M McKeown advised that H McLaughlin from The Rural Centre, Clogher has sent out an invite to the Heritage Workshop taking place at Killymoon Castle. Feedback welcomed. The strategy is to be signed off by next financial year. This is an invitation only event.</p> <p>Outdoor Activities</p> <p>A O’Keefe said the Hillwalking Festival kicked off last weekend with Causeway Coast and Glens. Harriet Communications have been employed to do PR. There has been fantastic reach. The Hillwalking Festival has been featured in UTV Life, Radio Ulster, Daily Mirror, Sunday World, Love Belfast and in the local press. Slieve Gallion walk fully booked, with bookings for Davagh walk & Moydamlaght still coming in. M McKeown</p>	
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	<p>advised to go on to Visit Mid Ulster website to book the walks. Information also available on VIC touch screens.</p> <p>A O'Keefe said they will plan early for next year and share with local groups.</p> <p>A O'Keefe spoke of the European Heritage Open Days with Living History tours in the Bridewell on Saturday 10 September. Four tours, with local Magherafelt schools, fully booked and four tours in conjunction with the library. The website, kiosk and new social media platforms are being used for businesses to advertise their events and businesses can submit events for free on visitmidulster.com</p>	
6.	<p>Visitor Monitoring</p> <p>M McKeown gave an overview of the visitor monitoring figures. M McKeown advised that the counter at Wellbrook Beetling Mill had been damaged and would be removed.</p> <p>M McKeown informed that Sperrin View Glamping have opened up a coffee shop near the Stone Circles.</p> <p>The Giant sculpture is being featured in part of the Autumn campaign.</p>	
7.	<p>Brown Signage</p> <p>G Bell is working with M McKeown to draw up a spec to do an audit on all brown signage in the Mid Ulster District Council area. There will be feedback to group in April/May 2023. M McKeown advised all options with the Road Service had been exhausted to for their help in assisting to replace brown signage.</p>	
8.	<p>Autumn Marketing Campaign Update</p> <p>M McKeown said that the Summer campaign was digital and outdoor based. The Autumn campaign is being delivered using the Tourism core budget. The campaign will be shared with the Tourism Development Group and through the cluster groups.</p> <p>M McKeown advised that there is a focus on the Taste programme and they are working with hotels for overnight accommodation. The Autumn campaign is focusing on Dark Skies and the outdoor projection show (Moon and Back) from October.</p> <p>The Christmas lights switch on and Halloween events can be found on the Visit Mid Ulster website. Tourism are working with</p>	

<p>9.</p>	<p>the Communications team to get costings, and prices from Cool FM. M McKeown said the campaign needs a larger reach and we require offers from businesses.</p> <p>There is a focus on 'What we do best' and on space and open spaces.</p> <p>Any Other Business</p> <p>M McKeown spoke in relation to the review of the Tourism Development Group and will inform members at a future meeting.</p> <p>Cllr Cuddy spoke of The Space on Castle Hill which is opening on Saturday 10 September with an Artisan market. Events are being co-ordinated through Dungannon Enterprise Centre.</p> <p>It is hoped that NI Library Services, MUDC and Dungannon Enterprise Centre work together to increase footfall in the town and work with the flower market that is in town every Thursday. Updates to follow.</p> <p>Date of Next Meeting: 11 November 2022</p>	
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APPENDIX 2

Minutes of Coalisland Town Centre Forum Meeting **Monday 7th February 2022 at 5.30pm** **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
Raymond O'Neill	Eden Blooms (Vice-Chair)
Ursula Marshall	Mid Ulster Disability Forum
Avril Sharkey	Department for Communities
Patricia Toner	Sole Sister
Dermot McGirr	Translink
Brian O'Neill	Coalisland Credit Union

In Attendance

Colin McKenna	Mid Ulster District Council
Catherine Fox	Mid Ulster District Council
Annette McGahan	Mid Ulster District Council
Oliver Donnelly	Mid Ulster District Council

