

Report on	<ol style="list-style-type: none"> 1. Lough Neagh Partnership (2023/24) 2. Tourism Autumn/Winter Campaign 2023 3. Donaghmore Historical Society – Letter of Support 4. Social Enterprise NI: Membership Renewal 2023/24 5. Dungannon Traders Association Proposal
Date of Meeting	12 October 2023
Reporting Officer	Assistant Director of Economic Development, 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	
1.1	To provide Members with an update on key activities as detailed below.
2.0 Background	
2.1 Lough Neagh Partnership (2023/2024)	Lough Neagh Partnership has made a request for a financial contribution of £22,000 for the 2023-2024 financial year. Council has in previous years provided a financial contribution towards core running costs for Lough Neagh Partnership to assist in the delivery of marketing tourism, recreational, environmental and heritage activities on Lough Neagh and the shoreline on behalf of Council.
2.2 Tourism Autumn/Winter Campaign 2023	<p>The proposed Autumn/Winter 2023 campaign will be the opportunity to promote the 'Visit Mid Ulster' website, through the associated social media channels and in so doing further consolidate the Unwinding Time brand.</p> <p>At its core, the campaign's visual and verbal identity will reflect the brand essence (Unwinding Time), as well as drawing on the narrative and tone of voice reinforcing the brand values and using the 'brand anatomy' as set out in the brand guidelines.</p>

<p>2.3</p>	<p>Donaghmore Historical Society</p> <p>Donaghmore Historical Society was established 40 years ago in 1983 with the aim of preserving, documenting, and sharing the history of Donaghmore and its surrounding area. Based in the former Donaghmore National School. The Society has restored and used this space as a focal point for their activities, and for housing important resources such as artefacts connected with Donaghmore Soap Works, local townland studies and Dickson’s Mill, Dungannon. During this time the Society has contributed to the life and culture of the village of Donaghmore and district, engaging with all sectors of the community. The Society has worked in partnership with other community-based organisations in the area, such as BEAM and the Bardic Theatre, and have led on major local projects such as the memorial website for the Dungannon Workhouse (with financial support from Mid Ulster District Council).</p> <p>Up until 2020 almost all of their activity has been ‘in-person’ talks and meeting with people who visited the area and the Heritage Centre to find out more about their family heritage. However, with the challenge of continuing during the Covid pandemic they looked to digital technology to enable their communications with others and through that time it became clear how much people valued the chance to learn more about their heritage. It also became apparent that they had developed an audience further afield who were now able to connect with the Society.</p>
<p>2.4</p>	<p>Social Enterprise NI: Membership Renewal 2023/24</p> <p>Social Enterprise NI (SENI) is the membership body for social enterprises across NI with the team providing support to members. In addition to social enterprises, membership includes organisations from outside the sector such as private and public sector bodies, including local Councils.</p>
<p>2.5</p>	<p>Dungannon Traders Association Proposal</p> <p>Council has received a proposal seeking support from Dungannon Traders Association who plan to organise the JingleBall Run, community event again on the 16th December 2023 in Dungannon Town Centre.</p>
<p>3.0</p>	<p>Main Report</p>
<p>3.1</p>	<p>Lough Neagh Partnership (2023/2024)</p> <p>Lough Neagh Partnership’s Update Report (on Appendix 1), provides details of the specific activities the organisation has completed during the 2022/2023 financial year, aligned to LNP’s Service Level Agreement.</p>

Furthermore, Lough Neagh Partnership has requested from Council their annual financial contribution of £22,000 to assist the organisation to continue to co-ordinate and promote tourism, environmental and heritage activities around the Lough Neagh Shoreline.

To progress this funding request, Officers have drafted a Service Level Agreement for 2023/2024 (on **Appendix 2**), documenting a range of activities for Lough Neagh Partnership to complete by March 2024. The Service Level Agreement has been reviewed by Council's legal team and is ready to issue, if Members are minded to approve funding of £22,000.

