



July 2nd, 2024

Chairperson: Councillor J Lavery MBE

Vice Chairperson: Councillor T Mitchell

Aldermen: J Baird, A G Ewart, M Gregg, A Grehan, M Guy and S P Porter

Councillors: P Burke, K Dickson, J Gallen, U Mackin, A Martin, C McCready, N Parker

Ex-Officio: The Right Worshipful the Mayor, Councillor A Gowan
Deputy Mayor, Councillor G McCleave

Notice Of Meeting

A meeting of the Regeneration and Growth Committee will take place on **Wednesday, 5th June 2024** at **7:30 pm** in the **Council Chamber** for the transaction of business on the undernoted agenda.

A hot buffet will be available in the Members Suite from 5.15 pm for those Members who have confirmed in advance.

DAVID BURNS
Chief Executive
Lisburn & Castlereagh City Council

Agenda

1.0 APOLOGIES

2.0 DECLARATIONS OF MEMBERS INTERESTS

- (i) conflict of interest on any matter before the meeting (Members to confirm the specific item)
- (ii) pecuniary or non-pecuniary interest (Member to complete disclosure of interest form)

3.0 REPORT OF HEAD OF ECONOMIC DEVELOPMENT

3.1 Draft Tourism Strategy and Action Plan 2024 - 2029 Presentation

For Decision

-  **1. Tourism Strategy 2024-2029 V7.pdf** *Page 1*
-  **Appendix 1a Exec Summary.pdf** *Page 3*
-  **Appendix 1b Tourism Strategy consultation questionnaire.pdf** *Page 17*

3.2 Royal Hillsborough and Historic Moira Tourism Promotional Programme

For Decision

-  **2. RHHM.pdf** *Page 20*
-  **Appendix 2a Summary Evaluation.pdf** *Page 23*
-  **Appendix 2b RHHM Final Report 2023.pdf** *Page 25*
-  **Appendix 2c List of RHHM members.pdf** *Page 95*
-  **Appendix 2d RHHM leaflet.pdf** *Page 97*

3.3 Labour Market Partnership – Draft Action Plan 2024/25

For Decision

-  **3. LMP Action Plan and 100k Approval.pdf** *Page 99*
-  **APPENDIX 3a - Draft LMP 2024-25 Action Plan.pdf** *Page 102*
-  **Appendix 3b Equality Screen LMP Action Plan 24-25 (003).pdf** *Page 118*

3.4 Business Development Collaboration Programme 2024-2025

For Decision

 **4. Business Dev Collab Prog.pdf** **Page 151**

 **APPENDIX 4 Business Dev Collab Prog.pdf** **Page 153**

3.5 Enterprise Lisburn Castlereagh Programme 2024-2025
For Decision

 **5. Enterprise LisburnCastlereagh v2.docx** **Page 156**

 **APPENDIX 5 Enterprise LisburnCastlereagh.pdf** **Page 158**

3.6 Investment Programme 2024-25
For Decision

 **6. Inward Investment Prog.pdf** **Page 160**

 **APPENDIX 6 Investment Programme.pdf** **Page 162**

3.7 International Trade Programme 2024-25
For Decision

 **7. International Trade Programme.pdf** **Page 165**

 **APPENDIX 7 International Trade Prog.pdf** **Page 167**

4.0 REPORT OF DIRECTOR OF REGENERATION & GROWTH

4.1 City Centre Public Convenience Provision
For Noting

 **8. City Centre Toilet Provision.pdf** **Page 169**

 **Appendix 8a ESC Report re Toilets in LCCC area.pdf** **Page 171**

 **Appendix 8b EH - Feasibility Study.pdf** **Page 175**

 **Appendix 8c EH - Lisburn area map.pdf** **Page 176**

 **Appendix 8d EH - Lisburn City Centre map.pdf** **Page 177**

5.0 CONFIDENTIAL BUSINESS

5.1 Removal of Deed of Covenant
For Decision

Confidential due to:

- a) information relating to the financial or business affairs of any particular person (including the Council holding that information), and
- b) information in relation to which a claim of legal professional privilege could be maintained in legal proceedings

 **1Confidential Removal of Deed of Covenant (003_Redacted.pdf)**

Page 178

5.2 Requested Increase to Contracted Rates ref Electrical Call off Contract

For Noting

Confidential due to information relating to the financial or business affairs of any particular person (including the Council holding that information)

 **2Confidential Increased tender requests Electrical Services Contract v4 LV.pdf**

Not included

5.3 Requested Increase to Contracted Rates ref Mechanical Call off Contract

For Noting

Confidential due to information relating to the financial or business affairs of any particular person (including the Council holding that information)

 **3Confidential Increased tender requests Mechanical Services Contract v4 LV.pdf**

Not included

5.4 Queen Elizabeth II Playing Fields Development Site

For Decision

Confidential due to information relating to the financial or business affairs of any particular person

(including the Council holding that information)

 **4. QE II Lease Report May 2024.pdf**

Page 185

6.0 ANY OTHER BUSINESS

Committee:	Regeneration & Growth
Date:	5 June 2024
Report from:	Head of Economic Development

Item for:	Decision
Subject:	Draft Tourism Strategy and Action Plan 2024 - 2029 presentation
1.0	<u>Background</u> 1. The Council appointed Runda Hospitality & Tourism Solutions in September 2023 to review, revise and update the LCCC Tourism Strategy and Action Plan for 2024-2029. 2. Following a structured consultation process, and a period of research and analysis, a workshop for the Regeneration and Growth Committee took place on the emerging Tourism Strategy and Action Plan in January 2024. <u>Key Issues</u> 1. Officers will present the draft Tourism Strategy and Action Plan 2024–2029 to the Committee for consideration, before sharing the document with the wider tourism and hospitality sector for an eight-week consultation period. 2. The draft Tourism Strategy and Action Plan 2024 – 2029 will provide a strategic road map for raising the profile of Lisburn and Castlereagh as a tourism destination, with a strong community spirit at its heart that champions people and place. 3. Attached (see Appendix) is the Draft Summary Tourism Strategy and Action Plan 2024-2029. 4. Looking to the future, the draft Strategy will include recommendations focused on: • attracting investment for the development of high-quality sustainable accommodation that fits the profile of this destination • scoping the potential for new tourism offerings eg Lagan Valley Regional Park (Area of Outstanding Natural Beauty, 4,200 acres) • scoping the potential for an annual tourism event that celebrates Lisburn & Castlereagh’s unique identity eg based on a theme relating to food and drink, or Christmas markets • Investing in the development of immersive experiences delivered by skilled people who live locally • Identifying and supporting experiences that are unique and/or authentic to Lisburn & Castlereagh eg Ulster Aviation Society, the Irish Linen Centre and Museum, Royal Hillsborough and visitor experiences that celebrate hallmarks of this destination • Investing in capability development .eg via the delivery of training and mentoring programmes that provide strategic guidance for Lisburn &

	Castlereagh's tourism industry about how to maximise opportunities and deliver a quality experience. Leveraging promotional opportunities on key major projects such as Destination Royal Hillsborough as a world-class heritage village, and Dundonald International Ice Bowl 5. Attached (see Appendix) is the proposed consultation questionnaire for the planned eight-week public consultation period.	
2.0	<u>Recommendation</u> It is recommended that the Committee considers the presentation and agrees: - The Strategy and Action Plan be issued for an eight-week public consultation exercise. - To consider a final draft Tourism Strategy and Action Plan following the public consultation.	
3.0	<u>Finance and Resource Implications</u> An allocation was included in the Tourism Development budget estimates for 2023/24. Future impact of the actions will be considered on a case by case basis as part of the estimates setting process should Members agree and post the adoption of the strategy.	
4.0	<u>Equality/Good Relations and Rural Needs Impact Assessments</u>	
4.1	Has an equality and good relations screening been carried out?	Yes
4.2	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out It is not anticipated that the Tourism Strategy Policy will impact adversely on any Section 75 group, but instead, through an open and transparent consultation process with all shareholders, will promote equality of opportunity and good relations.	
4.3	Has a Rural Needs Impact Assessment (RNIA) been completed?	Yes
4.4	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out. Tourism Strategy Policy benefits the tourism and hospitality industry from both rural and urban areas of the Council area.	

Appendices:	Appendix 1a – Draft Summary Tourism Strategy and Action Plan 2024-2029 Appendix 1b – Consultation Questionnaire
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Executive Summary

Tourism Strategy and Action Plan 2024-2029



Table of Contents

- 1. Executive Summary 2
 - 1.2. Key Priorities 5
 - 1.3. Growth Target and Key Strategic Pillars 9
- 2. Vision and Value Proposition 13
 - 2.1. Vision statement..... 13
 - 2.2. Value proposition..... 13



1. Executive Summary

The Lisburn & Castlereagh Tourism Strategy and Action Plan 2024-2029 provides a [strategic roadmap](#) for raising the profile of Lisburn & Castlereagh as a distinguished, sustainable, and socially inclusive tourism destination with a strong community spirit at its heart that champions people and place.

Within this context, the [core ambition](#) of this strategy is to position Lisburn & Castlereagh as a renowned leading tourism destination with a [unique identity](#) and [unparalleled experiences](#) in Northern Ireland such as Royal Hillsborough (the only location in Northern Ireland that has achieved *Royal* status). The guiding [purpose](#) of this approach is to [maximise social and economic benefits](#) for tourism providers and communities across the full breadth of the district's urban and rural areas in city, town, villages and hamlets.

While this ambition informs all actions in this plan, to achieve success a [twofold approach](#) is recommended that applies [equal value](#) to

1.	Infrastructural investment and development: i.e., the curation of high-quality tangible infrastructure that has been a core responsibility for Lisburn & Castlereagh's tourism team to date and will remain so for the future. Examples include: • Securing +£26million investment for the development of Royal Hillsborough as a world-class heritage village • Installation of the Digital sculpture trail in Hillsborough Forest: ten giant sculptures created by leading artists that encourage exploration supported by an augmented reality digital app • Installation of the Guess How Much I Love You trail: celebrating the author and lifelong Lisburn resident, Sam McBratney who wrote the international bestseller <i>Guess How Much I Love You</i> in 1994 Looking to the future, this will include further projects such as • attracting investment for the development of high quality sustainable accommodation that fits the profile of this destination • scoping the potential for new tourism offerings: e.g., Hillsborough Castle & Gardens, Ulster Aviation Society, Lagan Valley Regional Park AONB (4,200 acres) • scoping the potential for an annual tourism event that celebrates Lisburn & Castlereagh's unique identity: e.g., based on a theme relating to food and drink or Christmas markets
2.	Tourism industry and destination development: in addition to the above, this needs to be elevated as a priority focus for the Tourism Strategy and Action Plan 2024-2029 as this is essential for • maximising social and economic opportunities • sustainable tourism development • achieving a return for investments made on tangible infrastructure • meeting the expectations of the modern visitor who wishes to discover the authentic story of local people and their homeplace Recommended activity under this approach includes:

- **Building a robust collaborative framework** (noting that this is the foundation for all successful tourism destinations):
 - between Lisburn & Castlereagh City Council's tourism team and local tourism and hospitality providers
 - across Lisburn & Castlereagh's tourism industry
 - between Lisburn & Castlereagh and external stakeholders that can benefit the destination including Tourism Northern Ireland and Tourism Ireland
- **Investing in the development of immersive experiences** delivered by skilled people who live locally: a key priority for the modern visitor who seeks to uncover the story of people and place by engaging with community representatives
- **Identifying and supporting experiences that are unique and / or authentic to Lisburn & Castlereagh:** e.g., Ulster Aviation Society, the Linen Museum, Royal Hillsborough and visitor experiences that celebrate hallmarks of this destination: e.g., via themes such as quality food and drink and the great outdoors
- **Investing in capability development:** e.g., via the delivery of training and mentoring programmes that provide strategic guidance for Lisburn & Castlereagh's tourism industry about how to maximise opportunities and deliver a quality experience

Importantly, this twofold approach to tourism development will require careful consideration so that the full brief that Lisburn & Castlereagh's tourism team is responsible for throughout 2024-2029 and beyond a) has the full support of council and b) is appropriately resourced to achieve social and economic success along with the growth targets set out in this plan.