	DISCUSSION																										
1.	Apologies <table><tr><td>Cllr Dan Kerr</td><td>Mid Ulster District Council</td></tr><tr><td>Cllr Niall McAleer</td><td>Mid Ulster District Council</td></tr><tr><td>Cllr Robert Colvin</td><td>Mid Ulster District Council</td></tr><tr><td>Adrian McCreesh</td><td>Mid Ulster District Council</td></tr><tr><td>Mark Kelso</td><td>Mid Ulster District Council</td></tr><tr><td>Fiona McKeown</td><td>Mid Ulster District Council</td></tr><tr><td>Michael McGibbon</td><td>Mid Ulster District Council</td></tr><tr><td>Raymond Lowry</td><td>Mid Ulster District Council</td></tr><tr><td>Johnny McNeill</td><td>Mid Ulster District Council</td></tr><tr><td>Francie Molloy MP</td><td>Coalisland Residents & Community Forum</td></tr><tr><td>Aedamar McCrossan</td><td>PSNI</td></tr><tr><td>Peter Waugh</td><td>PSNI</td></tr><tr><td>Joe Connaghan</td><td>PSNI</td></tr></table>	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	Johnny McNeill	Mid Ulster District Council	Francie Molloy MP	Coalisland Residents & Community Forum	Aedamar McCrossan	PSNI	Peter Waugh	PSNI	Joe Connaghan	PSNI
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Peter Waugh	PSNI																										
Joe Connaghan	PSNI																										
2.	Cllr Doris, the Chair, welcomed everyone to the meeting especially Patricia Toner from Sole Sister who had recently joined.																										
3.	Minutes of Previous Meeting - Monday 25th October 2021 R O'Neill clarified that there were 15 points instead of 10 points as per the minutes. U Marshall advised that the correct term used is the Disabled Peoples Parliament																										

	<p>Proposed by U Marshall Seconded by Cllr N Doris and agreed: -</p> <p>The minutes of the meeting held on Monday 29th November 2021 were a true and accurate record of proceedings.</p>
4.	<p>Matters Arising from Previous Meeting – Monday 29 November 2021</p> <p>There were no matters arising that would not be dealt with in the Project Updates.</p>
5.	<p>Coalisland Project Updates</p> <ul style="list-style-type: none"> <p>Coalisland Public Realm</p> <p>C Fox updated that the project is nearing completion with the snagging list to be completed by the contractor and once the snagging list has been completed, a launch of the project would be organised and Members notified, in conjunction with the Department for Communities (DfC).</p> <p>As the Council are still in contract with the Contractor and the area is not formally handed over until all completed, Coalisland is not included in the Town Centre Cleansing Scheme. Once all handed over, staff will engage with the Council cleansing team to ensure all is clean before any launch.</p> <p>R O'Neill reiterated his concerns about the one – way system.</p> <p>Cllr O'Neill advised that he thought the footpaths were like a skating rink in icy conditions. O Donnelly advised he would revert this back to Contractors.</p> <p>Gortgonis</p> <p>C Fox updated the Project is still currently at Planning Stage and a further update will be provided once this process has completed.</p> <p>PEACE IV Shared Spaces Project</p> <p>R Lowry updated that additional works are planned for the area opposite Newell Stores under the PEACE IV funded Shared Spaces Project, which will see the placement of amphitheatre seating, benches and lighting at the start of the Canal. This work is expected to start in the next couple of months.</p> <p>Revitalisation Project</p> <p>EI Scheme</p> <p>C Fox updated that the Capital Works commenced on 31st January 2022. Funded by the Department for Communities (DfC) the project will see the Canal Towpath area receive a landscaping makeover, with new grass and paved areas, raised planters, new shrubs and trees, new bins and seating, new cycle racks and new feature signage.</p>

