

SPONSORSHIP REQUEST FROM DUNGANNON AND SOUTH TYRONE CHAMBER

From: brian@risingpr.com <brian@risingpr.com>
Sent: 11 April 2025 09:22
To: Fiona McKeown <Fiona.McKeown@midulstercouncil.org>
Subject: Dungannon Chamber's Big Debate.

Fiona McKeown
Mid Ulster District Council
Dungannon Office
Circular Road
Dungannon
BT71 6DT

11 April 2025

Dear Fiona

Re: Sponsorship Request – “The Big Debate: Navigating Global Trends, Confronting Local Challenges”

On behalf of Dungannon & South Tyrone Chamber of Commerce and Industry, I am writing to formally request Mid Ulster District Council’s sponsorship and support for our upcoming business event, *The Big Debate*, which will take place at The Junction, Dungannon on **Wednesday 4th June at 9.30am.**

This high-profile event will convene a panel of respected experts including:

- **John Campbell**, Economics & Business Editor, BBC
- **Angela McGowan**, Director, CBI Northern Ireland
- **Iain Joannides**, Director of Regional Business, Invest NI
- **Karen Doyle**, Planning Service Lead – Local, Mid Ulster District Council

The discussion will be chaired by broadcaster **Adrian Logan** and is expected to attract over 100 businesses from across the Mid Ulster region. The event will explore the implications of the recent global economic shifts and the specific challenges facing local enterprises.

We are seeking sponsorship support for our upcoming initiative and would be grateful if Mid Ulster Council would consider partnering with us.

We are asking for £500 from each sponsor, with a maximum of four sponsors involved to ensure focused and visible recognition. We have already secured three sponsors: PA Duffy Solicitors, Dungannon Enterprise Centre, and AAB Group. Support from Mid Ulster Council would complete the sponsorship complement.

Your involvement would be prominently acknowledged across all promotional materials and event communications.

We believe that Council’s association with this event would:

- Showcase its active support for the local business community
- Strengthen its visibility and leadership on key economic issues

- Reinforce strategic partnerships with regional economic stakeholders
- Provide networking and engagement opportunities with a wide range of enterprises

Thank you for considering this request. We look forward to the opportunity to work together in supporting and promoting Mid Ulster's business community.

Yours sincerely,

Brian Jordan

(On behalf of Dungannon & South Tyrone Chamber of Commerce and Industry)

dungannonchamber.com





Mid Ulster Local Economic Partnership

Terms of Reference

March 2025

MID ULSTER LOCAL ECONOMIC PARTNERSHIP (LEP)

TERMS OF REFERENCE

Introduction and Context

On 1st October 2024, the Department for the Economy (DfE) launched its Sub-Regional Economic Plan, a new strategic approach to economic development. The Plan outlined how the department will work with Invest NI, Councils, the business community, colleges, and other key stakeholders to establish Local Economic Partnerships (LEPs) to deliver regional balance and create improved economic prosperity at a local level.

With support from DfE and INI, the LEP will work to identify suitable local projects with proposals being made to access dedicated funding.

These Terms of Reference (ToR) set out the 'modus operandi' for the LEP. The Council's Development Committee must approve changes to the ToR. The Council's Chief Executive can approve minor modifications.

Functions

The main functions of Mid Ulster LEP include:

- Bringing together local economic stakeholders to reflect local needs and strengths, promoting collaborative working, and driving greater integration between local and central government economic initiatives.
- Identifying the main barriers to economic development and the priority interventions that will build the region's value proposition.
- Developing actions and projects that align with the Sub-Regional Economic Plan, Council's Economic Development Strategies and Invest NI Business Strategy. These will be developed with advice from DfE and Invest NI. They will be appraised and scored/ ranked (where relevant) using an agreed and consistent and transparent methodology.
- Undertaking research to facilitate economic initiatives and related policy developments.
- Implementing effective monitoring and evaluation which will be agreed dependent on the nature of the projects.

Membership and Attendance

Membership of Mid Ulster LEP is comprised of the following:

Industry/Business Representatives	Representatives from Mid Ulster's key sectors including:- Engineering, Manufacturing, Agri-Food, Construction, ICT/Digital. Workspace Enterprises (LEA) Mid Ulster Tourism Development Group Dungannon & South Tyrone Chamber of Commerce & Industry
Colleges	South West College (SWC), Northern Regional College (NRC) College of Agriculture, Food and Rural Enterprise (CAFRE)
Tourism	Tourism NI
Department for Economy	DfE Strategic Advisor
Invest NI	Invest NI Regional Office
Trade Union	The Partnership shall have Trade Union representation.
Council	The Partnership's Council representation shall comprise of 5 members drawn from the Councillor membership of the Mid Ulster Labour Market Partnership (LMP). Should any Member not be able to attend, they may nominate another representative from their party.
Community Sector	Mid Ulster Community Planning Partnership

Membership will be kept under review and the LEP will have the power to co-opt other members as appropriate based on the economic priorities for intervention. Other potential representation such as from new/emerging sectors, universities or other public bodies could be utilised as appropriate based on the economic priorities for intervention.