It is thereby recommended that a refocus of LCCC's tourism team is conducted in the context of the Economic Development Efficiency Review to include resourcing the following activity

- product, industry and partnership development
- digital marketing



Lagan Towpath: a scenic walking route along the river and 18th-century canal system from Lisburn to Castlereagh

1.2. Key Priorities

This section summarises the activity that has emerged via research that needs to be prioritised to achieve the ambitions outlined in the Tourism Strategy and Action Plan 2024-2029

Refocus	Adopt a twofold approach that blends a commitment to a) the development of quality tourism infrastructure <u>and</u> b) tourism industry development to maximise opportunities
Infrastructure Development	- To generate social and economic opportunities and to benefit local communities and visitors - promote existing tourism infrastructure - successfully manage the delivery of new tourism infrastructure that is in development (e.g., Royal Hillsborough)
Experience Development	- Support industry to curate experiences that authentically share the story of local people and their homeplace to meet the expectations of contemporary visitors - NOTE: focus on a) scheduled experiences (e.g., bookable online) and b) private experiences (e.g., bookable via groups) to maximise opportunities
Food and drink	- Continue to champion LCCC as a destination leader for food and drink, renowned for quality places to eat and drink - additionally, curate, support and promote experiences (e.g., trails, food and drink related tours and immersive experiences) that allow for a deeper exploration of this priority theme
Enterprise Development	Support the development of capabilities to empower LCCC's tourism and hospitality industry to make sound choices that can maximise social and economic benefits while supporting local livelihoods
Collaborative Framework	- Build a robust collaborative framework: noting that this is the foundation for all successful tourism destinations - between Lisburn & Castlereagh City Council departments - between Lisburn & Castlereagh City Council's tourism team and local tourism and hospitality providers - across Lisburn & Castlereagh's tourism industry - between Lisburn & Castlereagh and external stakeholders that can benefit the destination including Visit Belfast, Lough Neagh Partnership, Tourism Northern Ireland and Tourism Ireland

Sustainable Tourism Development	• Embed an ethos of sustainable and regenerative tourism development, ensuring that this informs all activity • Apply a top down approach (i.e., led by LCCC, supported by Tourism Northern Ireland (TNI) and Tourism Ireland policies) and a ground up approach (e.g., empowering tourism providers to adopt and promote Leave No Trace principles)
Social Inclusion	Place social inclusion at the heart of all activity, positioning Lisburn & Castlereagh as a destination that is mindful of the needs of all visitors including people with physical, mental and intellectual difficulties
Invest in accommodation	Proactively seek investors to develop quality sustainable accommodation that is suited to LCCC's profile, giving due consideration to luxury lodge style accommodation
Events and festivals	• Continue to support the annual community and large-scale events programme in addition to championing a signature tourism festival that can attract domestic and global visitors during the low season - NOTE: consider the expansion of LCCC's Christmas markets to achieve this, seeking advice from TNI re. same
Investigate Tourism Potential	Work with key stakeholders to support the development of experiences that are unique in UK and Ireland. Apart from Royal Hillsborough, this includes • Ulster Aviation Society • EIKON exhibition centre and Maze Long Kesh • Down Royal Racecourse • Lagan Valley Regional Park AONB: jointly funded by LCCC and Belfast City Council Noting that Dundonald International Ice Bowl (DIIB) in its current format reads as a sports and recreational offering rather than as a tourism offering, assess if and how DIIB can be positioned and developed as part of LCCC's wider tourism offering
Integrated Marketing Campaigns	Continue with the management of campaigns conducted by LCCC's tourism team that have been successful in raising the district's profile and driving footfall from the NI and ROI markets
Data collation and analysis	Establish robust baselines and generate an annual report (2024-2029) to assess performance against these baselines so that progress is

	visible and measurable to benefit tourism businesses and the destination	
Communications	Position Lisburn & Castlereagh as a place apart with its own unique identity and character that is home to authentic and unparalleled experiences	
	- For clarity, categorise the tourism offering under the following categories - natural asserts: i.e., places of interest and natural beauty - culture, history and heritage - outdoor recreation, adventure and activities - food and drink experiences - events and festivals - places to eat and drink - places to stay	
Apply a targeted approach	Ensure that all activity targets the opportunities that are most suited to LCCC including	
	Customers: - families - culture and heritage enthusiasts - food and drink enthusiasts - soft adventure enthusiasts - luxury tourism - business tourism	Markets: - NI - ROI - North America - Great Britain - France - Germany
Visit Belfast	- Continue to partner with Visit Belfast (via a defined SLA) to maximise opportunities via NI, ROI and global markets - NOTE: agree metrics so that outcomes can be measured - NOTE: assess the SLA after a defined period (e.g., 3-5 years) to decide how best to proceed into the future	
Lough Neagh Partnership	Explore the following opportunities: - potential for new experience development - potential collaborations with LN tourism providers - how to profile LN as part of district's tourism offering	
Spread social and economic benefits	Leverage the promotion of signature attractions (e.g., Royal Hillsborough) to spread opportunities across urban and rural areas, taking care to ensure that this promotion does not limit social and economic benefits for other providers and their communities	

Address Visitor Services	Address the Visitor Information Centre (VIC) located in the Irish Linen Centre & Lisburn Museum giving equal consideration to the • provision of customer-centric VIC services and • delivery of a quality visitor experience via the Irish Linen Centre & Lisburn Museum as a visitor attraction As part of this work, consider how • the Visitor Information Centre can be modernised to engage the visitor and maximise opportunities for Lisburn & Castlereagh • the Irish Linen Centre & Lisburn Museum can be developed and reconfigured to a) share and preserve traditions and insights relating to Lisburn & Castlereagh's heritage and expertise in fine-linen making and b) maximise social and economic opportunities • other services could be positioned here that align with the ethos of all services offered in the building: e.g., City Centre Management and Community Services Address the mobile Visitor Information Centre service (trailer): • install a power point and WIFI in the trailer so that work can be conducted during quiet times • brand the outside of the trailer so that it promotes the destination with accessible content e.g., QR codes, local tips and maps NOTE: for the future, consider if this mobile solution can be used for the benefit of the full breadth of the LCCC district: i.e., as a flexible VIC solution that can be placed anywhere in the district as required, rather than as a service that is permanently positioned in Hillsborough Forest (see below) Install a permanent VIC at Hillsborough Forest Park to • locate a building convenient to Hillsborough Forest Park where a permanent Visitor Information service centre can be placed to - service the +600,000 visitors to the park - raise awareness about the tourism offering in Royal Hillsborough and (importantly) throughout the Lisburn & Castlereagh district Across all visitor servicing: • Manage and reduce the use of print materials • Adopt a hybrid approach: noting that the contemporary visitor wants to a) meet a person who can share local insights seconded by b) leaning on the benefits provided by digital communications • Invest in training and robust data collation to maximise opportunities and achieve measurable success • Think innovation: e.g., during high demand periods - extending visitor services on bike or by foot - recruiting and training volunteers to support visitor services
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	- training tourism providers (e.g., accommodation providers) to extend the work of VIC's by generating referral and packaged opportunities for other businesses
Refocus LCCC's tourism team	• To achieve the ambition and growth target outlined in this plan, refocus LCCC's tourism team in the context of the Economic Development Efficiency Review - give due consideration to resourcing the following activity: product and partnership development, digital marketing

1.3. Growth Target and Key Strategic Pillars

In the contemporary context global tourism is in an uncertain place following the disruption caused by the Covid-19 pandemic and the prevalence of global economic and geopolitical unrest.

While the challenges are clear, in the current environment these co-exist with optimistic forecasts. Both the Department of the Economy's Tourism Strategy for Northern Ireland – 10 Year Plan and Tourism Ireland project growth in the value of tourism in Northern Ireland:

- The *Department for the Economy's Tourism Strategy for Northern Ireland - 10 Year Plan* (2024) sets out the strategic aim of increasing the value of tourism to the Northern Ireland economy by 50% -75% compared to 2019, or growth of 4%-6% per annum.
- The *Tourism Ireland Marketing Plan* (2024) sets targets of driving tourism revenue growth in Northern Ireland by +6.5% year-on-year to 2030. This is compared to targeted island of Ireland growth of 5.6% average year on year growth to 2030.

Following research and consultations (including with Ulster University's Economic Policy Centre), a target has been set to increase revenue generation via tourism in Lisburn & Castlereagh by 34% in 2029 compared with 2019 (i.e., 5.6% per annum over six years 2024-2029).

This target serves to provide a benchmark against which tourism and hospitality businesses in Lisburn & Castlereagh can assess their performance. Importantly, Lisburn & Castlereagh City Council can use this target for assessing the destination-wide success of tourism. To achieve this effectively, it is recommended that robust baselines are recorded for existing data and that an annual report is collated (2024-2029) to assess performance against these baselines.

Integrating all the outcomes and findings that have emerged via research for this plan, Lisburn & Castlereagh intends to achieve success over the next six-years by ensuring that all activity is underpinned by the following five strategic pillars.

1.	2.	3.	4.	5.
Position	Innovate	Collaborate	Nurture	Grow

The following table summarises the key focal points for these pillars

Table 3: key focal points for the five strategic pillars 2024-2029

Strategic pillar	Key focal points
Position	Elevate the profile of Lisburn & Castlereagh as a distinguished, sustainable and socially inclusion tourism destination that is unlike any other, defined by • a leisurely pace of life with people who have time to engage in conversation • close-knit communities, deeply connected with their homeplace • welcoming people who have the time to engage in conversation with visitors • attractions and experiences that are impossible to experience anywhere else in Northern Ireland inc. - Northern Ireland's only Royal Residence - Northern Ireland's only regional park: The Lagan Valley Regional Park AONB • vibrant hubs across city, town, villages and hamlets • a place that meets diverse visitor needs and interests: culture and heritage; outdoor recreation, adventure and activities, food and drink • accessible geographical location - bordered by 6 of Northern Ireland 11 district council areas - within easy reach of Belfast (including by foot along the Lagan towpath that connects Lisburn with Belfast) - within easy reach of Dublin
Innovate	Establish a reputation for being a known leader in innovation, ensuring that this evolves as an inherent hallmark across all activity such as • investing in quality tangible infrastructure: including the successful completion of the Royal Hillsborough development plan • investing in the development of authentic and immersive experiences that share the unique story of people and place (ensuring that these experiences are available to book on a scheduled and private basis) across the following themes - Culture, history and heritage - Outdoor recreation, adventure and activities - Food and drink • Supporting experiences that share the unique identity and authenticity of Lisburn & Castlereagh - curating offline and online communications that reflect the unique identity of Lisburn & Castlereagh and its communities - curating one signature tourism-relevant event/festival during the lifetime of this plan • the delivery of Visitor Services: e.g., incorporating flexible solutions (on foot, by bike), sharing insights and gems directly from local people • seeking investment in sustainable accommodation solutions that are in-keeping with the destination and align with its ethos

Strategic pillar	Key focal points
Collaborate	Embed a framework of collaboration • within the destination: - creating a robust network that connects all tourism and hospitality providers so that they know, support and refer each other - connecting local communities with the tourism destination offering and associated business providers - providing tourism providers and community members with the opportunity to become an extended part of Visitor Services • outside the destination: proactively developing strategic partnerships with stakeholders who can support, promote and maximise opportunities including Visit Belfast, The Lough Neagh Partnership, Tourism Northern Ireland, Tourism Ireland and professional leisure and business tourism travel buyers
Nurture	Elevate the profile of Lisburn & Castlereagh as a destination defined by integrity and genuine care, making this evident in all actions including by • ingraining a sustainable and regenerative tourism ethos with visible evidenced based outcomes • being mindful of the needs of all people including those with physical, mental and intellectual challenges by providing appropriate guidance and communications, enabling visitors to make sound choices about how to experience the destination • championing and supporting tourism and hospitality providers • placing community and local people at the heart of the tourism offering • guiding visitors so that they behave responsibly in the destination • curating experiences that celebrate cultural heritage, preserving traditions (e.g., linen making) inherited from the past for future generations • preserving built heritage so that it is preserved for future generations by investing in quality destination development that benefits local communities and visitors: e.g., Royal Hillsborough • safeguarding the natural environment and biodiversity: e.g., Lagan Valley Regional Park AONB



Strategic pillar	Key focal points
Grow	• Work with local, regional and national stakeholders, investing in a) commercial capability and b) collaborative and cross-referral opportunities alongside c) robust data collation and analysis processes to support livelihoods, job creation, the economy and to achieve the growth targets set out in this plan, ensuring that this benefit spreads across the full Lisburn & Castlereagh district's geography. • Adopt a proactive and goal-focused approach to achieve success • Target opportunities, customer segments and markets that are the best match including - Customer segments: families; culture and heritage enthusiasts; food and drink enthusiasts; soft adventure enthusiasts - Markets: Northern Ireland (local, neighbouring locations and the wider NI destination), Republic of Ireland, North America, Great Britain, France and Germany - Opportunities: leisure tourism (including luxury leisure) and business tourism • Invest in visitor services to maximise opportunities • In the context of the Economic Development Efficiency Review refocus LCCC's tourism team to maximise social and economic opportunities, giving due consideration to resourcing the following activity: product, industry and partnership development, digital marketing



Hillsborough Forest Digital Sculpture Trail

2. Vision and Value Proposition

The vision statement and value proposition form the foundation for all activities conducted by Lisburn & Castlereagh City Council in collaboration with local tourism and hospitality businesses, relevant stakeholders and partners.

While the vision statement summarises the destination's ambition, the value proposition is created from the visitor's perspective. Accordingly, the value proposition serves to portray the Lisburn & Castlereagh destination offering while identifying the visitors who are most suited.

Strategic plans, annual plans, and actions must align to the vision statement and value proposition. They are ideally used when engaging with diverse stakeholders (e.g., domestic and global tourism associations and partners) and procuring services (e.g., PR, marketing and advertising) so that the destination's offering, aims, and objectives are understood.