	<p>The Contractor that has been appointed is Northstone and works have been scheduled to complete within 8 weeks. They hope to keep the path accessible to the public but there may be a day or so where they will have to restrict access. Council were working with Communications Team to keep the public informed.</p> <ul style="list-style-type: none"> • Brand Development <p>Consultation by McCadden Design is ongoing with Businesses in relation to the creation of a new brand for Coalisland. When the consultations are complete, Members will be presented with three options for approval. C Fox advised that the next number of meetings for the Forum will have single item agendas for the agreement of the Branding and the Festive Lighting.</p> <p>R O'Neill stated that he was very impressed with McCadden Design following his consultation opportunity.</p> <ul style="list-style-type: none"> • Festive Lighting <p>The procurement process has been completed for the company to supply and deliver new festive lighting for the Town. The company will be formally appointed following the full Council meeting in February.</p> <ul style="list-style-type: none"> • Town Centre Progress Report <p>C Fox delivered the Town Centre Progress Report highlighting that applications to the Marketing Scheme closed on the 10th January 2022 and all recipients of a Letter of Offer were required to submit their claim before the deadline of Friday 11 February 2022.</p> <p>In relation to the Mid Ulster Gift Card, C Fox updated Members with the Programme Summary Report for period 8 Nov 21 up until 13 January 2022 -</p> <ul style="list-style-type: none"> • Total No. of businesses registered to date - 176 • Value of Gift Cards funded - £20,995 • Cards activated – 460 <p>Events</p> <p>The Regeneration Manager advised that a report will be taken to Council in February 2022 to update on events for the current year. Following this planning for all events will commence.</p>
6.	<p>Any Other Business</p> <p>Meeting ended at 6.30pm</p>
7.	<p>Date of Next Meeting</p>

	The next meetings would be scheduled to agree the Brand and Festive Lighting when drafts were completed.
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Mid Ulster Enterprise Week

Adapt, Evolve, Overcome

14 - 18 November 2022



1.0 Background

To mark Global Entrepreneurship Week 2022, Mid Ulster District Council's fourth Enterprise Week took place from Monday 14th to Thursday 17th November 2022.

As a result of the success of the online Enterprise Weeks in 2020 and 2021, as well as the global return to in-person events, Mid Ulster DC made the decision to keep some of Mid Ulster Enterprise Week virtual for 2022, with three in-person events and the rest online. The week was launched by the in-person event, a panel discussion on 'Resilience Means Business' with four well-known Northern Ireland (including some Mid Ulster) sports stars.

Organised by Mid Ulster District Council, the week's theme was *Adapt, Evolve, Overcome* to connect with the current economic situation, heading into a financial recession, post-pandemic, energy crisis and more, but maintained the ethos of positivity and resilience throughout the week, with the aim of providing businesses with a range of insights into how to manage and address the challenges they are now facing.

The week's events focused on a wide range of subjects, including resilience, the use of video, economic landscape, achieving net zero, a job fair, and more. The Council supported further events, aimed at inspiring potential entrepreneurs, as part of Global Entrepreneurship Week, organised by the Go For It Programme, as well as events organised by the Council's Tourism Section.

2.0 Marketing & Promotion (including Social Media)

Marketing and promotion were carried out across a range of formats. Enterprise Week 2022 was promoted in the press with a news release and launch picture, newspaper adverts, radio advertising and social media. There was also a digital programme developed 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 7th November.

Social media channels were continuously used in the run up to Enterprise Week 2022, 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, event descriptions and links to the registration pages of each event, to enable a one stop shop for the week's programme and registration links.

The PageTiger document can be viewed here:
<https://plannd.pagetiger.com/dpansjm/MUEW22>

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 31st October to 18th November.

The results of the Mail Chimp were:

- 797 emails sent out
- 594 opens
- 49 link clicks

Stats from Google analytics for the week show that there were 538 page views and 317 unique page views. Referrals were as below:

- Referrals: 14-18 November (EW Week)
 - LinkedIn: 9
 - Facebook: 32
 - Twitter: 5
 - Instagram: 0
- Referrals: 01-18 November
 - LinkedIn: 19
 - Facebook: 106
 - Twitter: 19
 - Instagram: 0

The webinar recordings were uploaded to the Council's YouTube channel on 25 November 2022. The number of views will be checked at the end of January 2023.

- Extensive programme of 13 free events

- Total of 384 people attended the programme of events

- **Social Media Engagement** (from 31st October - 17th November 2022):

- **Twitter** – 15 posts, 7,581 impressions (number of times a tweet has been delivered to twitter stream of users), 446 engagements (Number of users that interacted with post), and 865 video views
- **Mid Ulster Facebook** – 19 posts, 131,069 people reached, 446 people engaged, 865 video views. A number of paid boosted posts were used on Facebook.
- **Instagram** – Launch post only (27 October 2022), 419 people reached, 4 people engaged.
- **Council Website Analytics** – 528 page views and 317 unique page views
- **Promotional Digital Programme (PageTiger) views:** 424

The events were also promoted via e-invitations to the Council's key business networks. A highlights video has been created to capture Mid Ulster Enterprise Week 2022 in a visual format and was posted on Council's social media pages on Friday 25 November 2022.