On a separate matter but also related to Lough Neagh, Members of the Development Committee last month tasked Officers to investigate which Government Department was responsible for forming the new Lough Neagh Water Quality Steering Group and request that Lough Neagh Partnership be given representation on the Group.

A Council Officer spoke to the Manager of Lough Neagh Partnership in the first instance to clarify the name and contact point for the new Water Quality Body for Lough Neagh. The LNP Manager advised that he had met with the NI Environment Agency (NIEA) on 27 September 2023 and requested that LNP's farming representative be afforded the opportunity to sit on the new Water Quality Steering Group, and awaits NIEA's decision. This Group deals only with water quality issues around Lough Neagh. Officers have asked the LNP Manager to provide Council with an update when NIEA responds.

3.2 Tourism Autumn/Winter Campaign 2023

The campaign will position Mid Ulster as an ideal staycation destination for NI domestic markets and a key gateway destination for ROI markets, centring on Mid Ulster's unique offering as NI's only Dark Sky Park which provides a chance to escape and get away from it all. The campaign will showcase our Autumn walks, dark sky, fabulous food and drink, places to stay and spa breaks.

Channels

It is proposed to use a broad range of channels for the campaign to reach the target segments noted above, with an emphasis on those which are digital.

The campaign will provide an opportunity to further grow the new Visit Mid Ulster social media channels with a clear and consistent call to action that will drive traffic to the Visit Mid Ulster web site.

Complementing these core visitor experiences will be the offerings from the local tourism industry, with the campaign featuring accommodation, food and drink which enhance and add value to any visit to Mid Ulster.

Campaign Content to run from end of October until the start November 2023.

Total project cost £10,000 (breakdown provided below).

Content Item	Description/Brief	Publication Date	Channels	Budget
TV Advert and Video on Demand campaign	Unwinding Time generic focusing on key experiences across Mid Ulster	November	UTV	TV £3,000 Video on Demand £1,000
Radio Advertising	Unwinding Time generic focusing on key experiences across Mid Ulster with Call to Action: Visit Mid Ulster website	October/ November	Cool FM	£2,500
Social Media Advertising	Short form limited copy adverts Time to Escape: Find your own space between the shore and the high horizons. Call to Action: Visit Mid Ulster website Take Some 'Me Time' / Time to be Free: Unwind the way you want. Along the shore, under the sky and amongst the stone. Call to Action: Visit Mid Ulster website Value Your Time: Time away from the stresses and strains of everyday is priceless, but does not have cost the earth. Call to Action: Visit Mid Ulster website	Bursts throughout October/ November	Primary: Visit Mid Ulster	£1,500
Create video content				£2,000
Total				£10,000

3.3 Donaghmore Historical Society

Considering the Society's experiences to date, they have developed a three-year strategic plan that will take the work of the society on to the next stage of development – "Donaghmore, Sharing and Connecting with our Heritage".

A significant component of this plan is the building of a replica 6th century working cornmill adjacent to the Back Ford in Donaghmore. By working in partnership with BEAM Creative Network and other local organisations as appropriate, it is their

intention to apply for Heritage Lottery Funding to help achieve some of the identified outcomes within their plan.

The Society has written to Council (**Appendix 3**) to request a letter of support to accompany their external funding application.

3.4 Social Enterprise NI: Membership Renewal 2023/24

The responsibilities that were transferred to local Councils in 2015 under the Reform of Local Government included that of the social economy sector. Since 2015, all Councils have signed up as members of SENI. The range of benefits in becoming a member include the following, as a minimum:

- SENI will promote any Council events for social enterprises in their e-zine and social media.
- SENI offer free membership to any new social enterprise in the area for the first year if they are not already members of SENI.
- Host joint events with the Council including Pitching Events, Buy Social Events, Entrepreneurship week support etc.
- Free training on topics such as “What is Social Value” with any Council staff or members at any time should you feel that appropriate, or any other relevant training required, in order to better understand the business model.
- Listing as a Corporate Member on SENI’s new website
- Access to discounted events for members including Awards and Conferences
- Access to free bursaries that SENI offers to members.