Attendance is important, but in exceptional circumstances substitutes nominated by the representative body may attend. Substitutes should have the full delegated authority to make decisions and approve documentation on behalf of the appropriate member. All members and substitutes should ensure that they are sufficiently briefed to provide accurate and timely information to the LEP.

Chair and Vice Chair

The Chairperson and Vice-Chairperson shall be elected to serve for a period of two years. There will be no extension or re-nomination to their previous position unless the circumstance arises that no other nominations to these positions are received.

Governance and Reporting

All activities of the LEP shall be subject to Mid Ulster Council Governance and Financial Framework, and best practice arrangements. This will include adherence to the Nolan Principles; selflessness, integrity, objectivity, accountability, openness, honest and leadership.

Administrative Support

Mid Ulster District Council will provide the secretariat to the LEP and consequently provide administrative support. Council officers will be responsible for facilitating the Mid

Ulster LEP to develop, manage, implement, and monitor Action Plans. The lead senior officer on the LEP shall be the Assistant Director of Economy, Tourism, and Strategic Programmes.

Budget

The allocated budget shall be performed under Council's financial arrangements, including audits.

Agenda and Papers

The Council (as Secretariat) will be responsible for circulating the agenda and relevant papers in advance of meetings. Standing agenda items will include:

- Conflicts of Interest and Apologies
- Confirmation and consideration of Minutes
- Action points from previous meeting
- Local Economic Partnership Updates (including Deliverables, Risks and Issues Management) and Reports
- Invest NI Briefing

Meetings and Quorum

Meetings of the Mid Ulster LEP shall be scheduled during Council business hours and held on a bi-monthly basis in an agreed format as required. A quorum will consist of no less than Five (5) of the appointed members present. When a quorum is not present, the meeting should be adjourned to another time.

Decision Making

The partnership should strive to reach decisions by consensus. If a matter cannot be agreed by consensus, the LEP should agree a process for handling i.e. decision by a majority of votes. In the event of a tie, the Invest NI Regional Manager will have the deciding vote. Officers of the Council cannot vote at meetings. Minutes/reports of decisions will be completed for each meeting and will be subject to scrutiny.

Reporting Responsibilities

The Mid Ulster LEP is connected to the Mid Ulster Labour Market Partnership (LMP). Mid Ulster LEP will keep the Mid Ulster LMP informed of its activities and report directly to the Council's Development Committee, where recommendations shall be considered and subsequently passed to Council for formal approval e.g. project proposals, recommendations and Action Plans. In addition, the LEP will provide advice and reports to the Department for the Economy and other departments and funding agencies as required. The governance structure is at Appendix 1.

Task Groups

The Mid Ulster LEP will be able to establish appropriate task and finish groups to address focus areas or other tasks.

Voluntary Attendance and Participation

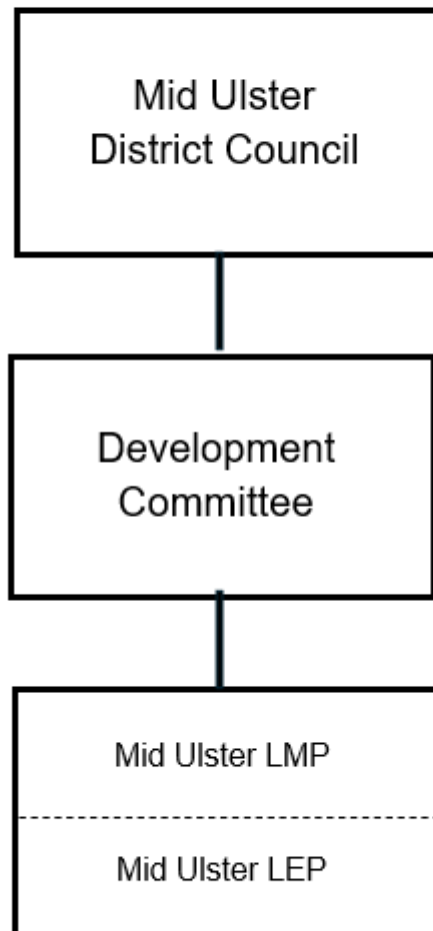
Third parties may be invited to attend meetings in a voluntary capacity with the consent of the Chair and DfE Strategic Advisor, subject to their participation being relevant to the matters being considered.

Conflict of Interest

Each member should take personal responsibility to proactively declare any potential conflict of interest arising on the LEP agenda or from relevant changes in the member's personal circumstances. The Chair should then determine an appropriate course of action with the member bearing in mind the Council's governance arrangements.

Appendix 1

Governance Model





Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

Appendix 3

Mid Ulster Economic Development, Tourism and Strategic Programmes Action Plan 2025 - 2026

INTRODUCTION

This Economic Development, Tourism & Strategic Programmes Action Plan 2025-2026 sets out the focus on activity and actions, which will support our businesses, high streets, tourism business and general economic growth and sustainability. Partnership working and collaboration will be crucial in ensuring the Action Plan is delivered effectively.

This Action Plan has been influenced by the Council's Corporate Plan 2024-28, Community Plan 2017-27, Economic Development Plan, Tourism Strategy, Mid Ulster LMP Strategy 2024-27 and Mid Ulster Business Recovery Action Plan (2020).