The vision statement and value proposition noted below have been created following consultation with the Lisburn & Castlereagh's tourism industry, communities and key stakeholders. These are working documents and can change over time as the destination evolves and as the external environment changes.

2.1. Vision statement

The vision of this strategy is to

Position Lisburn & Castlereagh as a destination distinguished by a unique identity, authentic tourism experiences that are unparalleled in the island of Ireland, places of immense natural beauty, a rich built and cultural heritage, a vibrant food and drink scene and a deep sense of community that champions social inclusion bound by a collaborative spirit and a sustainable ethos that benefits people, planet and pocket at its heart.

2.2. Value proposition

Stretching from the shores of Lough Neagh in the west to the hills above Dundonald in the east, and from the Belfast Hills in the north to the source of the River Lagan in the south, Lisburn & Castlereagh is bordered by six of Northern Ireland's 11 district council areas within easy reach of Belfast and Dublin.

Home to Hillsborough Castle and Gardens (Northern Ireland's only designated *Royal* residence) and the Lagan Valley Regional Park AONB (Northern Ireland's only Regional Park), as an experience Lisburn & Castlereagh is unparalleled in the Island of Ireland.

Characterised by a deep sense of community and a leisurely pace of life where welcoming people have time to engage in conversation across urban and rural neighbourhoods, an annual calendar of experiences and events invite the visitor to make a deep connection with local people:

- **Culture, History and Heritage:** from being the home of Royal Hillsborough village with its remarkable Georgian architecture, art galleries and stately homes to the impressive Ulster Aviation Society with 30+ historic aircrafts and craft experiences ranging from linen making to ceramics
- **Food and Drink:** a celebrated destination for food and drink with gastro pubs, restaurants and farmer's markets that champion local ingredients and producers

topped with immersive experiences within private homes, cookery schools as well as Hinch Distillery and Hilden Brewery that are beloved locally

- **Outdoor Recreation, Adventure and Activities:** a haven for walkers and hikers (try the 2-3 hour Lagan towpath walk from Lisburn to Belfast) along with biking, motor-biking, boating, falconry, horse-racing and horse-riding, parkland golf courses, and the largest aqua park in the Island of Ireland at Let's Go Hydro
- **Events and Festivals:** well frequented by local people, year-round community and large-scale events include the Down Royal Racing Festival that takes place annually in November (with a heritage dating back to 1865, this racecourse is the only one in Northern Ireland to host both jump and flat racing)

Complimented by restaurants, cafes, bars and accommodation from glamping, self-catering cottages, B&Bs and guesthouses to stately homes, castles and hotels, Lisburn & Castlereagh is naturally suited to domestic and global leisure visitors including individuals and groups, couples, families, soft adventurers, golfers, inter-generational travellers and enthusiasts of nature, culture and heritage, food and drink.

For business tourism, Lisburn & Castlereagh is home to outdoor spaces and indoor venues including the Eikon Exhibition Centre (Northern Ireland's largest events venue with 10,000 SQMs of indoor event space on a 55-acre site), historic buildings and hotels for meeting, conference, events and incentive groups from 10 to 10,000 delegates.

As a collaborative and responsible community, we welcome everyone who shares our commitment to social inclusion and a sustainable ethos that benefits people, planet and pocket.



Lisburn & Castlereagh's draft Tourism Strategy and Action Plan 2024-2029 sets out the council's vision, strategic objectives and ambitions for the next six years.

Council welcomes your views and comments and would be grateful for your response to the following questions. Please note that your responses will be shared publicly, although your personal details will not.

1. The ambition:

The Tourism Strategy and Action Plan 2024-2029 provides a strategic roadmap for raising the profile of Lisburn & Castlereagh as a distinguished, sustainable, and socially inclusive tourism destination with a strong community spirit at its heart that champions people and place.

Within this framework, **key ambitions** of this plan include;

- Positioning Lisburn & Castlereagh as a leading tourism destination with a unique identity and unparalleled experiences in Ireland
- Raising the profile of Lisburn & Castlereagh as a landmark tourism destination with world-class authentic experiences that share the story of people and place including culture, history and heritage; outdoor recreation, adventure and activities; food and drink; an annual calendar of events and festivals
- Adopting a twofold approach to tourism development that encompasses
 - **Infrastructural investment and development:** i.e., the curation and management quality tourism infrastructure
 - **Tourism industry and destination development:** i.e., working with tourism and hospitality business to maximise social and economic opportunities including by investing in collaborative opportunities and enterprise development supports
- Empowering tourism providers in the destination to achieve sustainable livelihoods, create employment and spread economic benefits into the wider community
- Engaging the local resident and business communities in the destination's tourism industry and offering

Overall, do you think that this is what the ambitions of the Tourism Strategy and Action Plan 2024-2029 should be? Yes, No, Don't know? Please use the free-type space below to express any additional views, comments, recommendations, or insights.

2. Strategic Pillars

The **5 strategic pillars** that have emerged from the Tourism Strategy and Action Plan are

- **Strategic Pillar 1 - Position:** elevating the profile of Lisburn & Castlereagh as a distinguished, sustainable and socially inclusion tourism destination
- **Strategic Pillar 2 - Innovation:** Establishing a reputation as a leader and innovator in tourism development, ensuring that this evolves as an inherent hallmark across all activity
- **Strategic Pillar 3 - Collaboration:** embedding a collaborative framework a) within the destination (across the tourism industry and the local community) and b) outside the destination with key stakeholders such as Tourism Northern Ireland, Tourism Ireland, Visit Belfast and the Lough Neagh Partnership
- **Strategic Pillar 4 - Nurture:** elevating the profile of Lisburn & Castlereagh as a destination defined by integrity and genuine care including by placing sustainable tourism development and sustainability at the heart of all activity
- **Strategic Pillar 4 - Grow:** providing the necessary guidance to support livelihoods, job creation and the local economy

Overall, do you think that this is what the strategic priorities for the Tourism Strategy and Action Plan 2024-2029 should be? Yes, No, Don't know? Please use the free-type space below to express any additional views, comments, recommendations, or insights.

3. Vision and Value Proposition

The vision and value proposition define the tourism offering and identity for this destination. Overall, do you feel that this is what vision and value proposition within the Tourism Strategy and Action Plan 2024-2029 should be? Yes, No, Don't know? Please use the free-type space below to express any additional views, comments, recommendations, or insights.

4. Express your view

Please use the free-type space below to express any views, comments, recommendations or insights regarding the Tourism Strategy and Action Plan 2024-2029

5. Equality

Is there anything more that should be considered as part of Section 75, Equality and Good Relations? Please use the free-type space below to express any views, comments, recommendations.

Committee:	Regeneration & Growth Committee
Date:	5 June 2024
Report from:	Head of Economic Development

Item for:	Decision
Subject:	Royal Hillsborough and Historic Moira Tourism Promotional Programme
1.0	<u>Background</u> 1. The Council has been promoting a Royal Hillsborough Historic Moira (RHHM) campaign initiative over the last two years with it anticipated to continue throughout 2024. The programme has forty-seven local tourism and hospitality businesses signed up across the two villages. 2. In 2022 a successful funding application was made to Tourism NI (£47,000 grant), and a successful funding application was then made to DfC as part of the Small Settlements Programme in 2023 (£85,000 grant). No match funding was required from the Council. 3. The programme sought to combine tourism experiences that would increase visitor numbers and revenue to the area. This was done through the development of suggested itineraries that inspire visitors, encourage dwell time, increase footfall, and boost sales. A new section was added to the Visit Lisburn Castlereagh website: Itineraries in Royal Hillsborough & Historic Moira (visitlisburncastlereagh.com) showing the twelve new itineraries and giving information on all the stakeholders' businesses. <u>Key Issues</u> 1. Attached (see Appendix) is an evaluation of activity from the 2023 Royal Hillsborough Historic Moira campaign with just some of the highlights including: • Good news stories, competitions and offers were all part of an extensive marketing awareness campaign most of which were delivered via on-line and traditional platforms. • This resulted in four Champions for the programme being secured: Arthur's, Royal Hillsborough (Stay), Hillsborough Castle (Explore), Iconic Biscuits (Producer) and Wine & Brine (Taste). All four have shared/posted information relating to the programme on their respective social platforms. • A leaflet listing the stakeholders and outlining suggested itineraries was also developed and widely distributed to Visitor Information Centres and at events. • Exhibition space booked at Balmoral Show in 2023 – with leaflets, discounts and awareness raised on the variety of attractions and experiences located nearby. • The programme sparked collaboration between an accommodation provider and a restaurant in Royal Hillsborough. Anyone staying at the accommodation could avail of 10% off their food in the restaurant.

	• One of the attractions collaborated with the same restaurant to offer their customers 10% discount of meals purchased on production of proof that they had visited the attraction. • Further collaboration is currently happening between the accommodation in Royal Hillsborough, a local café and a bar/restaurant in the village. • Enthusiasm for the programme grew as businesses realised how much exposure they could get. • Considering the exposure generated by the RHHM campaign (over 15m) the investment is considered to have been worthwhile and good value. 2. A number of self-guided packages continue to be listed on visitlisburncastlereagh.com website, each with a different theme. Some of these included Historic Day Trip, Foodie Favourite, Pet-Friendly Stays, and the Royal Treatment. 3. Video and photo commissions were conducted on participating establishments, that in turn could be used for social media and other digital platforms. Royal Hillsborough & Historic Moira (visitlisburncastlereagh.com) 4. Participating tourism and hospitality businesses are keen for the initiative to be supported for a third year in 2024. 5. An allocation of £22,500 is contained within the Economic Development 2024/2025 budget estimates, which will allow a more focused campaign to be delivered this year. It is proposed that should budget slippage occur in year, then additional campaign activity be commissioned for RHHM.	
2.0	<u>Recommendation</u> It is recommended that the Committee considers and: 1. Notes the success of the initiative to date. 2. Agrees that a further round of the programme is commissioned in 2024/25 as per the current Economic Development allocation. 3. Agrees that should additional budget be secured either from potential grant aid or in year budget slippage, that an enhanced programme is delivered across 2024/25.	
3.0	<u>Finance and Resource Implications</u> An allocation of £22,500 was included in the Tourism Development budget estimates for 2024/25.	
4.0	<u>Equality/Good Relations and Rural Needs Impact Assessments</u>	
4.1	Has an equality and good relations screening been carried out?	Yes
4.2	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out It is not anticipated that Royal Hillsborough Historic Moira promotional campaign will impact adversely on any Section 75 group, but instead, will promote equality of opportunity and good relations.	

4.3	Has a Rural Needs Impact Assessment (RNIA) been completed?	Yes
4.4	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out. Royal Hillsborough Historic Moira promotional campaign benefits the tourism and hospitality industry from both rural and urban areas of the two village areas.	

Appendices:	Appendix 2a – Royal Hillsborough Historic Moira summary evaluation Appendix 2b – Media coverage and social media outcomes Appendix 2c– List of members as at the end of 2023 Appendix 2d - Copy of leaflet produced
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APPENDIX

Royal Hillsborough Historic Moira Summary Evaluation May 2024

Performance was measure by a series of metrics:

- Media reach (see Appendix)
- Social media engagement analytics (See Appendix)
- Stakeholder feedback – included the following:

McCartney's of Moira: "McCartney's of Moira's collaboration with the Royal Hillsborough & Historic Moira programme has been instrumental in elevating our brand awareness, driving sales, and increasing foot traffic. By aligning with this great initiative, we've not only enhanced our visibility but also deepened our connection with the community, resulting in tangible business growth and a stronger presence in the hearts and minds of our customers.

Larchfield Estate: "Larchfield Estate's partnership with the Royal Hillsborough & Historic Moira programme has proven to be a pivotal driver of brand awareness, sales, and footfall. By intertwining our heritage with this initiative, we've not only amplified our presence but also fostered deeper connections with our audience. This collaboration has not just enriched our story; it has become a beacon, guiding visitors to experience the timeless charm of Larchfield Estate first-hand."

Bay Tree Cottage: ""Bay Tree Cottage's collaboration with the Royal Hillsborough & Historic Moira programme has been instrumental in elevating our brand awareness, driving sales, and attracting new bookings. By intertwining our offerings with the esteemed heritage celebrated by the programme, we have been able to invite visitors to experience the charm of Bay Tree Cottage while immersing themselves in the timeless allure of our historic surroundings."

Arthur's Guesthouse: "Working in collaboration through the RHHM programme has enabled collaboration with other businesses allowing us to provide additional services and offers to clients. The awareness this programme has afforded our business is invaluable and very much appreciated. We look forward to continuing to work with the Council through this and other programmes."

Results to date:

- RHHM page views: 1,484
- Itinerary landing page: 311 views
- Users: 949
- Referrals: 88
- Stakeholder overall feedback was positive
- Overall PR reach in excess of 15.5m
- 22 good news stories in print across NI and ROI

The above metrics provide a firm basis on which to develop this initiative further, to enhance the online content and with further promotional media spend drive visitor traffic to the relevant information.