Recordings of the webinars can be accessed on Council's YouTube channel

<https://www.youtube.com/playlist?list=PLzfkoqzAiZjWBhOpe51ICx1RNJPVTdgti>

3.0 Programme of Events

Event	Speaker(s)	Digital /In-person	Attendance
The 'Kick-Off'! Resilience Means Business Venue: The Glenavon Hotel , Cookstown	Hosted by Sarah Travers Panel: Lady Mary Peters , NI Former Athlete, Simone Magill , Aston Villa Footballer, Darren Cave , Ex-Rugby player for Ireland and NI, Kieran McGeary , Irish Gaelic Footballer	In-person	30
The Power of Video	Aislinn Higgins , Dream Media Ireland	Digital	42
Instagram & Facebook Reels – Social Media Workshop for Tourism Businesses Venue: Hill of the O'Neill, Dungannon	Hosted by: Mid Ulster District Council Tourism section and delivered by Caoimhe Mulgrew (Purple Dot)	In-person	16
Economic Landscape: Preparing for Economic Volatility	Hosted by Mark Simpson, BBC Journalist Panel: Feargal McCormack , FPM Accountants, Gavin Kennedy , G&J Kennedy Project Management, Mark Cunningham , Bank of Ireland	Digital	28
Leading Ladies – Their Journey To Success	Hosted by: Denise Murtagh Panel: Rachel Molloy , Café No.47, Leona Morrow , LM Transport Consultant, Mona Houston , The Fashion House	In-person	25
Develop an Entrepreneurial Mindset (delivered by the NI GoForIt Programme) In person (Ekos Centre Ballymena) and streamed live	Hosted by: Cate Conway With Phil Graham successful local entrepreneur, fitness expert and business mentor	Hybrid	10
Net Zero: Challenge Accepted	Host: Jamie Delargy Panel: Steven Agnew , RenewableNI, Bernadette Convery , Invest NI, Mareanne Bradley , Specialist Joinery Group Unfortunately due to illness Bernadette was unable to join the panel on the day	Digital	29

Support Local – Mid Ulster Gift Card	Leigh Brown and Leanne Ferguson	Digital	18
Keeping Hospitality at Home	Hosted by: James McGinn MD Hastings Hotels Panel: Claire Murray , Deli on the Green, Dermot Friel , Friel's Bar & Restaurant	Digital	23
Mid Ulster Jobs & Careers Fair Venue: Cookstown Leisure Centre	Hosted by: Mid Ulster District Council in conjunction with Network Personnel and Dept for Communities	In person	92
Instagram & Facebook Reels – Social Media Workshop for Tourism Businesses Venue: The Terrace Hotel, Magherafelt	Hosted by: Mid Ulster District Council Tourism section and delivered by Caoimhe Mulgrew (Purple Dot)	In person	12
Growth Through Innovation (Mid South West)	Hosted by: Clodagh Rice, BBC Journalist Panel: Colin Edgar , CET Cryospas, Stephen Smyth , TCTS Group Ltd, Terry Mullin , Global Automation	Digital	34
Build Your Business Battleplan	Paul Creighton , MD of AES Global	Digital	25
TOTAL			384

4.0 Synopsis of Events

A total of 13 events were offered by Council as part of Mid Ulster Enterprise Week 2022 under the theme of 'Adapt, Evolve, Overcome'. 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. A specific webinar was held for the Hospitality sector, alongside advice on resilience, the economy and finance, using video in your business, and preparing your business strategies with a five point plan.

Feedback from attendees was very positive, with comments praising the week's programme of event topics, speakers and facilitators.

5.0 Events Manager Feedback

This year's Mid Ulster Enterprise Week programme was packed full of insightful and diverse presentations and panels.

The programme featured a great variety of speakers from a huge range of industries and, with a lot of 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 really 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 events.

The idea of featuring a mix of online and in-person events was suggested after 2021's Enterprise Week. Although in-person events can be more impactful on the day, it is worth noting that numbers for in-person events were low. The Economic Landscape event was originally organised to be in person, however with a lower uptake on numbers, the decision was made to move this event online. Plannd emailed those registered to let them know and no attendees removed their registration as a result of the move. Once the event was promoted as online, numbers increased by 161%. This should be taken into consideration when planning Enterprise Week 2023. The timing of this event also worked well, over a lunchtime slot rather than in the morning. Plannd suggests perhaps it is worth considering lunchtime and breakfast time events to increase numbers by avoiding individuals having to take time off work to attend – which could be why the targeted numbers were not achieved.