Mid Ulster Economic Development Action Plan - 2025 /2026

Theme	Projects	Outputs	Methodology	Outcomes	Total Budget
Profiling Mid Ulster Business: Marketing, Communication Campaigns	1.1 Develop opportunities to deliver a number of key messaging campaigns that will capture and promote businesses within and beyond the district.	1.1 Number of key messaging campaigns that is captured and promoted using marketing collateral.	1.1, 1.2 & 1.4 Outdoor Advertising Radio Social Media. Videos recorded in association with local businesses – rolled out via Council’s social media channels.	<ul style="list-style-type: none"> Number. of key messaging local campaigns delivered promoting local businesses throughout the district in the year. Measure traffic to Mid Ulster Council’s social media channels and new channels during campaigns. 	£65,000
	1.2 Pilot a new social media channel to enhance awareness of the 5 town centres alongside the delivery of marketing and promotion campaigns during key retail periods to promote offering and town centre brands.	1.2 Implement a social media channel to showcase 5 town centres including joint marketing and promotion campaigns linked to key retail periods such as Christmas, Small Business Saturday along with profile of town centre assets etc	1.2, 1.4 - Roll out of marketing campaigns to enhance awareness, with engagement with creative media company appointed by council to pilot this new initiative.	<ul style="list-style-type: none"> Number of marketing and promotion of town centre campaigns undertaken during retail periods. 	
	1.3 Creation of a town centre brand identity, with suitable merchandise for Maghera to reflect character and	1.3 Creation of Maghera town centre brand identity	1.3 Procure a graphic design company to work with key stakeholders to develop a new brand for Maghera town.	<ul style="list-style-type: none"> Delivery of one brand identity for Maghera town centre along with merchandise 	£50,000

	<p>appeal, to shoppers and visitors</p> <p>1.4 Profiling and publicise business related good news stories (e.g new businesses opening, job creation, increased revenue, successful expansions etc.</p> <p>1.5 Mid Ulster Gift Card</p> <p>1.6 Christmas Car Parking Charges</p>	<p>1.4 Profile good news business stories within the district via Council's Social Media Channels.</p> <p>1.5 Primary focus to promote and implement enhancements under the Mid Ulster Gift Card brand.</p> <p>1.6 Provision of reduced Christmas car parking charges in charged car parks.</p>	<p>centre, along with production of suitable merchandise</p> <p>1.6 Council approval on reduction to fee for a 6-week period.</p>	<ul style="list-style-type: none"> • Greater target messaging and implement of enhancement opportunities that encourages the purchase of the Mid Ulster Gift Card, linked with the importance of supporting local. Value of £ of Mid Ulster Gift and purchased and redeemed. • To encourage footfall and dwell time to the five main towns in Mid 	<p>£12,000</p> <p>£29,500</p>
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				Ulster District at Christmas.	
Events	2.1 Calendar of Events in 5 town centres	<p>2.1 Town Centres Events:</p> <ul style="list-style-type: none"> • Continental Market, Cookstown • Summer Bash, Coalisland • Walled Garden, Maghera • Halloween in Dungannon • Halloween in Coalisland • Christmas Lights Switch On in Cookstown • Christmas Lights Switch On in Dungannon • Christmas Lights Switch On in Magherafelt • Christmas Lights Switch On in Coalisland • Christmas Lights Switch On in Maghera 	<p>2.1 Officers Delivery in conjunction with Events Team.</p>	<ul style="list-style-type: none"> • Increased footfall, spend and across the towns in Mid Ulster as a result of the events. 	£243,500 (Events Budget)
	2.2 Urban and Rural Events/Activities	<p>2.2 Develop several key urban and rural activities to support towns and villages. Events /Activities will be spearheaded by the Economic and Tourism teams (includes Taste Mid Ulster, in Drapertown).</p>	<p>2.2 Officers develop programme with key criteria, partnership working, delivery and monitoring.</p> <p>Use of social media and targeted e-shots to all key stakeholders.</p>	<ul style="list-style-type: none"> • Enhance footfall, spend and dwell time in our Town Centres. 	£90,000

Physical Regeneration / Improving Infrastructure	<p>3.1 Maghera Regeneration Project</p> <p>3.2 Support the development of capital projects that will enhance the vibrancy and vitality of town centres/village</p> <p>3.3 Vacancy and Dereliction</p>	<p>3.1 As client team lead, to support the Environment Directorate deliver Maghera Regeneration Project (with specific focus on the Public Realm Scheme and Business Park aspects).</p> <p>3.2 As client team lead, support Environment Directorates to produce capital feasibility studies and economic appraisals whilst exploring funding opportunities.</p> <p>3.3 Development of a scheme to support the need to address dereliction and vacancy (subject to both human and financial commitment from DfC and/or DAERA).</p>	<p>3.1 Partnership working with the Environmental Directorate & ICT Teams. Wider Engagement i.e. with businesses trading within the public realm area.</p> <p>3.2 Development of two concepts, economic appraisal and potential to submit funding bids.</p> <p>3.3 Commission commercial professional support to support working group to develop a deliverable scheme and plan to tackle long term vacancy.</p>	<ul style="list-style-type: none"> Enhanced quality, whilst creating a more accessible welcoming streetscape. Increased footfall / visitor numbers across the towns. Increased profile & engagement with town centre businesses. Feasibility study for suitable interventions. Revitalisation of Vacant and Derelict buildings to create an ambience in our towns during key retail periods (only possible if seismic funding can 	<p>£10m (£9m LUF £1m MUDC) Projects/Funding as per Council's Capital Budget previously agreed</p> <p>Up to £30,000 Feasibility study from Capital Budget</p> <p>Up to £30,000 from economic budget, however, project cannot be progressed without seismic capital funding</p>

