

Report on	Economic Development, Tourism and Strategic Achievements 2022/2023
Date of Meeting	5 July 2023
Reporting Officer	Assistant Director of Economic Development, Tourism & Strategic Programmes

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 provide Members with an update on key activities as detailed below.
2.0	Background
2.1	<p>Economic Development, Tourism and Strategic Programmes Achievements 2022/23</p> <p>A significant volume of Economic Development, Tourism and Strategic programmes have been delivered during the 2022/23 financial year, much of which has included a range of new interventions, as well as continued delivery of existing programmes, to support Mid Ulster businesses and promote the District's tourism offering. It is an opportune time to summarise these and reflect on our achievements.</p>
3.0	Main Report
3.1	<p>Economic Development, Tourism and Strategic Programmes Achievements 2022/23</p> <p>A high-level summary of Council's Economic Development, Tourism and Strategic Programme Achievements for 2022/23 is outlined below. The full report is contained in Appendix 1, with some of our headline achievements as follows:</p> <ul style="list-style-type: none"> • Levelling Up Fund - £9M secured from Levelling Up Fund (LUF) to deliver a large capital regeneration project in Maghera. • Business Start Programme - 169 new jobs created through the business start programme. 278 Business Plans created • ESF Programmes supported 643 participants as follows: <ul style="list-style-type: none"> - Helped 229 people gain employment. - Assisted 643 participants to achieve 1004 new qualifications. - Helped 64 participants progress to Further Education/Training

- **Four Business Programmes** have:
 - supported 537 businesses.
 - created 296 F/T equivalent jobs (259 Full Time and 74 Part Time) (equating to a value of £7,021,427.20)
 - helped 32 businesses win 32 tenders (total value of £28,453,400)
 - referred 41 businesses to Invest NI
- **Village Projects** - 50 villages being supported to develop projects with a total cost of £5.9M
- **Public Realm Scheme** delivered in Coalisland with £4.7m & £250,000 Revitalisation scheme completed.
- **Mid Ulster Enterprise Week (14-17 November 2022)** - Over 370 people participated in Mid Ulster's fourth Enterprise Week (14-18 November). There were 13 free online and in-person events.
- **Mid Ulster Labour Market Partnership (LMP)** - 50 participants gained employment with a further 36 gaining a new qualification and currently seeking employment opportunities.
- **DAERA Rural Tourism Scheme** - Sperrins Sculpture Trail total project costs of £568,337.33, receiving 75% funding.
- **Tourism NI (TNI) Market Led Programme** - TNI's Market Led Product Development Programme launched on January 23 making a call for programme submissions. The devised programme submitted to TNI was successful to the value of £33,000.
 - Assisted in the enhancement of four emerging tourism experiences.
 - Banquet event delivered to TNI Meet the Buyer, including 20 international tour operators and 11 trade experiences.
- **Shared Island Local Authority Development Fund**
 - Sliabh Beagh total grant awarded €145,475 plus match funding of €17,500 from the three partner Councils, with a total projected spend of €162,975.
 - Tullaghoge Fort grant awarded £20,000 to investigate the feasibility of further development at Tullaghoge Fort, linking the site with Tullaghoge Village.
- **Summer/Winter Marketing Campaign 2022**
 - Online campaign had a reach of 260,000.
 - 150,000 engagements of click through, comments and shares.

	<ul style="list-style-type: none"> • Spring Marketing Campaign 2023 <ul style="list-style-type: none"> - Online campaign had a reach of over 274,000. - 135,000 engagements of click through, comments and shares. • Business Engagement <ul style="list-style-type: none"> - Mid Ulster Whatsapp group contains up to 198 Hospitality and Tourism businesses who are receiving current updates from the industry, TNI and Hospitality Ulster. - To date 52 webinars have been hosted targeting issues relating to our Tourism and Hospitality sector, with an average of 25 businesses dial in to each session.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: Economic Development, Tourism and Strategic Programmes Achievements 2022/23 Not applicable.
	Human: Economic Development, Tourism and Strategic Programmes Achievements 2022/23 Not applicable.
	Risk Management: Economic Development, Tourism and Strategic Programmes Achievements 2022/23 - Not applicable.
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: Economic Development, Tourism and Strategic Programmes Achievements 2022/23 - Not applicable.
	Rural Needs Implications: Economic Development, Tourism and Strategic Programmes Achievements 2022/23 - Not applicable.
5.0	Recommendation(s)
5.1	<p>It is recommended that Members;</p> <p>Economic Development, Tourism and Strategic Programmes Achievements 2022/23</p> <p>Note the report on Economic Development, Tourism and Strategic Programme achievements in 2022/23.</p>

6.0	Documents Attached & References
	Appendix 1 – Economic Development, Tourism and Strategic Programmes Achievements 2022/2023