Royal Hillsborough
— & —
Historic Moira

PHASE TWO

FINAL MARKETING ACTIVATION REPORT 2023

2023 Review

Objectives

- Build Upon the success of the 2022 Programme.
- Create good news stories around the food and drink offer in Royal Hillsborough & Historic Moira.
- Promote the two villages of Royal Hillsborough and Historic Moira as a holistic tourism destination to new markets increasing footfall to the villages, creating increased custom, revenue and visitors.
- A budget of £85,000 has been secured to deliver the marketing of the Rural Tourism Collaborative Experience (RTCE) Programme (Royal Hillsborough & Historic Moira) from September 2022 to 31st March 2023

Marketing – Phase Two

We created an extensive marketing strategy to cover print, broadcast, OOH & online media outlets.

We booked advertising with the following outlets:

- Irish News
- Irish News Weekend Magazine
- Belfast Telegraph
- Belfast Live
- Dublin Live
- Travel Ireland Magazine
- JPI Media Group – Guide (News Letter, Mid Ulster Mail etc)
- Sunday Life
- Outdoor Shopping Centre Sites / Connolly Station
- Radio – Downtown Radio & LM/FM ROI
- Social Media Advertising

Other activities included:

- Public Relations & Profiling
- FAM trips – media & influencers
- Experiential Events

**Belfast
Telegraph**

THE IRISH NEWS

DublinLive

**Sunday
Life**
SUNDAY NEWSPAPER OF THE YEAR



News Letter



Advertising

Outdoor, Print and Online

Outdoor Advertising – 48 Sheets

		Cycle 5
Site No.	Site Address	Feb 27 - Mar 12
ZADO22/01	Belfast, Middlepath Street at M3 On-Slip	X
17224/1	Belfast, 437 Upper Newtownards Road	X
ZADO01/10	Belfast, 124 Mountpottinger Road	X
80032/01	Belfast, 41 Ormeau Road	X
82003/01	Finaghy, Upp Lisburn Road @crossroads	X
23891/1	Belfast, 1-9 Boucher Place	X
93026/01	Lisburn, Belfast Road (In) Lambeg	X
1875/2	Banbridge, 49/51 Bridge Street	X
98038/01	Newry, Monaghan Street	X
20762/2	Newry, Merchants Quay @ Shopping Centre	X

Your next trip needs to be to...

Royal Hillsborough & Historic Moira

www.visitlisburncastlereagh.com/royal-hillsborough-and-historic-moira

Stay

Taste

Explore

Producers

Lisburn & Castlereagh City Council

Partnership for Communities
Pobal

Ispini Charcuterie, Moira

Arthur's, Hillsborough

Mimi's Speciality Coffee, Hillsborough

Hillsborough Forest

Outdoor Advertising – 48 Sheets

30

		Cycle 8
Site No.	Site Address	April 10 - 23
80002/01	Belfast, 44 Botanic Avenue	X
84021/01	Belfast, 461 Donegall Road At Westlink	X
ZAA008/10	Belfast, Durham St /Glengall St	X
76015/03	Belfast, 61/67 Great Victoria Street	X
93044/02	Lisburn, Belfast Road Rail Bridge (In)	X
20793/1	Lisburn, 24 Antrim Street.	X
23083/2	Lisburn, Hillsborough Road @Sprucefield (Out)	X
1875/2	Banbridge, 49/51 Bridge Street	X
98023/01	Newry, Bridge St / Dublin Rd	X
98005/01	Newry, Sugar Island	X

Come visit us at the Balmoral Show STAND 120/121

Your next trip needs to be to...

Royal Hillsborough & Historic Moira

www.visitlisburncastlereagh.com/royal-hillsborough-and-historic-moira

Stay

Taste

Explore

Producers

LCCC
Lisburn & Castlereagh City Council

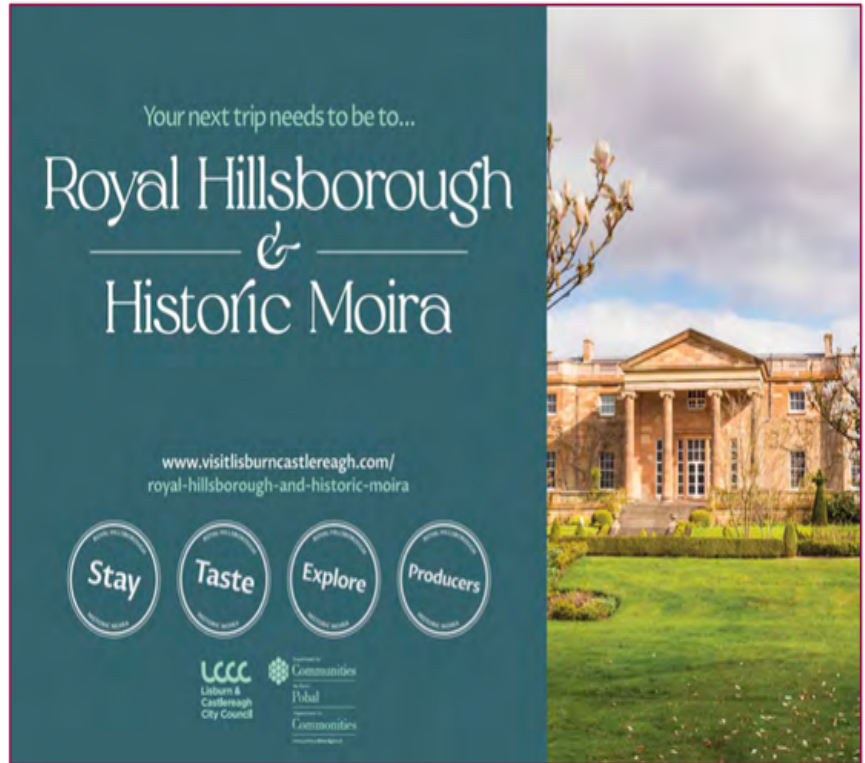
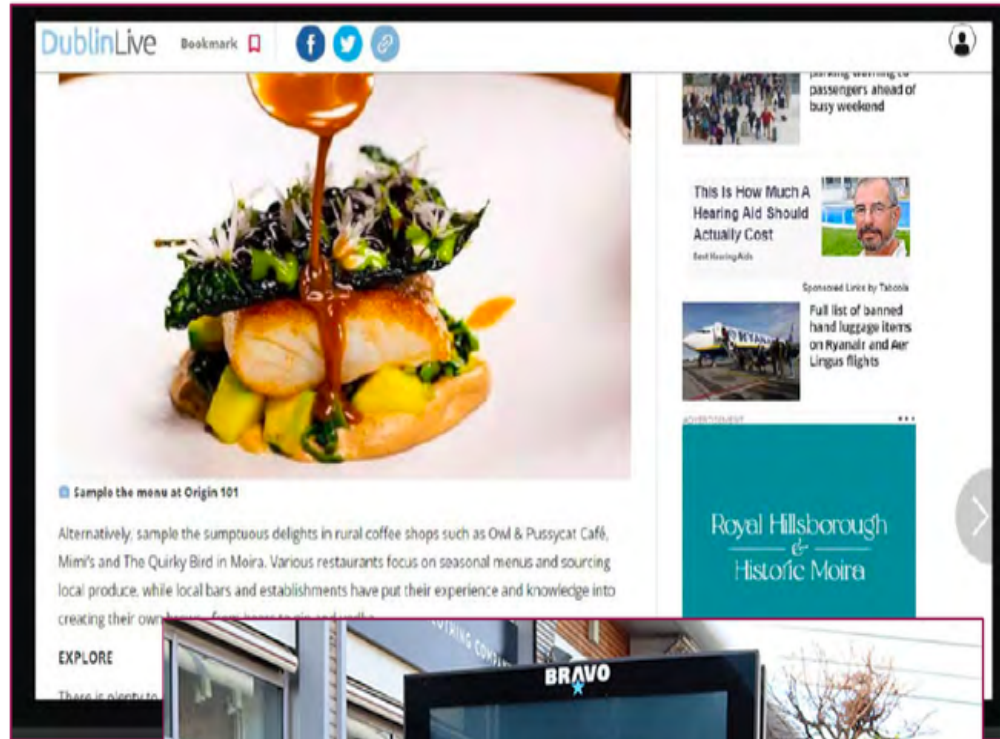
Partnership
Communities
in
Pobal
Partnership
Communities

Lisburn Estate, Royal Hillsborough

Keane's Deli, Royal Hillsborough

Kilwarin Moravian Church, Royal Hillsborough

McCartney's of Moira, Historic Moira



Your next trip needs to be to...

Royal Hillsborough & Historic Moira



[www.visitlisburncastlereagh.com/
royal-hillsborough-and-historic-moira](http://www.visitlisburncastlereagh.com/royal-hillsborough-and-historic-moira)

LCCC
Lisburn &
Castlereagh
City Council

Department for
Communities
As Seen
Pobal
Department for
Communities
www.communities.gov.uk



[ARTICLES](#)
[FOOD & DRINK](#)
[EVENTS](#)
[SEARCH](#)

VISIT ROYAL HILLSBOROUGH AND HISTORIC MOIRA THIS SUMMER

Posted 2 hours ago in [Moira](#)

2023 DIPLOMA & SCHOLARSHIP

APPLICATIONS NOW OPEN

Professional Musicianship, Music & Audio Production and Music Business

NEWSLETTER

The key to the city. Straight to your inbox. Sign up for our newsletter.

SEARCH

Popular right now

- Three Affordable Areas in Dublin City**
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- Design: The World according to Spicebag**
Adam Doyle
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- How To Get To Desolace in WoW Classic?**
Posted in [Moira](#) March 25, 2022
- Sound: Greater Than Or Equal To The Book**
– Phillip Christie
Posted in [Music Reviews](#) 2 weeks ago
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- Visit Royal Hillsborough and Historic Moira This Summer**
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- David Lynch: Misogyny and Sexual Violence**

Planning your next weekend trip? Looking for new places to explore? Then, make your way to Northern Ireland and the beautiful rural surroundings of Royal Hillsborough and Historic Moira for an adventure.

On the route to Belfast City, lie two rural villages steeped in history. Offering fantastic award-winning dining destinations, a raft of local artisan producers, accommodation options for all budgets; plus, one-of-a-kind experiences including go-karting, historic trails, gin making and whiskey tasting.

Located just under two hours from Dublin City Centre, Royal Hillsborough and Historic Moira villages are located less than 30 minutes from Belfast, perfectly positioned for a great getaway, a staycation, or a stop off on your way to the capital city.

Your next trip needs to be to...

Royal Hillsborough & Historic Moira

Stay

Taste

Explore

Producers

Lisburn & Castlereagh City Council

Department for Communities
An tAire
Pobal
Department for Communities
[www.communities.gov.uk](#)

Scan here to visit our site.

Social Media Content

Native Content, Sponsored Advertising and Competitions

Visit Lisburn Castlereagh
Published by Amy Hamilton · 13 February 2023 ·

Stuck for a restaurant for tomorrow night? (reminder – it's Valentine's Day). Luckily [The Pheasant Restaurant](#) is the perfect destination to take your Valentine for a delicious meal.

Book online now at www.ploughgroup.com/pheasant
#hillsboroughmoira #RHHM #ValentinesDay



Visit Lisburn Castlereagh
Published by Amy Hamilton · 17 February 2023 ·

Did you know it is random act of kindness day? Why not treat someone special (or yourself!) to a relaxing break at the brand-new Arthur's Guest Accommodation in Hillsborough?