				be attained from Govt Depts)	from Govt Depts to provide grants to incentivise owners of vacant /derelict properties to undertake revitalisation works
	3.4 Cookstown Saturday Market	3.4 Progress actions contained within Cookstown Saturday Market Scoping Study.	3.4 Procure the services of suitable company to work with key stakeholders to embed governance arrangements for the Cookstown Market in line with the market charter.		Up to £30,000
	3.5 Streetscape Interventions	3.5 Submit funding bid to DFC to request funding to undertake further streetscape interventions such as street art, gateway enhancements etc to magnify the physical appearance of the four town centres. (subject to match funding from DFC).	3.5 Submit an application to DFC seeking £150K funding to implement streetscape interventions across the four town centres.	<ul style="list-style-type: none"> • Subject to attaining additional DFC capital funding, progress interventions with agreement from town centre forums / traders' association. 	A funding application will be submitted to DFC seeking £150K funding to deliver project along with approx. £30K from ED

					budget as Council contribution.
Place Shaping	4.1 Place Shaping	4.1 Pilot and produce a Strategic Place Shaping Plan for Cookstown.	4.1 Work with all key stakeholders along with recently appointed independent place making consultants to produce a strategic place shaping plan for Cookstown.	<ul style="list-style-type: none"> Produce a Cookstown Strategic Place Plan, that will shape future development. Once Cookstown Place Plan is completed, it is our aspiration in future years to seek match funding from DFC to create similar Place Plans for Dungannon and Magherafelt. 	£50,000 (£30,00 from DFC, and £20K from Council's Economic Development Budget).
	4.2 Internal Cross-Departmental Engagement	4.2 Explore development of establishing a Cross Departmental Officer Task & Finish Work Group 4.2.1 Town Centre Forum Meetings to maintain engagement and partnership	4.2 Scheduled officer led meetings to share knowledge, address cross cutting issues and explore opportunities to enhance regeneration across the district. 4.2.1 Scheduled forum meetings with key stakeholders,	<ul style="list-style-type: none"> Co-Ordinated approach for joint advocate of the district. 	£2,000

		working. With town centre stakeholders from the public, private, community and voluntary sectors	whilst enhancing engagement.		
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Theme	Projects	Outputs	Methodology	Outcomes	Total Budget
Business Start and Entrepreneurship	<p>1.1 Programme to include one to one mentoring and events.</p> <p>(No of events 2025/26 to be confirmed by ENI)</p>	<p>1.1 – 256 Client -led Business Plans developed with Mid Ulster Entrepreneurs.</p> <p>1.2 – 153 Jobs promoted as result of start-up support.</p> <p>1.3 – 142 New enterprises started.</p>	<p>1.1 Raised awareness and secure client participation through regional and local marketing activities.</p> <p>1.2 Monitor activity and review Contractor claims, providing updates to Lead Council (Belfast CC) re any issues.</p> <p>1.3 Highlight if remedial action required if</p>	<ul style="list-style-type: none"> • Entrepreneurship stimulated and supported in Mid Ulster • Statutory Jobs Target achieved. • Where relevant, on completion, clients to be signposted to access follow-on support. 	<p>£147,926 (As per Collaborative Agreement with Belfast CC, to contribute to statutory element)</p> <p>Staff resources</p>

			performance falls below target.		
Business Sustainability and Growth	<p>2.1 Delivery of Growth and Scaling Support (part of the Go Succeed service) to include one to one mentoring, workshops, and grants.</p> <p>2.2 Digital Transformation Flexible Fund ('DTFF') (2023/26)</p> <p>(11 Council Collaborative Prog.</p>	<p>2.1 Supporting the sustainability and growth of 200 Mid Ulster businesses and social enterprises.</p> <p>2.2 – 32 Businesses to access grant support.</p>	<p>2.1 Promotion of support via range of channels to drive business participation.</p> <p>2.1.1 Monitor activity and review. Contractor claims responding to Lead Council (Belfast CC) re: any issues</p> <p>2.1.2 Actions taken to address any identified areas of underperformance.</p> <p>2.2 Council to promote the Programme to Mid Ulster businesses to drive applications to the DTFF</p>	<ul style="list-style-type: none"> To promote the sustainability and growth of 200 businesses/social enterprises. 72 new jobs created. 120 enterprises engaged in new markets 60 enterprises with improved productivity 81 businesses awarded 'Go Succeed Grant'. 32 Businesses successfully applying for grant support for digital transformation activities. 	<p>(Included within £147,926 above)</p> <p>Staff resources</p> <p>£11,384 Contribution from Mid Ulster Council for Year 3 of the DTFF (NM&D Management costs)</p>