Plannd would suggest launching a week earlier in 2023 to give more time to build numbers.

One attendee from the Leading Ladies event, which took place in the evening, addressed the timings and requested that future events are not in the evening as it was a struggle for her to attend at this time. An attendee from The Power of Video requested that more events take place outside of work hours, due to the increase in flexible working, all working schedules will be harder to accommodate. Therefore, plannd's suggestion of breakfast and lunchtime events could be the best method to adapt to this.

An idea for 2023 to consider is also a mid-week online or in-person conference with multiple sessions, allowing attendees who would like to attend multiple events to take one day as opposed to taking time out of work each day for one week.

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, this could definitely be grown in future years as a more widespread part of Enterprise Week promotion. The PageTiger had 424 views and could have a wider reach if featured in MUEW core promotions.

The technical aspect of the week worked really 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.

6.0 Conclusion

Despite how easy it would have been to run Enterprise Week with a focus once again on Covid-19 and the post-pandemic struggles businesses, the fourth Mid Ulster Enterprise Week delivered an upbeat programme of events, with a theme of positivity throughout, whilst still connecting with topics that need to be addressed, such as the recession. The online format of most of the events was welcomed and provided the opportunity for attendees to sign up from wherever they are based, both in and outside of the district.

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

2023 has the potential for Enterprise Week to refresh the format with something new, for example having the series at different timings to this year, such as Lunch and Learn and Breakfast Business Bites, or one online event with different sessions.

There is still no question that online webinars have opened up Enterprise Week to a huge new audience, in terms of both speakers and audience, and have benefited the programme greatly.

Recordings of the webinars can be accessed on Council's YouTube channel
<https://www.youtube.com/playlist?list=PLzfkoqzAiZjWBhOpe51ICx1RNJPVTdgti>

Feedback from the Webinars

Across all webinars, 56.41% of attendees rated the value of attending as Excellent, 35.89% rated the value as Very Good and 7.69% rated the value as Good.

78.95% of attendees rated the speakers as Excellent, with the remaining 21.05% rating the speakers as Very Good.

66.66% rated the panel hosts as Excellent and 33.33% rated the hosts as Very Good.

Event	Feedback
The Kick Off: Resilience Means Business	<p>"Lots of tips on 'Resilience' to have as 'take away!'"</p> <p>"Some informative and easy to relate to. So many similarities to business."</p> <p>"Inspirational start to the week".</p> <p>"Very insightful event all with a common theme of resilience and how to deal with the challenges daily. Talking about the four components of resilience. Great line up!"</p> <p>"Very insightful in terms of world of sport. Parallels evident to business environment. Great line up of speakers."</p> <p>"Sarah Travers was an excellent host. Well-orchestrated talk from the four sports people sharing the highs and lows of their career."</p>
The Power of Video	<p>"Aislinn's presentation was excellent. So too was the MUDC facilitation. Well done!"</p> <p>"Practical ways and signposted to references to encourage me to promote my business on Instagram"</p> <p>"Lot of information on how to make more engaging and professional online content."</p> <p>"This webinar has highlighted the the different ways in which video and short content can be explored for various businesses and in a very easy to understand, step-by-step explanation."</p> <p>"More video content is key on a consistent basis! Aisling was v good at explaining the 'how to's' Much appreciated!"</p>