Go on, you know you want to 😊

For more places to stay visit:
<https://bit.ly/3HIP7ML>
#hillsboroughmoira #RHHM #weekendgetaway #staycationni



Visit Lisburn Castlereagh
Published by Amy Hamilton · 11 February 2023 ·

Saturdays spent at the [Hinch Distillery](#) Whiskey Experience – name a better weekend. 🍷

Book now at www.hinchdistillery.co.uk
#hillsboroughmoira #RHHM #hinchdistillery #whiskey #whiskeyexperience



Visit Lisburn Castlereagh
Published by Amy Hamilton · 28 February 2023 ·

Local charcuterie [Ispini Charcuterie](#) have some amazing hampers available that would make fabulous gifts for the ultimate cheeseboard lover. It's 'wee meat and cheese hamper' is priced at only £25! 🍷🧀

#hillsboroughmoira #RHHM #ispini #charcuterie #giftidea

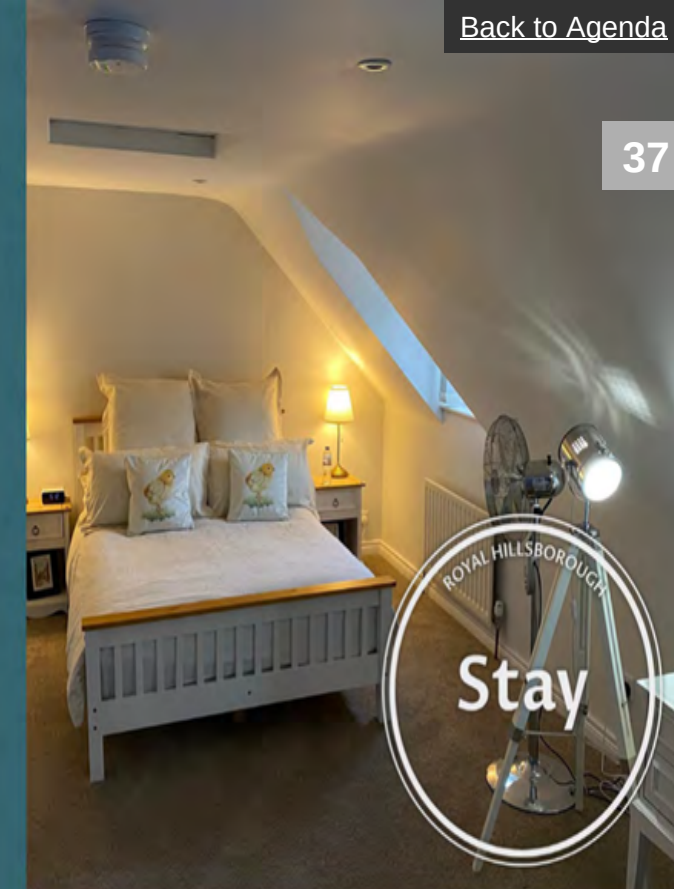


New Marketing Collateral

Video & Imagery Content Development Days

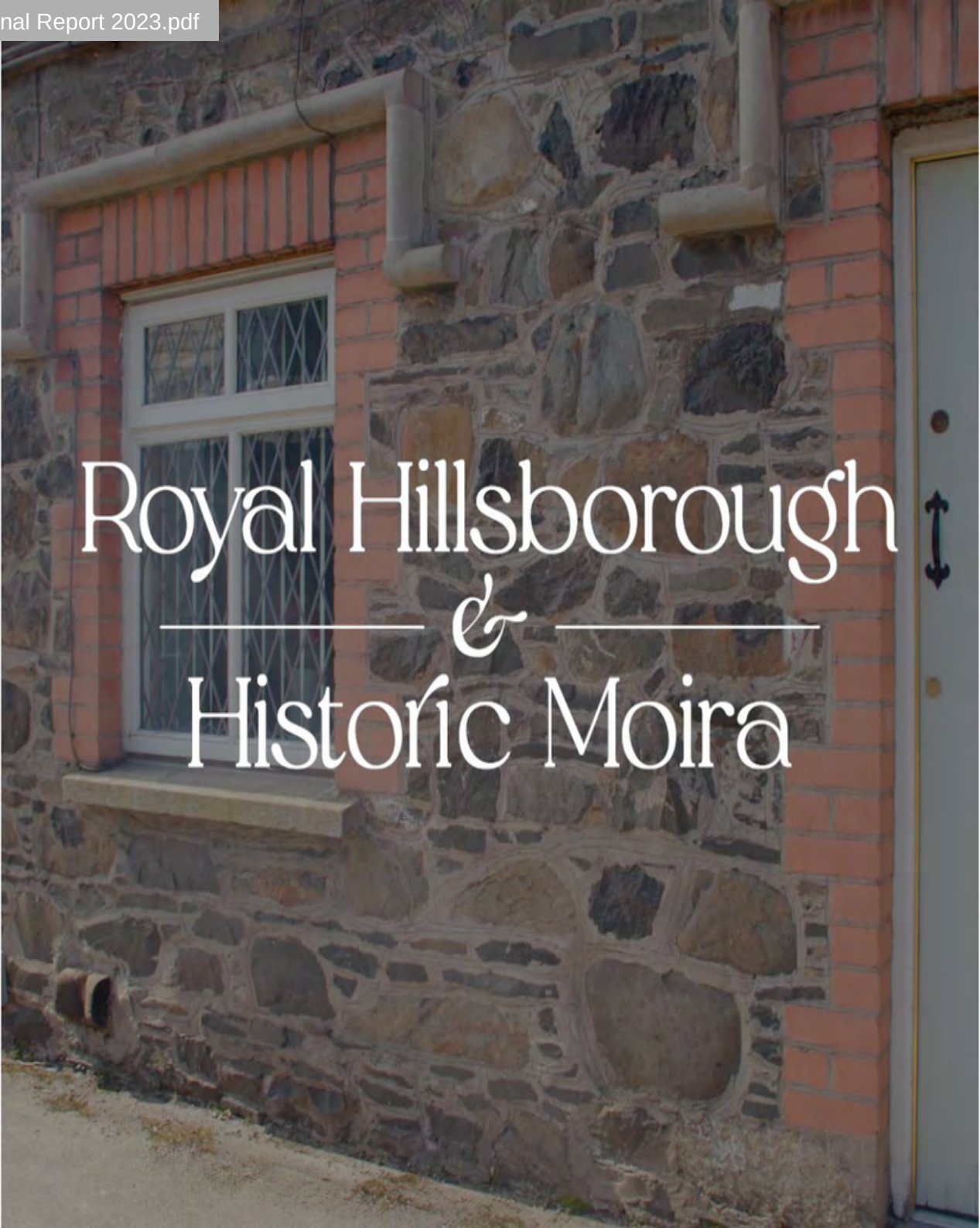


ROYAL HILLSBOROUGH
**Arthur
Street
Cottages**



Arthur Street Cottages

Royal Hillsborough
— & —
Historic Moira

The background image is a photograph of a building's exterior. It features a wall made of rough-hewn, grey and brown stones. A window with a white frame and diamond-patterned glass is set into the wall. To the right of the window is a white door with a dark handle. The overall tone is historical and rustic.

Royal Hillsborough — & — Historic Moira



Hillsborough Forest Park

Royal Hillsborough
&
Historic Moira

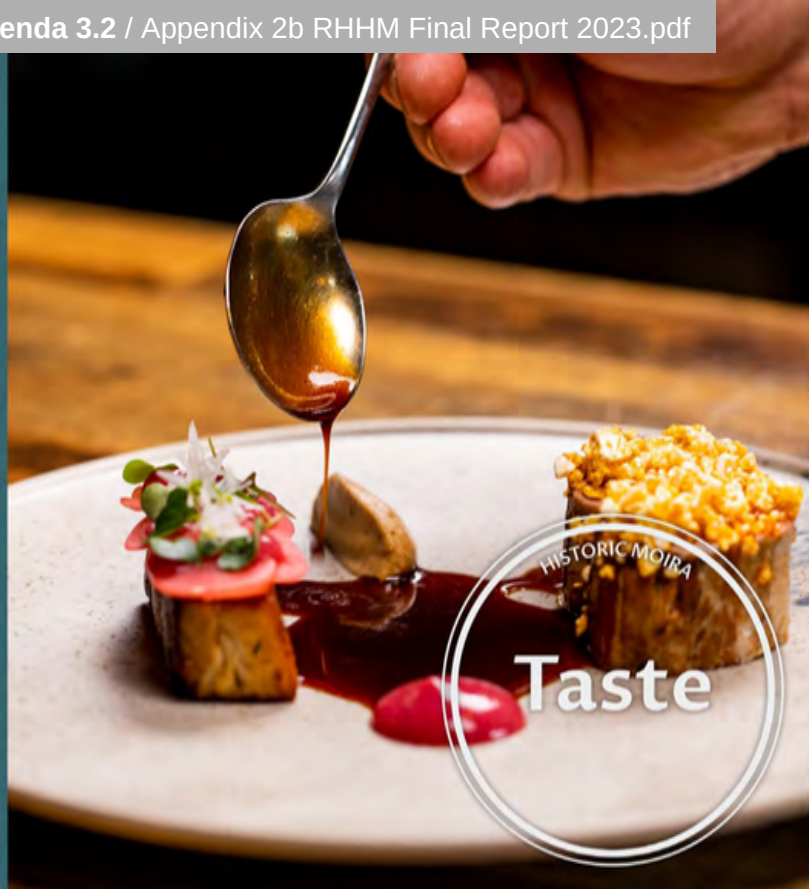




McCartney's of Moira

Royal Hillsborough
&
Historic Moira





Origin 101

Royal Hillsborough
&
Historic Moira



Influencer / FAM Trips

Day Trips / Overnight Events

Opening of Arthurs Hillsborough

43



Larchfield Estate Influencer Event

44



Walk it Off 'Royal Hillsborough Pale Ale' Tour at The Plough

45



Balmoral Show

Come visit us at the Balmoral Show
STAND 120/121

Your next trip needs to be to...

Royal Hillsborough & Historic Moira

Stay



Bay Tree Cottage, Royal Hillsborough

Taste



The Hough, Royal Hillsborough

Explore



Moira Estate, Historic Moira

Producers



Royal Hillsborough



Lisburn & Castlereagh City Council



Department of Communities

Pobal

Population & Communities



Scan here to visit our website

Come visit us at the Balmoral Show
STAND 120/121

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www.visitlisburncastlereagh.com/royal-hillsborough-and-historic-moira

Stay

Taste

Explore

Producers



Lisburn & Castlereagh City Council



Department of Communities

Pobal

Population & Communities



Larchfield Estate, Royal Hillsborough



Royal Hillsborough



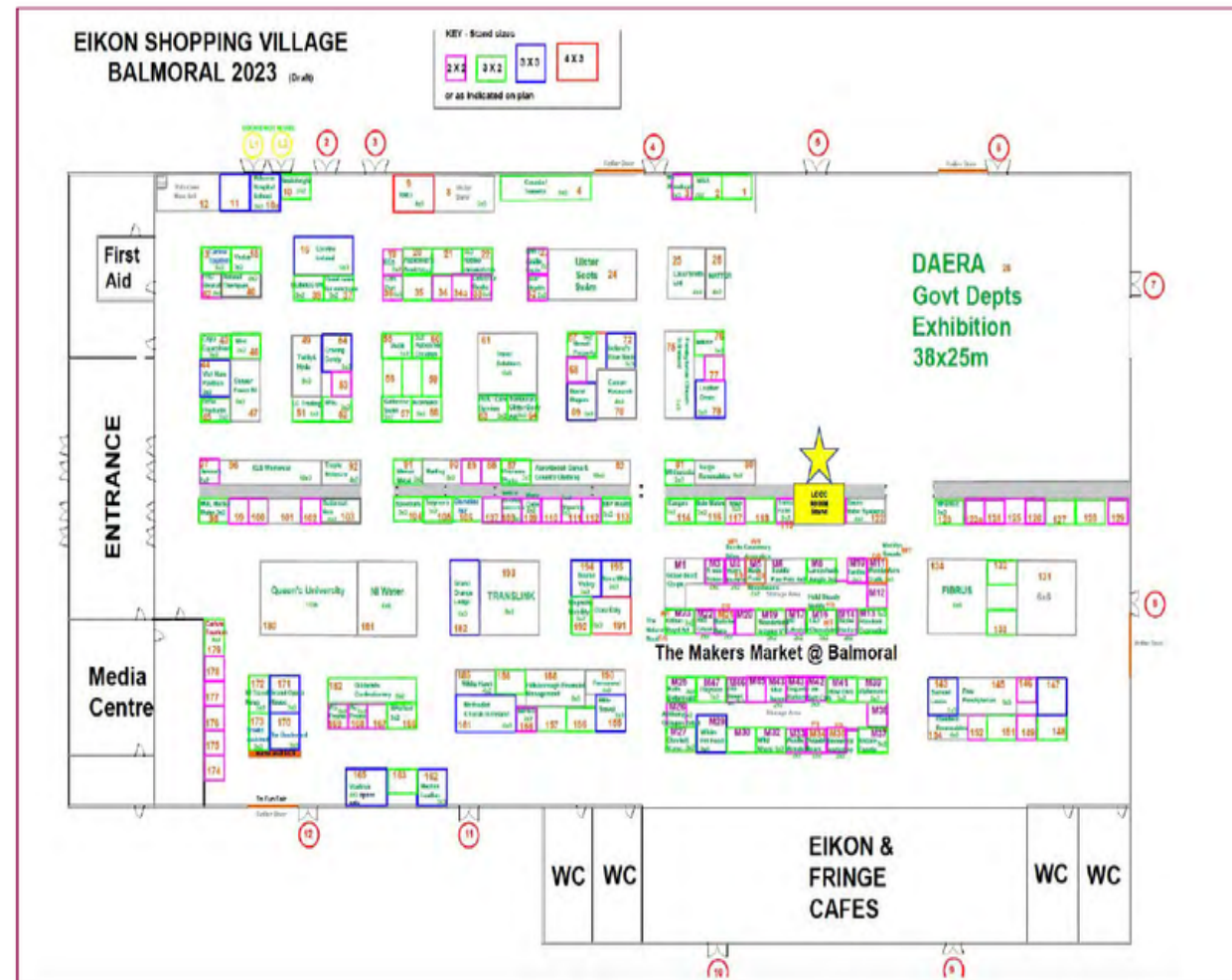
Kilmaine Monastery Church, Royal Hillsborough



Historic Moira

Overview

- Stand booked for Royal Hillsborough and Historic Moira with the Eikon Centre.
- Stand Size: 5m x 2m
- All 49 stakeholders invited to take part at the stand. Four stakeholders took up the offer: Hillsborough Royal Palaces; Kilwarlin Moravian Church; Walk it Off NI; and Ladybird Cottage.
- Andrew Carlisle, Bugler from Hillsborough Fort attend on Day One of the show.
- There was no retail or commercial selling element to this stand. It was more information gathering and information provision to attendees at the house.
- The focus was on the two rural areas and its stakeholders.
- The RHHM branding was in place and the RHHM marketing flyer.
- Members of the LCCC team were in place and gathering survey responses.