	Led by Newry, Mourne & Down Council)				
Business Information Service	<p>3.1 Mid Ulster District Council's Business E-Shot Service</p> <p>3.2 Economic Development Officers' signposting and support service for business</p>	<p>3.1 – 200 Mid Ulster businesses signing up to receive regular e-shots outlining key support and funding opportunities and information re initiatives offered by Council and other business support bodies.</p> <p>3.2 Businesses contacting economic development unit are triaged by officers and receive assistance to identify support provision</p>	<p>3.1 Officers' ongoing research and information gathering on business supports.</p> <p>3.2 Funding and support opportunities also promoted on Council's website and social media channels (where appropriate)</p>	<ul style="list-style-type: none"> Registered businesses kept informed of new funding and support opportunities on a regular basis 	<p>Staff time</p> <p>Staff time</p>
Business Capacity Building and Events	4.1 Mid Ulster Enterprise Week Events (Nov 2025)	4.1 Up to 10 events to be delivered as part of Mid Ulster Enterprise Week (mix of online and in person events) providing information on a range of key business areas, delivered to 500 participants.	4.1 Procure delivery of a Management Partner to assist Council deliver and promote a programme with up to 10 events.	<ul style="list-style-type: none"> Provide up to 10 seminars and/or webinars for businesses during Mid Ulster Enterprise Week to inform/businesses on a range of issues. 	£28,000 (a proportion of these costs will be used to employ the Management Partner)

	<p>4.2 International Women's Day events (March 2025)</p>	<p>4.2 Events to celebrate the contribution of women to our society.</p>	<p>4.2 Delivery of two key events to celebrate the valuable contribution made by women to local society.</p>	<ul style="list-style-type: none"> Two women's events to take place in Mid Ulster locations to be agreed. 	<p>£14,000</p>
	<p>4.3 Mid Ulster Business Awards 2025 organised by National World Publishing Ltd (subject to Council conditions)</p>	<p>4.3 Up to 12 Mid Ulster business finalists nominated.</p>	<p>4.3 Council consideration to be given to sponsoring the 'Best SME Award Category'</p>	<ul style="list-style-type: none"> Mid Ulster Business Awards Event to be held in a local hotel (if Council fund the Best SME Category) they will be allocated 4 places to attend the event. 	<p>Mid Ulster Business Awards £2,200 + Vat</p>
	<p>4.4 Celebration of business in Mid Ulster Ceremony 2026</p>	<p>4.4 Event to celebrate businesses across the district.</p>	<p>4.4 Delivery of one event to celebrate the valuable contribution by the business community to the economic landscape of the district.</p>	<ul style="list-style-type: none"> One celebration event as part of the Councils' corporate awards calendar. 	<p>£5,000 approx. from ED Budget</p>
	<p>4.5 Co-ordinate and maximise the benefit of the Cross Border DS3 Project to the Mid Ulster District.</p>	<p>4.5 Digital training, master classes and use of the mobile fab labs to the district.</p>	<p>4.5 Maximise opportunities for SME's and community to work with the lead partners to enhance</p>	<ul style="list-style-type: none"> Improved digital skills and capabilities among local businesses and community. 	<p>Peace Plus Funding secured by lead partner ICBAN</p>

			digital awareness and resources.		
Supporting cross border initiatives	5.1 Irish Central Border Area Network (ICBAN)	5.1 Strategic development of central border region supported, including projects: <ul style="list-style-type: none"> - Digital Connectivity - Creative Industries & Tourism - Roads & Broadband Infrastructure - Urban & Rural Development - Cross-Border Linkages 	5.1 Council's contribution is paid via an SLA which stipulates the requisite documentation and Progress Updates, required by Council and shared with the Development Committee	<ul style="list-style-type: none"> • ICBAN consists of 8 Member Councils north and south (Mid Ulster District Council, Fermanagh and Omagh Council, Armagh City, Banbridge and Craigavon Borough Council and Monaghan, Donegal, Sligo, Leitrim and Cavan County Councils). 	£15,000

Theme	Projects	Outputs	Methodology	Outcomes	Budget
Broadband and Telecommunications	6.1 Broadband and Working Group	6.1 Lobby and Influence greater broadband and telecoms infrastructure development across Mid Ulster	6.1 Scheduled Meetings with Broadband Working Group Meetings with DfE & Fibrus	<ul style="list-style-type: none"> • Monitor the roll out of Project Stratum, Project Gigabit along with the Mobile Action Plan (NI) 	Staff Resource

Theme	Projects	Outputs	Methodology	Outcomes	Budget
Rural Business support / attracting investment	7.1 Potential Micro business development scheme (TRPSI) subject to DAERA funding	7.1 Potential scheme providing small capital grants for business development activities (subject to funding from DAERA)	7.1 Open call and assessment	<ul style="list-style-type: none"> Build production capacities and improve turnover within the rural micro business sector in Mid Ulster 	Programme subject to funding from DAERA in 2025/2026.