	<p>"I really enjoyed the information today and would like to see more courses available throughout the year"</p>
'Mid Ulster's Leading Ladies'	<p>"Very inspiring event and great advice, thanks a lot!"</p> <p>"What a great event. The speakers were all so interesting. Brilliant advice and journey stories."</p> <p>"Absolutely inspiring event. Great to hear how businesses have overcome challenges, evolved, and grown. Three very inspiring business ladies."</p> <p>"Informative and motivational."</p> <p>"Very informative event. Great to hear honest open experiences from women overcoming challenges in business."</p> <p>"Fantastic and very inspirational. It's great to hear from local successful business owners."</p>
Economic Landscape: Preparing for Economic Volatility	<p>"I learnt first application is your best chance & pause and get the application right & try and understand what funding are you looking for and why?"</p>
Net Zero: Challenge Accepted	<p>"Both speakers were brilliant. Very insightful."</p>
Support Local – Mid Ulster Gift Card	<p>"I think this is brilliant for the local economy and was unaware of it until I saw the details for the webinar. I would be interested but need to investigate further."</p>
Keeping Hospitality At Home	<p>"James McGinn was excellent"</p> <p>"I learnt we need to look after staff to retain them and be innovative to tackle present challenges"</p>
Growth Through Innovation	<p>"How businesses can be innovative - sourcing the right staff/skilled experts. Stephen provided excellent information and examples"</p> <p>"I learnt innovation comes in many forms for businesses. Ideas often fail but businesses need to</p>

	move on to the next step and keep developing. There's help and support available for innovation."
Build Your Business Battleplan	"This the first event I have been able to attend and I found it interesting and informative... It has definitely made me relook at the schedule to see if I can attend any of the other events. Good mix of online and on site seminars"

Newspaper Advert

Mid Ulster Enterprise Week

14-18 Nov 2022

Adapt, Evolve, Overcome



MON 14th November

The 'Kick-off'! Resilience Means Business

10:00am - 11:00am (refreshments from 9.30am)

Venue: The Glenavon Hotel, Cookstown

The world of sports develops athletes' ability to recover from setbacks and withstand pressures that are rivalled by no other industry. Who better to hear from to inspire and inform your own resilience than four of Northern Ireland's brilliant sportspeople? Join Lady Mary Peters, Simone Magill, Darren Cave and Kieran McGeary for a panel discussion like no other, as they touch on the resilience they have had to learn from their experiences and how these skills can be applied to the business industry.

The Power of Video

2.00pm - 3.00pm

Hosted on: Zoom

Speaker: Aislinn Higgins, Dream Media Ireland

There is no business like showbusiness! Whether you are in front of or behind the camera, it's time to embrace the power of video for your business. Video can help you reach a new target market and acquire new customers, as well as engage and inform your current audience. Join Aislinn Higgins, Founder of Dream Media Ireland, to learn how to create engaging and informative short form video content for TikTok and Instagram.

Friday 18th November

If you attend any of our events, 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 18th November

Prizes from the Support Local - Mid Ulster Gift Card event will also be drawn on Friday.

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.

TUE 15th November

Instagram & Facebook Reels – Social Media Workshop for Tourism Businesses

10am - 1pm (refreshments served)

Venue: The Tower Room, Hill of the O'Neill Dunganon

If you are unable to attend this event, it will also take place in Magherafelt on Thursday 17th.

This workshop explores the process in creating video content to upload to Instagram Reels and Facebook. We will show attendees how to plan, storyboard and record content using their mobile phones, and how to edit content, to publish online, using editing app InShot. We will also show examples of the benefits of Facebook/Instagram Ads to promote content online.

All attendees must bring their mobile phones for this workshop.

Economic Landscape: Preparing for Economic Volatility

12.30pm - 1.30pm (refreshments from 12.00pm)

Venue: The Gables, Dunganon

With the world heading into uncertain territory, the cost of living crisis is set to affect individuals and businesses alike. Join Mark Simpson as he discusses how businesses can best prepare for Economic Volatility with Feargal McCormack, PKF-FPM, Gavin Kennedy, G&J Kennedy Project Management and Mark Cunningham, Bank of Ireland, who will provide top tips on accessing finance to maintain your business.

Leading Ladies - Their Journey To Success

7.00pm - 8.00pm (refreshments from 6.30pm)

Venue: The Terrace Hotel, Magherafelt

Join our host, Denise Murtagh, in conversation with 3 local female entrepreneurs: Rachel Molloy, Café No. 47, Leona Morrow, LM Transport Consultant and Mona Houston, The Fashion House. Hear how it all started for this inspirational group of women. Learn what motivates and inspires them and how they have used this to overcome the many challenges that have presented themselves along their entrepreneurial journey.

