

Report on	Lough Neagh Partnership Core Funding 2017/18
Reporting Officer	Michael Browne
Contact Officer	Allison O'Keefe

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

1.0	Purpose of Report
1.1	To approve annual contribution for year 2017/18 to the core running costs associated with Lough Neagh Partnership in the delivery of marketing tourism, recreational, environmental and heritage activities on Lough Neagh and the Lough Neagh shoreline on behalf of Mid Ulster District Council .
2.0	Background
2.1	<p>Lough Neagh Partnership Ltd is a non-profit company limited by guarantee with a Board of Directors representing local authorities, community sector, business sector and special interest groups.</p> <p>The Partnership has delivered programmes and projects on behalf of local and central government including the Lough Neagh Strategic Fund (DARD) and LN Co-Operation Fund (RDP). It has also developed and in part implemented the Lough Neagh and Its Waterways Destination Management Plan. The funding will be used for various projects and to operate a continuous marketing plan for Lough Neagh.</p> <p>Over the years, the Lough Neagh Partnership has received core funding from the seven legacy councils and, since RPA, the five new councils around the Lough, for core co-ordination and marketing roles. Of these five, three Council's (Mid Ulster, Armagh/Banbridge/Craigavon and Antrim/Newtownabbey) have a major part of the shoreline whilst the remaining two (Mid/East Antrim and Lisburn/Castlereagh) have smaller but important portions.</p>
3.0	Main Report
3.1	<p>Lough Neagh seek continued support from Mid Ulster District Council to co-ordinate and promote tourism, environmental and heritage activities on Lough Neagh and around the shoreline to bring social, economic and cultural benefits to the Mid Ulster area.</p> <p>Lough Neagh Partnership will also attempt to attract over £150,000 of new investment in the Mid Ulster area for 2017/18 on top of £1million HLF investment.</p>

	<p>Funding is requested for core running and staff costs in the development and delivery of programmes.</p> <p>Funding requests to each of the five Councils, which are pro rata based in accordance with the approximate amount of shoreline and/ or activity hubs are outlined below.</p> <ul style="list-style-type: none"> • Mid Ulster Council £22,000 • Antrim/Newtownabbey £22,000 Approved • Armagh /Banbridge/Craigavon £22,000 Approved • Mid/East Antrim £3,500 Approved • Lisburn/Castlereagh £3,500 Approved <p>As part of this funding Lough Neagh Partnership will continue to attract additional investment (such as the Landscape Partnership scheme, NIEA Shoreline scheme, new Farm Group Scheme). They will look to improve the infrastructure in the area through Heritage Trails and Heritage projects in HLF scheme, enhance long-term economic prospects through improved marketing of tourism product. Assist Mid Ulster with planning and community planning advice, sustain 3 jobs and indirectly create 5 new jobs through Landscape Partnership.</p>
4.0	Other Considerations
4.1	<p><u>Financial & Human Resources Implications</u></p> <p>Financial: £22,000 which has been identified in the 2017/18 budget and will be paid in 2 stages:</p> <p>Stage 1 payment 1 April – 30 September 17</p> <p>Stage 2 payment 1 October – 31 March 17</p>
4.2	<u>Equality and Good Relations Implications</u>
4.3	<u>Risk Management Implications</u>
5.0	Recommendation(s)
5.1	Recommend Mid Ulster District Council fund Lough Neagh Partnership £22,000 as requested and subject to funding being secured from all five Lough Neagh Council's.
5.2	Recommend that the Lough Neagh Partnership submit a quarterly update to Mid Ulster District Council.
6.0	Documents Attached & References
6.1	Appendix 1 - LNP Application Report for Funding 2017/18

**LOUGH NEAGH PARTNERSHIP CORE FUNDING 2017/18 - £22,000
MID ULSTER DISTRICT COUNCIL ANNUAL FUNDING MEASUREABLE TARGETS AND
QUANTIFIABLE OUTPUTS**



Targets	Target Date	Quantifiable Outputs
<p>1. Landscape Partnership Project Deliver Year 2 of the Lough Neagh Landscap Partnership project</p>	31 MARCH 18	Implement projects as agreed in HLF plan for 2018/19 e.g. signage project, Ardboe Archaeology project, Mountjoy Archaeology project. Begin progress on Brookend and Derryloughan nature reserves.
<p>2. Destination Marketing Plan Working with Mid Ulster Council and stakeholders, identify and help develop new tourism products on Lough</p>	31 MARCH 18	Develop and promote three new major Lough Neagh Tours 2 of which relate to and promote the Mid Ulster Tourism development product. Begin to develop a new food project for the Lough. Help Mid Ulster with the implementation of their tourism strategy.
<p>3. Marketing and Promotion 3.1 Ensure that VICs provide event information to Tourism NI on regular basis 3.2 Co-ordination of Tourism NI marketing features for LN Work includes co—ordination of marketing features for Tourism NI productions/ advertorials.</p>	31 MARCH 18	<p>Minimum of 20 events per District. MUDC events submitted to TNI will be featured on Discover Lough Neagh website & app</p> <p>2 advertorials - Spring and Autumn</p> <p>4 stakeholder newsletters - Quarterly</p> <p>The website & app will be updated weekly Review other content on website and update through new content management system. Issue of event updates and minimum of 6 press releases.</p>