Mid Ulster Strategic Programmes Action Plan - 2025 /2026

Theme	Projects	Outputs	Methodology	Outcomes	Budget
Strategic Projects	1.1 Delivery of Mid South West (MSW) Regional Economic Strategy	1.1 Drive forward a number of collaborative economic development projects as part of the Growth Deal. These include: - <ul style="list-style-type: none"> A29 Cookstown bypass Desertcreat Green Innovation Park (DGIP) 	1.1 Continue to work in partnership with Armagh, Banbridge & Craigavon and Fermanagh and Omagh local authorities. Business Case development	<ul style="list-style-type: none"> Improved productivity and regional competitiveness. 	Growth Deal and other funding streams as appropriate.

		<ul style="list-style-type: none"> NI Agri-Food Robotics Centre Industrial Investment Challenge Fund (MSW wide) 	Governance arrangements via the MSW Governance Steering Committee		
Strategic Projects	1.2 Support the delivery of the MSW Net Zero Programme (up to June 2025).	1.2 Co-ordinate the regional development of each Council's net zero delivery plans, improve delivery pathways and enable adoption at scale of innovative products and services throughout the local economy.	1.2 MSW Project Team and Council officers.	<ul style="list-style-type: none"> Improved Net Zero skills and capability among local businesses. 	£300,000 secured from Innovate UK
Strategic Projects	1.3 To address barriers to economic growth to include Industrial land supply and investment in strategic road infrastructure and funding.	<p>1.3 Identify pilot project and funding opportunities in partnership with Invest NI.</p> <p>1.3.1 Support Invest NI to complete Outline Business Case for Desertcreat Green Innovation Park (DGIP).</p> <p>1.3.2 Working with Department of Infrastructure to progress the A29 Cookstown Bypass to publish all Statutory Orders and</p>	<p>1.3 Continue to work with Invest NI to progress a pilot project and secure the necessary financial resources.</p> <p>1.3.1 Work with appointed consultant and ICT Team.</p> <p>1.3.2 Continue to work with DfI to support the delivery of the scheme.</p>	<ul style="list-style-type: none"> Ensure an appropriate supply of industrial serviced land. Local manufacturing business base adopting 'green innovation' as part of their working practices Improved road infrastructure will support economic 	MUDC match funding contribution of up to £36,630 towards development of OBC for DGIP.

		to complete Outline Business Case.	High level lobbying to ensure a bypass for Dungannon is included in the Regional Transport Plan (RTP).	growth across the council area. Contribute to funding the delivery of key strategic capital projects.	
		1.3.3 Identify key external funding opportunities to support investment in Council's Strategic capital projects e.g. LUF, UK Shared Prosperity Fund.	1.3.3 Work closely with central government and submit funding applications for prioritised projects.	<ul style="list-style-type: none"> Potential to leverage financial investment into Mid Ulster to support the development of large strategic projects. 	
Supporting Economic Growth and Productivity	1.1 To support the delivery of a locally focussed approach to economic development under the NI Sub Regional Economic Plan.	1.1 Development and delivery of LEP Action Plan 2025-26 in partnership with DfE and Invest NI.	1.1 Work with partners in the Mid Ulster Local Economic Partnership (LEP).	<ul style="list-style-type: none"> Contribute to increased productivity levels within Mid Ulster. Increase in tradable businesses. 	DfE Business Case for Regional Balance Fund to be approved. Proposed budget allocation for Mid Ulster is £1.28m per annum over 3 years.
Supporting skills and employability within Mid Ulster	1.1 To provide appropriate support to the industry-led MEGA Network	1.1 Support delivery of MEGA Action Plan 2025/26 focussing on marketing and promotion activities and supporting Council events	1.1 Council's contribution is paid via an SLA subject to Council being provided with the	<ul style="list-style-type: none"> Contribute to the growth and development of the manufacturing and engineering sector. 	£15,000

	<p>1.2 To support skills and people issues in the local construction sector.</p> <p>1.3 To address skills and employability challenges in Mid Ulster.</p>	<p>1.2 Support the Mid Ulster Construction Cluster to identify potential funding opportunities.</p> <p>1.3 Delivery of Mid Ulster LMP 1 Year Action Plan 2025-26.</p>	<p>requisite documentation and Progress Updates, which will be furnished to Council at 6 and 12 months.</p> <p>1.2 Work with local businesses and Invest NI.</p> <p>1.3 Work with partners in the Mid Ulster Labour Market Partnership (LMP)</p>	<ul style="list-style-type: none"> • Additional funding support secured to sustain MEGA. • Improved collaboration and partnership working. • Contribute to increased skills levels and access to labour. • Local skills, labour and employability issues improved by stronger partnership working and co-ordination. 	<p>Awaiting funding award from DfC. £369,027.93</p>
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Mid Ulster Tourism Action Plan 2025 /2026