WED 16th November

Net Zero: Challenge Accepted

10.00am - 11.00am

Hosted on: Zoom

We've all heard the term Net Zero. We all know we need to get there. Yet not enough of us know how to do so! Are you interested in hearing about how you can accelerate your business towards achieving Net Zero, or as close as possible? Jamie Delargy will host our panel of experts: Steven Agnew, RenewableNI, Bernadette Convery, Invest NI and Mareanne Bradley, Specialist Joinery Group, who will talk about the benefits of achieving Net Zero, how to get there, the practical supports, as well as how to overcome challenges along the way.

Develop an Entrepreneurial Mindset

12.00pm - 1.30pm

Venue: The Ecos Innovation Centre, Ballymena (Also Live Streamed)

In this hybrid workshop, Cate Conway will host an interview with Phil Graham, a hugely successful entrepreneur and business mentor, to give an insight into how Phil developed an entrepreneurial mindset critical to building his business as one of the UK and Ireland's leading fitness experts and business mentors.

Support Local - Mid Ulster Gift Card

1.00pm - 1.45pm

Hosted on: Zoom

Leah Brown will present to you the benefits of the Mid Ulster Gift Card! Join us to hear all about it, have your questions answered directly and hear from those who have already benefited from having the Gift Card as part of their business. By attending this webinar on the day you will be entered into a prize draw for one of four £50 Mid Ulster Gift Cards!

Keeping Hospitality At Home

2.30pm - 3.30pm

Hosted on: Zoom

Join James McGinn, MD of Hastings Hotels, as he brings us his practical advice how to excel in the current hospitality industry! He will discuss how to keep up with new trends, hit targets and bring people to your business in a time when travel is opening up again and people are keen to visit new places. James will be joined by Claire Murray, Deli on the Green and Dermot Friel, Friel's Bar & Restaurant.

THURS 17th November

Instagram & Facebook Reels – Social Media Workshop for Tourism Businesses

10.00am - 1.00pm (refreshments served)

Venue: The Terrace Hotel, Magherafelt

If you are unable to attend this event, it will also take place in Dunganon on Tuesday 15th.

Growth Through Innovation

10.00am - 11.00am

Hosted on: Zoom

Innovation has become so important to businesses as many adapt to a fast-changing world to ensure they remain sustainable and have a competitive edge. Join our host Clodagh Rice, BBC Journalist, and three business leaders from different sectors across the MSW Region of Northern Ireland, in conversation, discussing how innovating helped them grow and remain competitive in the current challenging economic conditions.

Panel - Colin Edgar, CET Cryospas, Stephen Smyth, TCTS Group Ltd and Terry Mullin, Global Automation

Mid Ulster Jobs & Careers Fair

11.00am - 4.00pm

Venue: Cookstown Leisure Centre

Are you looking for work? Fancy a change in career? Interested in upskilling? Then the Mid Ulster Jobs & Careers Fair is the place to be. With over 50 local employers and support organisations on site, this is a brilliant opportunity to make connections, get advice, apply, and interview on the day!

Build your Business Battleplan

2.00pm - 3.00pm

Hosted on: Zoom

Paul Creighton, CEO of AES Global and business mentor, is bringing you his five point battle plan for businesses heading into the impending recession. Join this webinar to hear how to prepare step by step, covering: finding your strategy, bringing your team into your strategic thinking, motivating your team, improving company culture and measuring simple KPIs to bring your business out on top. This is a webinar not to be missed!



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council



Press Release

Mid Ulster Enterprise Week returns for 2022

Mid Ulster District Council's Enterprise Week returns this year from Monday 14 – Friday 18 November.

During the week, 13 events for local businesses, both online and in person, will take place under this year's timely theme- Adapt, Evolve, Overcome, reflecting this year's focus on continuing the journey to economic recovery.

A Business of Resilience event, facilitated by Sarah Travers, former journalist, and Director of Bespoke Communications, will kick off the week in the Glenavon Hotel. During this event, renowned sporting figures, Lady Mary Peters, Kieran McGeary, Simone Magill and Darren Cave, will outline how the skills and tactics they deploy in sport could be transferred to the world of business.

Assisting businesses to navigate through adversity is a common theme during the week with events such as The Power of Video, with Aislinn Higgins; Economic Landscapes: Preparing for Economic Volatility with the BBC's Mark Simpson; Build Your Business Battleplan with Paul Creighton from AES Global, Cookstown, as well as social media training for the tourism sector, taking place.