<p>3.3 Blog Competition</p> <p>3.4 Trade fairs and exhibitions</p>		<p>Consumer and trade pages on Facebook and Twitter. 200 posts for Facebook/Twitter</p> <p>Electronic Christmas Colouring competition for schools.</p> <p>Blog Competition. LNP will feature the top 10 blogs on the destination website, which will have significant SEO value for the destination website and also for the individual visitor attractions featured in the blog. A link can also be included to Mid Ulster Council on the relevant blogs.</p> <p>Lough Neagh Partnership will attend trade fairs and exhibitions where opportunities arise to promote the destination and its events. We do not envisage taking destination stands of our own as this would be cost prohibitive.</p>
<p>4. Lough Neagh Cycle Trail Monitor condition of Lough Neagh Cycle Trail as part of the establishment of a Heritage Trail under the HLF Landscape partnership project</p>	<p>31 MARCH 18</p>	<p>Lough Neagh Partnership will help promote the cycle trail and Lap the Lough event throughout 2017/18</p>
<p>5. Lough Neagh Community Trust LNP staff to work with Development Trust NI to ensure that new Community Trust (which was established in March 2016) becomes operational and new funding attracted from DAERA</p>	<p>31 MARCH 18</p>	<p>To have new Lough Neagh Community Trust operational by 2017/18 Help download new funding for DTNI from DAERA Attend Community Development Trust meetings To continue to provide marketing management and environmental advice to the new Lough Neagh Community Trust.</p>
<p>6. Lough Neagh Cooperation Project Help LAGS AND Mid Ulster Council develop Lough Neagh Cooperation Project</p>	<p>31 MARCH 18</p>	<p>Help and assist Lags to develop Rural Development Programme Cooperation project Continue to provide help and advice on the implementation of this project for the LAGs and Councils around the shores of the Lough Help facilitate the securing of a Rural Development Project in conjunction with Mid Ulster Council and Mid Ulster Local Action</p>

		Group to bring benefits to the Mid Ulster District in terms of loughshore facilities owned by Council.
7. Lough Neagh Food Programme Apply to DAERA and develop strategy for Lough Neagh food with particular emphasis on Lough Neagh fish with a view to securing EU or RDP funding for a food programme.	31 MARCH 18	Meet with DAERA Identification of partners Development of funding proposal Submission of proposal when programme opens Identify benefits specific to Lough Neagh
8. Liaison with MUDC Ongoing liaison MUDC	31 MARCH 18	Generally meet with minimum 3 meetings with MUDC officers in 2017/8 to update on progress
9. NIEA Shoreline Plan Attract new funding and engage with farmers and landowners on western shore to improve condition of western shore	31 MARCH 18	LNP staff will help implement and administer funding of £43,000 which has been secured for a second year from NIEA towards the development and implementation of management for Special Protected Areas (SPAs). Part of this project will relate to the Mid Ulster District Council area.
10. New Group Farm Scheme Set up new Group Farm Scheme on western shores of Lough Neagh and Mid Ulster Council area	31 MARCH 18	LNP intends to receive, manage and administer new £200,000 DAERA Group Farm Scheme for Lough Neagh with the focus area in western shores /Mid Ulster area giving help and assistance to over 20 farmers along the Mid Ulster shoreline of Lough Neagh. Receive funding and start programme in 2017/18
11. Lough Neagh Plan Help with Mid Ulster Council planning Group for Lough Neagh to develop new planning zone designation for Lough Neagh	31 MARCH 18	LNP staff intend to attend Lough Neagh planning meetings led by Mid Ulster District Council and give advice and assistance on the development of new coordinated Lough Neagh plan
12. Mid Ulster Community Planning Meetings Help and assist with development of Mid Ulster Community Plan	31 MARCH 18	Lough Neagh intends to attend Mid Ulster Community Planning meetings and feed into Lough Neagh issues and concerns

<p>13. THOULP Help give advice and help with Mid Ulster HLF Landscape Project AHOULP</p>	<p>31 MARCH 18</p>	<p>LNP staff intend to provide advice and assistance to help with Ulster HLF landscape proposal</p>
<p>14. Implement Water Quality Project Lough Neagh Water Quality Interreg Project</p>	<p>31 MARCH 18</p>	<p>LNP staff intend to assist with implementation and administration of Interreg Water Quality Programme (Waterpro) relating to whole of Lough but parts will relate to the Mid Ulster area</p>
<p>15. ICBAN and Waterways Ireland Life Plus Project Help develop project for Mid Ulster</p>	<p>31 MARCH 18</p>	<p>LNP intend to investigate and assist Waterways Ireland and ICBAN in the development of an Invasive Species Program for the Lough Neagh Shoreline of Mid Ulster Council. Will help Mid Ulster Council with project</p>
<p>16. Coalisland HLF Great Places Project Make application</p>	<p>31 MARCH 18</p>	<p>LNP manager will apply for funding and work with partnership to develop a Great Place Project in Coalisland and the wider area. Potential grant of up to £500,000. All within Mid Ulster area.</p>