Images

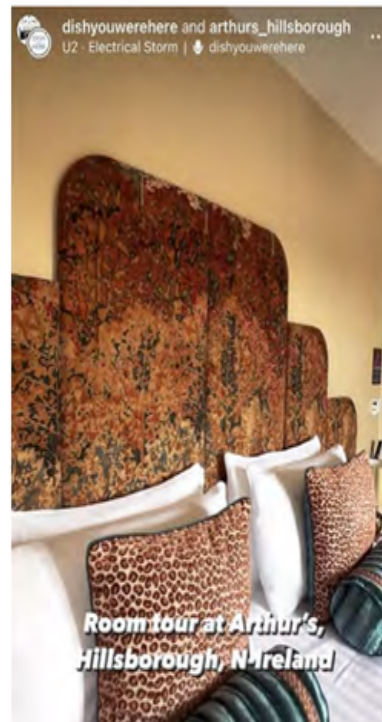
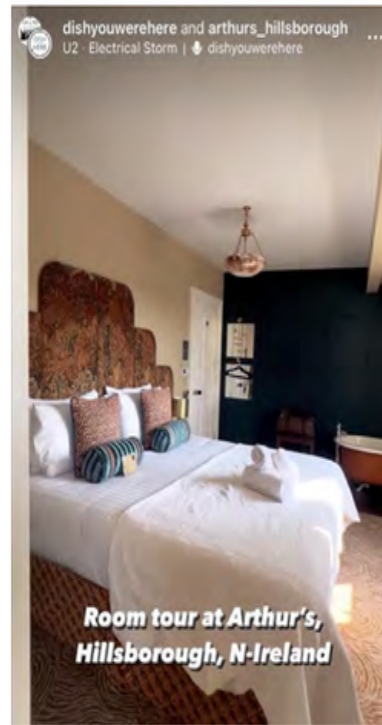
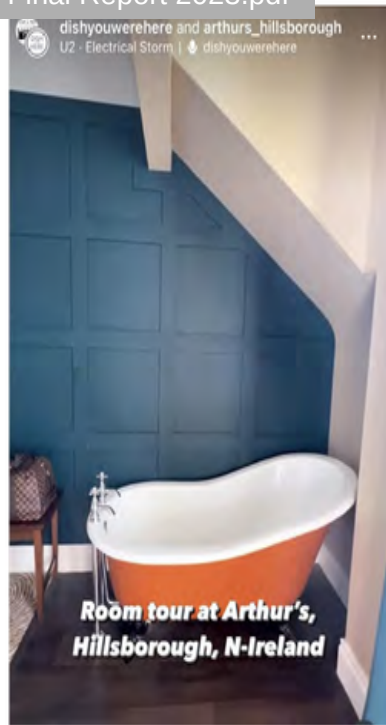




Press Coverage

COVERAGE REPORT

MEDIA CHANNEL	
PRINT	22
ONLINE	19
BROADCAST	2
TOTAL	43
OVERALL PR REACH	In excess of 15.5M



9th June 2023

Followers: 40.8K

MY WEEKEND TORI MCCAUGHEY

The owner of Tori's Coffee, Bakes and Cakes discusses the special family member who inspired her career choice, growing her unique business, and enjoying life in her hometown

The best time to get up at the weekend is?

I'm incredibly busy running the business all week, so I like to have a lie-in when I get the chance. If I'm lucky enough to have one, then you won't see me before 11am.

Breakfast or brunch?

I'm definitely a brunch girl and also like a little something sweet in the afternoon. Tori's Coffee, Bakes and Cakes is very much a traditional bakery with a twist and I love to nibble on our deconstructed fifteen, or brookie, which is a cross between a brownie and a cookie.

What does an ideal Saturday look like?

As a new bakery owner, most of my Saturdays are spent in the bakery nowadays, however, when I get the chance, I'll head down with my parents to support my younger brother as he plays a match at Dungannon rugby club. I'll then enjoy a few drinks afterwards with friends.

What would your perfect Sunday be like?

I love to relax on a Sunday after a busy week. A perfect day would be a walk with the dog, with a good coffee followed by a movie night in front of the telly at home.

Do you prefer to be indoors or outdoors?

I genuinely like the indoors and outdoors equally and am incredibly lucky to live in the beautiful Royal Hillsborough area. There is plenty to explore here, so I'm always out and about, roaming.

Tori's Coffee, Bakes and Cakes has been taking part in Lisburn & Castlereagh City Council's Royal Hillsborough and Historic Moira programme since 2022, along with

over 40 other local business owners. It's fantastic to work with other local business people to showcase the highlights of these beautiful, rural locations, that are steeped in history.

There's just so much to see and do here, from walking, to biking, to staying in fabulous boutique accommodation, and sampling delicious local produce.

How have weekends changed as you have gotten older?

Since I've started the business, I spend a lot more of my weekends working instead of hanging out with friends, as I would have done in the past, but it's all helping my business to grow. The results are worth it.

If you could eat out anywhere tonight in NI, where would you go and why?

There are just too many fantastic eateries to choose from, especially in the Royal Hillsborough and Historic Moira areas. If I had to choose just one, it would have to be 2taps Winebar in Belfast — the chorizo is simply divine.

What would you have?

I would have the chorizo, of course, although the entire menu is frankly very tempting.

At weekends you'll always make time to...

At weekends, I'll always make time to see my friends and family. I grew up in Royal Hillsborough and, of course, I now work here, so fortunately, I don't have far to travel to catch up with loved



Belfast Telegraph

10th June 2023

Reach: 31.3K

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North-West
Telegraph

10th June 2023

Reach: 8.9K



TASTE

Royal Hillsborough and Moira have many award-winning restaurants to experience. Various restaurants focus on seasonal menus and sourcing local produce, whilst local bars and establishments have put their experience and knowledge into creating their own brews, from beers, to gin and vodka.

EXPLORE

For a chance to explore the areas, if you are a keen walker there are beautiful natural forest walks, plus lots of places for those thrill seekers.

PRODUCERS



Are you a food lover, keen to discover and sample some of Northern Ireland's best home-grown produce? There are several makers and doers who have embraced their local surroundings and created wonderful food and drinks products.

Planning your next weekend trip? Looking for new places to explore? Then, make your way to Northern Ireland and the beautiful rural surroundings of Royal Hillsborough and Historic Moira for an adventure.

On the route to Belfast City, lie two rural villages steeped in history. Offering fantastic award-winning dining destinations, a raft of local artisan producers, accommodation options for all budgets; plus, one-of-a-kind experiences including go-karting, historic trails, gin making and whiskey tasting.

Located just under two hours from Dublin City Centre, Royal Hillsborough and Historic Moira villages are located less than 30 minutes from Belfast, perfectly positioned for a great getaway, a staycation, or a stop off on your way to the capital city.

STAY

For accommodation, stay in a quaint self-catering cottage, or try out a luxury country home ideal for indulgent escapes, hidden retreats or a recharging stop off.



[Totally Dublin | VISIT ROYAL HILLSBOROUGH AND HISTORIC MOIRA THIS SUMMER](#)

June 2023

Reach: 13.9K

BUTCHER'S LOCAL TWIST ON CHARCUTERIE

Being a Tyrone farmer, I'd never tried anything as exotic as salami

Cured meats helping Moira couple bring home the bacon



TEAMWORK: Sarah and Jonathan Cuddy, daughter Poppy and Jonathan's sister, Anna Cuddy, the As Light charcuterie hamper and card.

BUSINESS: Sarah and Jonathan run As Light.

By Aine Turner

A GAP in the market led to Moira couple Jonathan and Sarah Cuddy creating homegrown charcuterie. As Light Charcuterie is getting a Northern Irish spin on food by reviving old local cures, and for co-owner Jonathan, the idea came from the pages of a book.

"I was farming at home and Sarah bought a book about pig butchery," he says. "I saw a picture of salami and read about what it was. Being a typical Tyrone farmer, I'd never tried anything as exotic as salami."

"I was chairman (of) the pig committee in the Ulster Farmers Union at the time. The very next day, I was sent into Longfellow College to present. It was a food event and halfway through the day, one of the food technicians said, 'We're having a workshop now for anyone who has an idea for a food business. I put up my hand and said, 'I want to make salami'."

Jonathan was given an innovation voucher from Loughlin NI to explore the idea, leading to making salami – the first he had tasted – in Longfellow College.

"I sort of got hooked on the whole idea of fermentation and drying meats. I went to the School of Artisan Food in England and did an intensive course on charcuterie making. We launched the business in December 2016."

"My business partner is my sister, Sarah. She was working in a bar in the outback in Australia and I gave her a call and asked if she wanted to come home and start making salami. She did and then we started the business."

The business is involved with The Royal Ulster and Historic Moors programme which integrates local businesses with tourism providers to create combined visitor experiences. It's funded by the Department for Communities, through its Local Settlements Regeneration Programme under Development, Tourism, Packages, and Lodging & Caravan City Council.

"Lapsi is the gaffe word for sausage, that's why we picked the name, but it's also an Italian surname," explains Jonathan. "It reflects what we want to do, that continental influence with our own wee Irish twist on it."

"Some of the pigs come from our own farm, some from smallholders right around Northern Ireland. Different pigs and breeds are suited to different cuts than others."

It takes time to create the award-winning charcuterie – which won a 'Great Taste' award in 2022. "A salami is six to eight weeks," explains Jonathan. "A whole pig like the bresaola or zappo can take six months to make, so it has been quite a challenge. It's a process you can't speed up, you have to go with the market."

"The traditional way of making charcuterie is just salt and whatever marinade or flavour you want to add to the cut. We don't use additives at all, just curing salts. In doing that, yes, it makes the process very long but you're getting a far better product at the end of it."

Originally Jonathan and his family worked from a butchery van in Loughlin, but then he succeeded the old dairy parlour on the farm.

"We try to do a ham in finished weight a month. It's a lot of stuff when you take it into individual chubs. It's still what you'd call a niche market but it's a growing niche."

During lockdown, the family opened a shop in Moira for Jonathan. "I suppose you'd call me the biggest pork in the world!" – finding old curing methods has given the business a real twist to the past.

"I sat for months trawling through the old papers, I was read on stories about how bacon would be made on the farm and stories of pigs being killed on the farm and sent up to Belfast for processing. I thought there must be old cures still about."

"Our product we have on the website is called As Light Lomo, an air-dried pork loin. I found the recipe for it in a 1930s Belfast News Letter. It was actually an old Belfast bacon cure. We're read on stories that people just ate salted bacon but their tastes were more evolved than that."

"It turns out Belfast had a really good history of curing bacon and hams. We had the Belfast ham, which was an air-dried ham, pretty much what you would find in Irish or Tyrone. And originally it was dried above the looms of the linen mills."

"Then there were drying rooms purposely built around South Street. It all died a death with the invention of the fridge. We've found the old system and (we're) trying to bring our products back the way they were 100 years ago."

For more, see www.aslightcharcuterie.com



4th June 2023

Reach: 28.6K

Visit Royal Hillsborough and Historic Moira this summer

Planning your next weekend trip? Looking for new places to explore? Make your way to Northern Ireland and the beautiful rural surroundings of Royal Hillsborough and Historic Moira for an adventure

LIFESTYLE By **Dublin Live**
03:42, 29 MAY 2023

Bookmark



Hillsborough Castle

On the route to Belfast City lie two rural villages steeped in history. Offering fantastic award-winning dining destinations, a raft of local artisan producers, accommodation options for all budgets and one-of-a-kind experiences including go-karting, historic trails, gin making and whiskey tasting.

Located just under two hours from Dublin, [Royal Hillsborough and Historic Moira villages](#) are located less than 30 minutes from Belfast, perfectly positioned for a great getaway, a staycation, or a stop-off on your way to Northern Ireland's capital.



[Dublin Live | Visit Royal Hillsborough and Historic Moira this summer](#)

29th May 2023

Reach: 1.33M

Tori's Coffee, Bakes and Cakes owner goes under the Belfast Live Spotlight

Royal Hillsborough native, Tori, harnesses her experience, passion and energy to create new products and a unique experience in the heart of the village



Tori McCaughey

Tori McCaughey is the young owner of a recently modernised bakery that maintains its traditional roots and serves the village of Royal Hillsborough.