Other events include a Mid Ulster's Leading Ladies event where three successful Mid Ulster businesswomen will talk to Denise Murtagh about the challenges they have faced on their personal and business journeys, a jobs and careers fair and a Net Zero: Challenge Accepted event facilitated by former UTV journalist, Jamie Delargy.

In addition, the hard-hit tourism sector is invited to a panel discussion on how to excel in the current hospitality industry with James McGinn who will be in conversation with Claire Murray from Deli on the Green, Dungannon and Dermot Friel from Friel's Bar and Restaurant, Maghera.

Launching this year's Enterprise Week, Councillor Córa Corry, Chair of the Council, said:

"The last couple of years have possibly been the most difficult our businesses have ever had to face and have resulted in an extremely challenging trading environment for most. Add to this the new pressures brought by the rising cost of living, where many businesses are having to make extremely difficult decisions about their future and how they can best cope with these mounting pressures. The series of events scheduled under the extremely timely and poignant theme of this year's Enterprise Week (Adapt, Evolve, Overcome) will provide businesses with the information, advice, and guidance they require to help them weather these storms and overcome some of these difficulties, enabling them to begin or continue their journey to recovery and success.

"I'm looking forward to attending throughout the week– and to incorporating some of the vital messaging and learning into my own life. I have no doubt our businesses from across the spectrum will do the same and find the week extremely informative."

Claire Murray, Deli on the Green, Dungannon, commented:

"Mid Ulster Enterprise Week is delivering a packed programme – whether you're looking for advice on how to become more resilient, get an insight into the future economic picture or

become more adept at creating video content for socials, Mid Ulster Enterprise week has it covered.

"I'm really looking forward to sharing my story with James McGinn and hearing from others too at the 'Keeping Hospitality at Home' event. I'd encourage Mid Ulster businesses to check out the week's events and get registered!"

Paul Creighton AES Global, Cookstown added:

"It is great to see such a wide range of really useful topics across a range of interesting speakers. I am delighted to be part of this event and pleased to be sharing a 5 point battle plan, derived from our global successes in the both the financial crash and the covid pandemic."

To view the full programme of events for the week, and to register your place, go to the [Enterprise Week page on the website.](#)

Post Event News Release

Business Resilience Showcased in Successful Enterprise Week

Over 370 people participated in Mid Ulster's fourth Enterprise Week (14-18 November), attending 13 free online and in-person events focusing on how to help businesses build their resilience in the face of current and future challenges on a range of fronts.

This year's theme was Adapt, Evolve, Overcome, and some of the most popular events included, 'The Kick-Off: The Business of Resilience' with local sports personalities Lady May Peters, Kieran McGeary, Simone Magill and Darren Cave, 'The Power of Video' with Aislinn Higgins, 'Build Your Business Battleplan' with Paul Creighton and a celebration of Mid Ulster's female entrepreneurs 'Leading Ladies' Mona Houston The Fashion House, Rachel Molloy, Café No 47, and Leona Morrow, LM Transport Consultants.

Organised by Mid Ulster District Council, with support from partners including the Mid South West Council Group, GoFort and local business leaders, the events were delivered under the theme of Adapt, Evolve, Overcome, and aimed to provide businesses with information, advice and guidance to help them explore how to address the range of pressures on both themselves and their operating environment, and how to overcome some of these difficulties, enabling them to begin or continue their journey to recovery and growth.

The diverse programme of webinars focused on timely topics and themes to help local businesses to navigate their way through the difficulties of the last 21 months and offered advice, guidance, and tips on how to move forward and help their business to come out stronger on the other side.

Councillor Córa Corry, Chair of the Council, was delighted with businesses' engagement in the week's events,

"Participant figures for this fourth annual Mid Ulster Enterprise Week speak volumes about both the impressive and fitting programme on offer and just how well-known the week has become for local businesses

"Businesses used words like 'motivational', 'inspirational', 'fantastic', 'insightful' and 'thought-provoking' in their feedback, showing the week really did have a positive impact and offered a selection of insights into how to Evolve, Adapt and Overcome. All in all, an excellent week which shows that Mid Ulster's enterprising spirit is very much alive and well even during the most challenging of times!"

If you missed any of the events, the Webinars from Mid Ulster Enterprise Week 2022 will be available to view at the Council's YouTube account from Monday 28 November 2022.