Theme	Projects	Outputs	Methodology	Outcomes	Total Budget
Profiling Mid Ulster Tourism offering - Marketing & Promotion	1.1 Summer Campaign	1.1 Unwinding Time Marketing Campaign promoting Mid Ulster tourism regionally, nationally, and internationally.	1.1, 1.2 & 1.3 Outdoor Advertising TV – NI & ROI Radio - NI Social media, Videos recorded in association with tourism trade. Rolled out via Council, Unwinding Time and Embrace a Giant Spirit Social Media Channels	1.1, 1.2, 1.3, 1.4 & 1.5 <ul style="list-style-type: none"> • Create greater awareness of Unwinding Time, Taste Mid Ulster brand and tourism experiences - locally, nationally, and internationally. • Contribute to increased visitor numbers, spend, job creation and skills in Mid Ulster • Contribute to increased traffic to Mid Ulster Council’s social media channels including Visit Mid Ulster 	£34,000
	1.2 Autumn/Winter Campaign	1.2 Marketing Campaign promoting Mid Ulster tourism experiences & attractions regionally, nationally, and internationally.			
	1.3 Spring Campaign	1.3 Marketing Campaign promoting Mid Ulster tourism experiences & attractions regionally, nationally, and internationally.			
	1.4 Promotional Trade and Consumer Shows	1.4 Attend key industry trade events to sell the region - B2B and B2C shows.	1.4 Officers to attend shows, in person, online or hybrid as required to promote our tourism product under the “Unwinding Time” brand.	<ul style="list-style-type: none"> • Encourage increased local, national, and international visitors to Mid Ulster 	£12,000

			<p>Trade and Consumer Shows</p> <ul style="list-style-type: none"> • Clogher Valley Show, 30 July 2025 • Irish Tour Operators Association workshop, November 2025 • World Travel Market, London, 4 – 6 November 2025 • Ireland meets Germany Nov 2025 • Holiday World, Dublin, 23 - 25 January 2025 • Celtic Connections – Glasgow January 2026 • Nordics Workshop Winter/Spring 2026 • Meet the Buyer – March 2026 • Flavours/BIM – October 2025 	<ul style="list-style-type: none"> • Contribute to the increase of International Tour Operators and Group visits to Mid Ulster 	
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			<ul style="list-style-type: none"> • USA Sales Mission 25/26 • UK inbound Feb 2026 • Great Days Out October 2025 		
	1.5 Fam Trips	1.5 Deliver key Fam trips to showcase tourist attractions and experiences across Mid Ulster. One external learning journey for industry outside of Mid Ulster	1.5 Media Fams, Armchair Fams to local industry, schools and Tourism Industry Fams		£2,000
	1.6 Digital	1.6 Create a strong digital presence for Visit Mid Ulster & Unwinding Time	1.6 Maintain Tourism Touch Screens in Cookstown, Dungannon, Coalisland & Magherafelt. Continuous update of Visit Mid Ulster Website.	1.6 Contribute to the increase of traffic to Visit Mid Ulster Unwinding Time website. Continue to update a global platform to attract international and national visitors.	£14,163.67
	1.7 Visitor Information Services	1.7 Best practice at all the Visitor Information Centre's	1.7 Upskill Visitor Information staff via training	1.7 Excellence Customer Service	Staff time

Theme	Projects	Outputs	Methodology	Outcomes	Budget
Programmes and Events	2.1 Calendar of Events	<p>2.1 Tourism Events</p> <ul style="list-style-type: none"> Hidden Heritage Programme Saturday 7th June 2025 “The O’Neill & His Connections” – a guided tour of Hill of The O’Neill and Ranfurly House and Benburb Priory Saturday 20th June 2025 “Crosses and Cottages” - National monuments on the shore of Lough Neagh Saturday 5th July 2025 “A Presidents Nest” - Dungannon, look back at Presidents US Grants Ancestral Homestead Saturday 20th September 2025 “Literature and Heritage” - a guided tour of Open Ground, Bellaghy Bawn and Innis Rush Great Days Out, Saturday 11 October 2025, targeting the domestic market and group business 	2.1 Officers delivery in conjunction with the events team where required.	<p>2.1 Showcasing Mid Ulster’s heritage product and experiences.</p> <ul style="list-style-type: none"> Increase visitor numbers across heritage sites in Mid Ulster Attracting NI and ROI group organisers to book group days out in Mid Ulster Promoting the Sperrins Region as a hill walking destination Increase visitor numbers 	£14,500

	2.2 Heritage Strategy 2025-2030	<ul style="list-style-type: none"> • Sperrins Hill Walking Festival focusing on the Sperrins Region in association with Sperrins Partnership Date TBC • European Heritage Open days – 13/14 September 2025 • Cookstown Christmas Switch on – 21 November 2025 • Taste Mid Ulster Event, Draperstown – 2 August 2025 • Christmas Grotto at The Bridewell Magherafelt <p>2.2 Strategic vision for a Heritage Strategy in Mid Ulster for 2025 – 2030</p>	2.2 The purpose of the Strategy is to enable and facilitate a co-ordinated and consistent approach to the promotion of heritage led tourism development as a local economic driver, while safeguarding the protection of Mid	2.2 The Heritage Strategy and Action Plan is nearing completion with an accompanying Action Plan. Next stage is to identify funding opportunities to progress initial actions.	Funding the Heritage Action Plan, will be dependent on sourcing external funding
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			Ulster's heritage assets, through local community engagement and participation.		
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Theme	Projects	Outputs	Methodology	Outcomes	Budget
Business Support and Mentoring Programmes	3.1 World Host Training	3.1 Deliver WorldHost Principles of Customer Service, and WorldHost Ambassador Training to tourism and hospitality industry.	3.1 Tourism Development Officers are available to deliver WorldHost Customer Service Training both virtually and in-person. Officers attend People First Training when available	3.1 Improve Customer Service in tourism establishments across Mid Ulster	£500
			3.1.1 Tourism officers manage the Tourism development Group and clusters delivery.		Staff time
			3.1.2 Tourism officers manage each of the cluster's delivery.		Staff time