3.5 Dungannon Traders Association Proposal

Dungannon Traders Association last year identified an opportunity to create a new event in the town called the Jingleball run to bring footfall into the town.

They plan to organise it on Saturday 16th December 2023 and have submitted a request to Council (**Appendix 4**). This is the same day as Council are organising town centre activities. Both activities could be organised to complement each other with the town activities starting later in the afternoon.

Last year Dungannon Traders Association received £5,500. This year they have sought £2,500. The contribution is to cover the shortfall in funding as other funders have come on board. The event may not happen if the funding is not provided.

The proposal states there will also be a range of prizes at the event which will include the purchase of a range of Mid Ulster Gift Vouchers from Council, totalling to a value of £1,500.

This event will be held in Market Square, Dungannon and involves other prospective sponsors, local sporting clubs and charitable organizations. The organisers are trying to create a bigger impact for both businesses and shoppers/community alike this year.

	Dungannon Traders Association have already begun preliminary talks with the relevant organisations regarding road closures.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial:
	Lough Neagh Partnership (2023/24) Provision has been made in the 2023/24 Tourism budget for £22,000.
	Tourism Autumn/Winter Campaign 2023 £10,000 allocated from the existing Tourism Budget
	Social Enterprise NI: Membership Renewal 2023/24 Provision is made within the economic development budget to renew annual membership with SENI for a fee of £500 for the financial year 2023/24.
	Dungannon Traders Association Proposal Dungannon Traders Association has requested a contribution of £2,500 towards the Dungannon Jingle Ball Run 2023 event in Dungannon.
	Human Officer Time
	Risk Management
	Dungannon Traders Association Proposal The funding contribution sought from Council is proposed to cover the shortfall in funding. The event may not happen if the funding is not provided.
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications
	Rural Needs Implications
5.0	Recommendation(s)
	It is recommended that Members:-
5.1	Lough Neagh Partnership (2023/2024)
	5.1.1 Note content of report, including Lough Neagh Partnership's Progress Report for 2022/23 (on Appendix 1) outlining actions completed against their 2022/23 Service Level Agreement Targets.

	<p>5.1.2 Approve Council funding of £22,000 to Lough Neagh Partnership for the 2023/2024 financial year, and release funding, subject to Council being provided with the requisite documentation.</p> <p>5.1.3 Approve Council’s Draft Service Level Agreement with Lough Neagh Partnership for the 2023/2024 financial year (on Appendix 2).</p> <p>5.2 Tourism Autumn/Winter Campaign 2023</p> <p>Approve the content and mediums proposed for the Mid Ulster Tourism Autumn/Winter Campaign 2023 and associated budget of £10,000.</p> <p>5.3 Donaghmore Historical Society</p> <p>Approve that Council facilitates the request from Donaghmore Historical Society and provides the organisation with a letter of support to accompany their funding bid to the Heritage Lottery Fund.</p> <p>5.4 Social Enterprise NI: Membership Renewal 2023/24</p> <p>Approve Council’s membership renewal of Social Enterprise NI (SENI) for the year 2023/24 at a fee of £500.</p> <p>5.5 Dungannon Traders Association Proposal</p> <p>Approve the request from Dungannon Traders Association for a contribution of £2,500 towards Dungannon Jingle Ball Run event, which is proposed, will take place on Saturday 16 December 2023.</p>
<p>6.0 Documents Attached & References</p>	
	<p>Appendix 1 – Lough Neagh Partnership Update Report 2022-2023</p> <p>Appendix 2 – Lough Neagh Partnership Service Level Agreement (2023/2024)</p> <p>Appendix 3 – Request from Donaghmore Historical Society for Letter of Support</p> <p>Appendix 4 – Dungannon Traders Association – Funding Request for Jingleball Run</p>