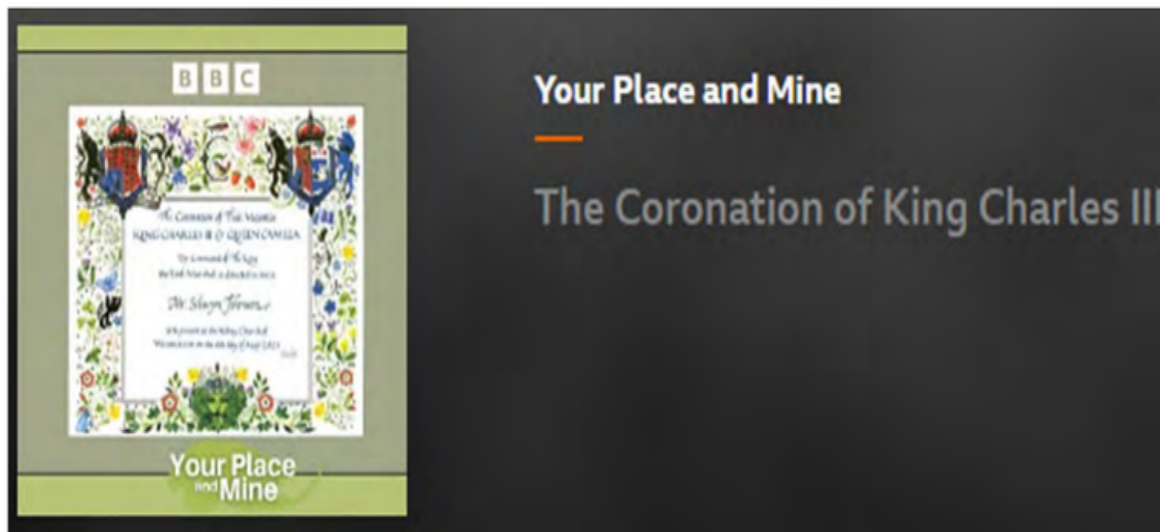
At Tori's Coffee, Bakes and Cakes, all produce is baked and prepared on the premises by an all-female local team.

BelfastLive

[Belfast Live | Tori's Coffee, Bakes and Cakes owner goes under the Belfast Live Spotlight](#)

25th May 2023

Reach: 1.88M



BBC RADIO
ULSTER

[BBC Radio Ulster Your Place and Mine](#)

6th May 2023

Reach: 105K

LOOK WHO'S WALKING | Woman who set up 'People-Walking Company' was told she'd never walk properly again

In 2015, the former Lloyds underwriter was told by doctors she'd never regain full mobility after a skiing accident.



Nikki Elliott who runs Walk it Off, Speaks to the Sunday World. Pic Colm Lenaghan/Pacemaker

Sat 6 May 2023 at 06:25



Nikki Elliott feared she'd never walk properly again after a horrific accident when her knee had to be rebuilt.



[Sunday World | LOOK WHO'S WALKING | Woman who set up 'People-Walking Company' was told she'd never walk properly again](#)

6th May 2023

Reach: 961K

King Charles' coronation day: Meet Ballynahinch bugler hitting the right royal notes



Andrew Carlisle, Bugler for Hillsborough Fort Guard

Anne Marie McAleese

Sat 6 May 2023 at 07:00



This morning, a specially commissioned bugle fanfare will ring out from the grounds of Hillsborough Castle as part of the nationwide celebrations to mark the coronation of King Charles III.

The composer and bugler is a man from Ballynahinch who has a long and proud association with the Hillsborough Fort Guard.

Belfast Telegraph

[Belfast Telegraph | King Charles' coronation day: Meet Ballynahinch bugler hitting the right royal notes](#)

6th May 2023

Reach: 1.98M

'It's great to know that I'm helping to keep this 350-year-old tradition alive'

A Ballynahinch bugler hits the right royal notes ahead of coronation day, writes **Anne Marie McAleese**

This morning, a specially commissioned bugle fanfare will ring out from the grounds of Hillsborough Castle as part of the nationwide celebrations to mark the coronation of King Charles III.

The composer and bugler is a man from Ballynahinch who has a long and proud association with the Hillsborough Fort Guard.

A former member of the Royal Irish Regiment, Andrew Carlisle has been in post since 2006 and has previously played a prominent role in the Diamond and Platinum Jubilees, the Proclamation of Charles III and the King's first official visit to Royal Hillsborough.

For the Platinum Jubilee, he also had the honour of composing bugle music that signalled the lighting of the beacons across the Commonwealth, and last year, individual pieces for the proclamation of the Queen's death and the announcement of the new King at Hillsborough Castle.

Andrew is engaged to play a royal salute to announce the arrival of royal visits to Hillsborough.

One of only two private ceremonial units left in Europe, he and his fellow fort ward-

ers also guide walking tours around the historic village and periodically conduct the centuries-old Ceremony of the Keys, which is the ceremonial posting of sentries and locking of the gates to secure the Royal Fort of Hillsborough for the night.

"It's an incredible honour to be the ceremonial Bugler of the Hillsborough Fort Guard," he says.

"It's the smallest and oldest private regiment still in existence and was created in 1660 by Charles II. The guard consists of 20 people, as detailed in the Royal Warrant. Being part of it gives me a huge sense of history and it's great to know that I'm helping to keep this 350-year-old tradition alive."

Music has played a major part in Andrew's life since he was a young boy.

"One of my fondest memories is when I was four years old listening to my dad play the accordion and my grandpa teaching me how to drum on the tiled hearth of his fireplace."

These early drumming lessons led to band membership, which in time resulted in performances at the Royal Albert Hall in London, the Milwaukee Irish Festival in America, the Bridge over the River Kwai in

Thailand, the Ballynahinch War Memorial and sounding his composition at the State Entrance of Hillsborough Castle to herald the Proclamation of the new King.

He remains grounded and says that his motivation has always been to just enjoy the moment.

"I have been fortunate enough to have taken part in many memorable ceremonies, events and services over the years.

"Some were very humbling, low key and poignant," he says.

"Others were high profile and conducted under the glare of the world's media. Each holds its own special memory."

Andrew admits that it's a challenging instrument to play. There are no valves, so hitting the right notes depends on the perfect positioning of lips and careful control of the amount of air going through the mouthpiece.

He adds: "The role of a bugler is a solitary one with nowhere to hide if it goes wrong, which it sometimes does."

"Being too warm, too cold, and having a dry mouth or dry lips are some factors which can influence the sound that emanates from the bugle."

He feels blessed to have a very supportive and tolerant panel of critics at home –



Andrew Carlisle, bugler for Hillsborough Fort Guard

Belfast Telegraph

6th May 2023

Reach: 31.3K

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Andrew Carlisle, bugler for Hillsborough Fort Guard

North West
Telegraph

6th May 2023

Reach: 8.9K



3rd May 2023

Reach: 297K

BEST FOOT FORWARD: MOM BOUNCES BACK

'I feared I'd never walk again, now I've made a career of it'

DETERMINED NIKKI STARTS HER OWN TOUR BUSINESS ON FOOT AFTER HORRIFIC SKI ACCIDENT

LEADING THE WAY: Nikki Elliott, 56, is a walking expert

NIKKI Elliott feared she'd never walk properly again after a horrific accident when her knee had to be rebuilt.

But she refused to give in to her injury and has now set up the UK and Ireland's first people walking business.

The 56-year-old's bespoke tours with Walk It Off NI have attracted so much international interest she's even been interviewed for Access Hollywood.

In 2015 the former Lloyds underwriter was told by doctors she'd never regain full mobility after a skiing accident. The super fit mum of one — an aerial acrobat with Ballet Contemporary Circus School — says she was devastated by the news.

"I was about to turn 50 and I just thought this was the end of my life. This was how it was going to be, that I might not be able to walk properly again."

"It was such a big shock because I'd been going to the circus school and I was the fittest I'd ever been in my life."

FRAGMENTS

She was enjoying a family holiday on the slopes when another skier cut her up and Nikki ended up with devastating injuries. She fractured her shin and fibula, dislocated her entire cruciate ligaments and had bone fragments in her knee.

Back home it took a six-hour operation to repair the damage, when part of her hamstring was taken to re-route the knee ligament.

"At the time it was like being shot in the knee. I was heading down the hill and my knee was heading down the hill."

"I lost the ligament that keeps your top bones from going across your bottom bones. After the operation the hamstring popped a couple of times because the back of my knee wasn't as strong as it had been."

"I had to relearn how to walk because there was a completely new system in my leg, and I had to learn how does this work."

"I did my physio three times a day and went back to Pilates and back to the gym, where all I could do was sit at the side and build up and build up my strength."

Nikki had moved back to Belfast with husband Tony when he returned as



EXCLUSIVE BY ROISIN GORMAN

a pilot, and daughter Faye, now 18, after a successful but stressful career with Lloyds. After a series of temporary jobs, she did a course in the data analytics of a voluntary lifestyle and the idea for her business blossomed.

"Because of what had happened to me it started with your place, your pace, your time," she says.

"Now I design and deliver walking experiences."

MEETING

A chance meeting with Antonia Malcolm — owner of a home within a walled garden beside Lady Down Park in Belfast — turned into Hidden Beauty tours. Nikki has now expanded to Hillsborough Royal Brew in the Co Down town as part of the **Royal Hillsborough and Hidden Beauty** initiative, as well as working with Men's Sheds and businesses.

"On Hidden Beauty we go for an hour's walk together on a circular route and talk about the history and culture and the men which have been there for hundreds of years, before going to the brewery where the food on your plate is from the ground beneath your feet," says Nikki.

"In Hillsborough we talk about the history and heritage of brewing in the village."

"It helps people connect in different ways. We have to look after our wellbeing particularly after Covid and it's easier to communicate when you're moving and looking at trees and flowers. The conversation flows in a different way and by the time the group is eating together the ice is completely broken."



30th April 2023

Reach: 36K



1. What do you love most about your job?

This is a family business and I really enjoy the flexibility that comes with working for yourself although it does mean working more hours than you would in a typical 9-5 job! I love having the freedom to attend school events and work around our three kids.

I also relish the creative aspects, be it decorating our deli in Meira, running our social media platforms or making gazebo boards. Of course, it's also fabulous to meet our customers and chat about our products at the tasting events that we run.

2. What has been your career highlight to date?

We were recently asked to cater for a wedding and I really enjoyed the process of working closely with the bride to design a gazebo table.

Besides working for Igini Charcuterie, I am also a trained nurse, so there have been many times that I've had the privilege of caring for people when in their most vulnerable.

3. What are your favourite hobbies/activities outside of work?

I love being outside, whatever the weather. We recently got a puppy so I have the perfect excuse to get the kids out for a walk.

4. What is your daily routine?

I try to get up at 5.30am three days a week and go to the gym. I'm home for breakfast by 7am to get the kids fed, clothed and out the door to school. After this, I'll likely head out to our food production unit where the day is spent making charcuterie. If not at the unit, I'll head to our deli. In the evening, we'll make tea and then drop the kids off to some of the many clubs that they're involved in and I'll do my best to get to bed for 10pm.

5. Do you have a specific fitness regime?

I really enjoy exercise - more for the endorphins than anything else. I attend a bootcamp three mornings a week and am trying to get back into running at the moment.

6. Do you have any tips for staying positive?

I always find that getting outside and into the fresh air lifts the mood. Luckily, we have the beautiful Royal Hillborough and Moura on our doorstep to explore.

7. What do you think is the best thing about living in Northern Ireland?

Hard to pick only one! Besides our proximity to so many fantastic areas, it would have to be the food - it's difficult to beat the



Sarah Cuddy

Owner of Igini Charcuterie

abundance of good quality local produce that we have here.

At Igini Charcuterie, we've been taking part in [Lifford & Carrickagh City Council's Royal Hillborough and Moura Menu](#) programme since 2021, along with over 40 other local business owners it is an incredible collaboration that has allowed us to showcase beautiful rural locations that are steeped in history and offer a unique experience like no other.

8. What is your mantra or favourite quote that you live by?

It would be a bible verse - "Pray without ceasing, give thanks in all circumstances."

9. Who has been your biggest influence?

All four of my grandparents, who sadly are no longer alive. Each very different and unique, but loving.

10. FAVOURITE

Movie: Love Actually

Band/musician: U2 or local band, Rind Collective

Book: Anything by Agatha Christie

Restaurant: Woe & Brine in Meira

Holiday Destination: West Cork's coastline

Drink: Fine cup of coffee in the morning

Meal: A roast Sunday dinner at home with a glass of wine, after a long walk

To find out more about the [Royal Hillborough and Moura Menu](#) programme, visit www.visitliffordcarrickagh.com/royal-hillborough-and-moura-menu

Ulster Tatler

NORTHERN IRELAND'S NO.1 SOCIAL MAGAZINE

CELEBRATING 50 YEARS

7th April 2023

Reach: 10.4K

MY WEEKEND SUSAN McCAGUE

The owner of Bay Tree Cottage, Hillsborough, on retail therapy, her go-to cookery book collection and promoting her local area

The best time to get up at the weekend is?

I've always been an early bird. There's nothing better than savouring that first cup of tea before everyone wakes up.

Breakfast or brunch?

It would definitely have to be brunch, followed by a long walk in the country.

What does an ideal Saturday look like?

My ideal Saturday morning would be spent in the garden. I would then head out for lunch with my sisters and niece, with some retail therapy to follow. Of course, the day wouldn't be complete without a trip to the cinema with my husband to catch the latest movie.