			3.1.3 Recruit mentor to deliver specialised experience development mentoring across selected promoters/ experiences. This will include restaurant week.		£10,000
	3.2 Tourism Development Group	3.2 Restructure the Tourism Development group to include members from all sectors. Host 4 meetings per annum	3.2 Work in partnership with TNI, TIL and commission external mentor support	3.2 Continued strong engagement with our tourism and hospitality businesses.	£3,500
	3.3 Tourism Clusters	3.3 Tourism Officers to continue to manage the 4 clusters. Host 4 cluster meetings per annum	3.3 Promote workshops and webinars via Council and Tourism social media, What's App group and tourism trade newsletter	3.3 Achieve 2 EAGS brand aligned new experiences in Mid Ulster and deliver one restaurant week in February/March 2026	Staff time
	3.4 Tourism Mentor Programme (Taste)	3.4 Deliver mentoring across 5 new and existing tourism experiences including Taste Mid Ulster Businesses		3.4 Train business reps in relevant and targeted webinars	

	3.5 Industry Knowledge and Training	3.5 Deliver relevant, targeted webinars in person or online to all businesses across Mid Ulster including, Enhance the Visitor Experience, which includes creating content with mobile technologies, Introduction to podcasting, Introduction to AR/VR and AI.			
	3.6 Brown Signage	3.6 Progress Actions as highlighted in the Brown Signage Audit approved by Council's Development Committee			

Theme	Projects	Outputs	Methodology	Outcomes	Budget
Contributions to Specified Organisations	4.1 Sperrins Partnership	4.1 Work has commenced on the delivery of the Sperrins action plan. <ul style="list-style-type: none"> Identifying funding opportunities and creating the respective business. 	4.1 Sperrins Partnership Project is a joint working collaboration between four councils across the Sperrin area Causeway Coast and Glens Borough Council, Derry City and Strabane District Council, Fermanagh	4.1 The Sperrins Partnership will reach new heights and realise its potential with increased economic, tourism and infrastructure.	£25,000

		<p>cases (HLF, RDP, Peace Plus etc)</p> <ul style="list-style-type: none"> • Completing an audit of the tourism product of Sperrins Region • Forming strong cross boundary partnerships • Researching and identifying the best practice delivery structure for Sperrin Region • The formation and development of the remaining Thematic Groups cases • The development of an AONB action and management plan for The Sperrins • The formation and development of Action Groups have now been established. 	and Omagh District Council and Mid Ulster District Council. Officers attend regular meetings.		
	4.2 Sperrins Partnership – Development of an AONB Management and Action Plan for the Sperrins	4.2 Successful application to Environmental Fund to develop a 5-year Action Plan and a 10-year Management Plan	4.2 Match funding contribution	4.2 Completion of Sperrins AONB Management Plan which identifies actions and activities related to the protection, preservation, and promotion of the Sperrins.	Financed By DAERA

		<p>border initiative funded through Shared Island</p> <p>The focus of the project is to develop several work packages that will build upon existing services and facilities in the region creating Sliabh Beagh as an Eco Tourism Destination.</p>	<p>the region which includes the development of work packages including the following:</p> <ul style="list-style-type: none"> • Walking • Cycling • Equestrian • Signage and Public Art <p>Taoiseach Micheal Martin announced on 25th February 2025 that Sliabh Beagh project has received capital funding of €6million</p>	<p>Sliabh Beagh Partnership to deliver the capital element of this project.</p>	
	5.3 Tullaghoge Fort Development	<p>5.3 Work alongside Historic Environment Division to: -</p> <ul style="list-style-type: none"> • Expand path network within HED owned land • Enhance existing path network with Interpretation • Provide 'open access' within HED owned land • Provide access to previously inaccessible sites of built heritage interest, such as, 	<p>5.3 Continue to work in partnership with Government departments (HED) stakeholder</p>	<p>5.3 Phased approach and source funding to develop phase 1.</p>	<p>Application to the Heritage Lottery Fund has been submitted awaiting outcome.</p> <p>Total Project cost estimated at £230,000 + Vat.</p>

		the recently discovered Great Hall, subject to attaining Heritage Lottery Funding.			Project is now at RIBA Stage 2.
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CONCLUSION

The Economic Development, Tourism & Strategic Programmes Action Plan 2025-2026 contains a wide range of actions and commitments that will drive economic growth and regeneration within Mid Ulster.

To help us deliver the Action Plan we recognise the importance of support from all our key partners across the public, private, community and education sectors.

We acknowledge there are challenges ahead and over the coming weeks and months we will continue to lobby government to ensure the necessary interventions are brought forward to support local businesses and sustain jobs within the district.

Approval is sought from Members to adopt the Economic Development, Tourism & Strategic Programmes Action Plan 2025-2026 and the projects and budgets contained herein. Members should note that several projects are predicated on Council being able to attract external funding to deliver several schemes within the Plan.

Fiona McKeown
Assistant Director of Economic Development, Tourism and Strategic Programmes
Mid Ulster District Council

15 May 2025