What would your perfect Sunday be like?

In winter, my perfect Sunday would begin with a slow start and a coffee. On a sunny Sunday in summer, we would have a picnic in the grounds of Hillsborough Castle; we are so incredibly lucky to have these beautiful and inspiring gardens right on our doorstep. I would then come home to the perfect Sunday dinner, which had been prepared in my absence — chance would be a fine thing.

Do you prefer to be indoors or outdoors?

I actually love both equally. I am happy baking and cooking in my kitchen with some music blaring and I spend a considerable amount of my time at Bay Tree Cottage preparing delicious bakes for my guests. I am also an avid gardener and really enjoy planting and watching the garden change throughout the seasons. Royal Hillsborough is an utterly idyllic rural location and I love to get out for a good walk locally.

How have weekends changed as you have gotten older?

Now that I've retired from primary teaching and my three sons have long since

flown the nest, my weekends are very different than how they used to be. They are now much more relaxed and I don't have any schoolwork to catch up with. The world is my oyster these days.

If you could eat out anywhere tonight in NI, where would you go and why?

It would have to be La Bottega on Belfast's Lisburn Road. I love the relaxed atmosphere and simply adore authentic Italian cuisine.

What would you order?

I'll always order taglieri, which is a charcuterie board with a selection of meats, cheese and vegetables with focaccia bread. I find that it's best washed down with a cold, crisp white wine.

At weekends you'll make time to...

I'll always take my two miniature Schnauzers, Dolly and Maddie, out for a walk. I'll also make time to catch up with friends

and family and then enjoy a chilled Sunday night in my pyjamas, with the stove burning and the candles lit.

Do you sometimes work at weekends?

Yes, indeed. Bay Tree Cottage is booked almost every weekend, so most Saturdays and Sundays you'll find me preparing the cottage to ensure that my new arrivals have the best possible experience. We've been taking part in Lisburn & Castlereagh City Council's Royal Hillsborough and Historic Moira programme since 2021, along with more than 40 other local business owners. I absolutely love collaborating to showcase what these beautiful areas have to offer.

Who would you most like to go for a drink with and why?

A dry sherry, as I believe she is a fan, of a refreshing gin and tonic with the cook Mary Berry. I greatly admire her as a person and love that she has a real twinkle in her eye. I am the proud owner of an extensive range of her cookery books and they are always my go-to.

Are you a weekend cook?

I generally cook seven days a week. However, I do enjoy the occasional lunch, lunch or dinner out with friends. Luckily, I live close to Royal Hillsborough so have access to a range of excellent restaurants offering the very best local produce.

What's your dream Sunday dinner?

Oh, I think that would have to be a traditional Sunday lunch with all the trimmings.

Who do you normally eat Sunday dinner with and where?

Sunday dinner is usually eaten at home with my husband and, when possible, with my sons, their partners and my two little grandsons. I love to cook for them and enjoy the merriment that the little ones bring.

Too tired to cook, what are you ordering from the takeaway?

My favourite takeaway has to be a massaman curry from Bo Tree Kitchen in Belfast.

Heading to the cinema, what are you going to see?

I'm really looking forward to seeing *A Man Called Otto*. I have yet to be disappointed by a film starring Tom Hanks — and, of course, a happy ending is always a real

bonus.

Staying in, what TV/streaming/catch-up programmes are on the menu?

I have quite a few on the go. Right now, I'm loving *Kaleidoscope*, which is exhilarating TV. *This Is Us* is a real tearjerker and I'm also enjoying *Happy Valley* — what a talented group of actors and a brilliant storyline. Another current favourite would have to be the film *The Father*, which stars the inimitable Sir Anthony Hopkins.

What are you reading?

I'm a fan of printed newspapers and usually end up reading Sunday's the following Wednesday.

Bedtime is?

I'm more of a morning person than a night owl, so head to bed as early as possible.



Belfast Telegraph

18th March 2023

Reach: 31,340

MY WEEKEND SUSAN McCAGUE

The owner of Bay Tree Cottage, Hillsborough, on retail therapy, her go-to cookery book collection and promoting her local area

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North-West
Telegraph

18th March 2023

Reach: 8.9K

rumour mill
creative communications

“We are one of a number of local guest accommodation providers who are helping to showcase Northern Ireland’s hospitality.”

HOW I BECAME A
GUEST HOUSE OWNER
LYNNE MCCABE

The Post: Guest house owner, Arthur’s and Ralph’s
The Post Holder: Lynne McCabe
Passion and resilience are key to Lynne McCabe’s role as a guest house owner.
Give a brief outline of your career to date. I established Fire Defence, a fire and security company in 1997. My husband later joined the business and we grew it into a national organisation that operated throughout Northern Ireland and the Republic of Ireland. We eventually sold it after 20 years and

opened our Lisnacurran guest accommodation in 2008.
After selling Fire Defence, we bought a guest house in Moira, followed by a listed building in Royal Hillsborough, in 2018. We rebranded our Moira guest accommodation as Ralph’s in 2019 and our Royal Hillsborough guest accommodation as Arthur’s in 2023.
Launched in January 2023 after extensive restoration, Arthur’s has 12 carefully curated suites, each of which is themed in homage to the founding father of Hillsborough, the Marquess of Downshire.
What was your favourite subject at school? History, without a doubt.
Did you go on to further/higher education, if so what did you study and where?

Yes, I studied Agricultural Economics and Management at Queens University Belfast.
How did you get into your area of work? My first job was in fire and security, for a firm that specifically requested a background in farming to target that market – which was perfect for me as a farmer’s daughter! I subsequently saw an opportunity to leave and establish my own company.
I later moved into tourism, after realising that our home was perfectly situated on the A1 near the beautiful Royal Hillsborough and Moira areas. Each offers an unparalleled tourism experience in terms of dining, shopping and outdoor pursuits.
Is this what you always wanted to do?

Actually no, as a teenager I had envisioned a career in agriculture.
Were there any particular essential qualifications or experience needed? Not as such. Hard work, empathy, and a warm personality go a long way and you must be prepared to get involved in all aspects of the accommodation business. That includes cleaning, cooking and admin. Rolling up your sleeve will always earn you the respect of your employees.
Are there alternative routes into the job? I don’t believe that there is any set route into this. Personally, I grew the business slowly from my kitchen table. Of course, I also had access to capital, having sold my first business. Investment passion and resilience are key.

What are the main personal skills your job requires? I think the main soft skills required are a warm personality, an ability to learn from your mistakes and the humility to apologise when you’re in the wrong. Finally, you must always do your best to ensure that every guest has a fantastic experience.

What does a typical day entail? Plenty of communication – a lot of emailing, texting, phone calls, and social media messaging with our team to coordinate operations. I personally cook five times a week at Lisnacurran and am also working every day in Arthur’s café, so it’s incredibly busy.

What are the best and most challenging aspects of the job? The best must be the joy I get from positive feedback from guests. The most challenging is, of course, the 24/7 nature of the role – as any business owner will attest.

Why is what you do important? I think that we’re bringing something incredibly significant to the Royal Hillsborough and Moira areas. Along with providing a premium boutique guest accommodation, we are one of a number of local guest accommodation providers who are helping to showcase Northern Ireland’s hospitality.
My husband Johnathan and I have been participating in Lisburn

& Castlereagh City Council’s Royal Hillsborough and Historic Moira programme since 2021, along with over 40 other local business owners.

Together we collaborate to provide tourists with a fantastic experience, which isn’t particularly challenging! These are beautiful rural locations, steeped in history, with a wealth of options to stay, eat and explore.

How did Covid-19 impact your business/role? Ultimately quite positively, if I’m honest! It inspired us to implement a more streamlined self-check in arrangement, which has reduced overheads and provides guests with a seamless check in experience.

What advice would you give anyone looking to follow a similar career path? Be resilient. This job is hands on and very hard work. It can be tiring but is also incredibly rewarding.

If you weren’t doing this what would you like to do? I would probably work in interior design or with antiques – both passions of mine. My husband and I love scouring antiques fairs for special pieces and many of our unique finds can be spotted throughout Arthur’s.

Describe your ideal day off. My ideal day off would entail heading to the renowned Newark International Antiques & Collectors Fair with my

husband. With thousands of dealers and buyers around, it’s the ultimate hunting ground for one off pieces.

And finally, what’s the key to any successful job search? Be proactive – identify who you want to work for and reach out. Also, don’t allow yourself to be easily discouraged. You will inevitably encounter rejection, but get back out there, keep in touch, stay on their radar and don’t give up.



North West
Telegraph

17th March 2023

Reach: 8.9K

“We are one of a number of local guest accommodation providers who are helping to showcase Northern Ireland’s hospitality.”

**HOW I BECAME A
GUEST HOUSE OWNER
LYNNE MCCABE**

The Post: Guest house owner, Arthur’s and Ralph’s
The Post Holder: Lynne McCabe
Passion and resilience are key to Lynne McCabe’s role as a guest house owner.
Give a brief outline of your career to date. I established Fire Defence, a fire and security company in 1997. My husband later joined the business and we grew it into a national organisation that operated throughout Northern Ireland and the Republic of Ireland. We eventually sold it after 20 years and

opened our Lisnacurran guest accommodation in 2008.
After selling Fire Defence, we bought a guest house in Moira, followed by a listed building in Royal Hillsborough, in 2008. We rebranded our Moira guest accommodation as Ralph’s in 2019 and our Royal Hillsborough guest accommodation as Arthur’s in 2023.
Launched in January 2023 after extensive restoration, Arthur’s has 12 carefully curated suites, each of which is themed in homage to the founding father of Hillsborough, the Marquess of Downshire.
What was your favourite subject at school? History, without a doubt.
Did you go on to further/higher education, if so what did you study and where? Yes, I studied Agricultural Economics and Management at Queens University Belfast.
How did you get into your area of work? My first job was in fire and security, for a firm that specifically requested a background in farming to target that market - which was perfect for me as a farmer’s daughter! I subsequently saw an opportunity to leave and establish my own company.
I later moved into tourism, after realising that our home was perfectly situated on the A1 near the beautiful Royal Hillsborough and Moira areas. Each offers an unparalleled tourism experience in terms of dining, shopping and outdoor pursuits.
Is this what you always wanted to do? Actually no, as a teenager I had envisioned a career in agriculture.

What are the main personal skills your job requires?
I think the main soft skills required are a warm personality, an ability to learn from your mistakes and the humility to apologise when you’re in the wrong. Finally, you must always do your best to ensure that every guest has a fantastic experience.

What does a typical day entail?
Plenty of communication - a lot of emailing, texting, phone calls, and social media messaging with our team to coordinate operations. I personally cook five times a week at Lisnacurran and am also working every day in Arthur’s café, so it’s incredibly busy.

What are the best and most challenging aspects of the job?
The best must be the joy I get from positive feedback from guests. The most challenging is, of course, the 24/7 nature of the role - as any business owner will attest.

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Describe your ideal day off.
My ideal day off would entail heading to the renowned Newark International Antiques & Collectors Fair with my



Belfast Telegraph

17th March 2023

Reach: 31,340



NEW BOUTIQUE GUESTHOUSE **ROYAL HILLSBOROUGH'S**
LATEST TOURISM OFFERING

Boutique Guest Accommodation, Arthur's, Opened on January 26th

A new boutique guest house, Arthur's officially opened its doors on Thursday January 26th. Situated in an elegant Georgian building on Main Street, Arthur's is the latest tourism offering to **Royal Hillsborough** and is set to attract visitors far and wide.

The accommodation features 12 individually owned rooms, each of which blends history, antiques and charm. Each room has been specifically themed in homage to famous local residents, the Marquess of Downshire.

The official launch event was attended by **Caldwell & Castlemore City Council** representatives and participants from across Northern Ireland's tourism industry who are involved in the council's **Royal Hillsborough and Historic Mills** programme. Launched in summer 2021, the programme has, to date, seen over 40 local businesses collaborate to boost the local tourism and hospitality economy within these areas.

Lynne McCabe, owner of Arthur's, said, "We are

delighted to welcome guests to our latest business venture, Arthur's.

"This is very much a passion project for myself and my husband Jonathan, and each room has been



carefully curated to reflect our local history and the rich tapestry of life here in **Royal Hillsborough**.

"It is also intended to pay homage to the Mar-

quess of Downshire, who is very much synonymous with the area."

Along with her husband, Jonathan McCabe, Lynne also runs two other great accommodations in the **Royal Hillsborough and Historic Mills** area, Ralph's and Lionacran Country House.

Alderman Allan Ennis MBE, Chair of **Lisburn & Castlemore City Council** Development Committee, says, "It has been a pleasure to welcome representatives from the tourism industry here in Northern Ireland to **Royal Hillsborough's** newest tourism offering. Arthur's is a great addition to the local area and I would like to congratulate Lynne and Jonathan McCabe on this new venture.

"I would also like to thank the many other stakeholders who have collaborated to make our **Royal Hillsborough and Historic Mills** programme a success. These are beautiful locations, steeped in history, and they offer an unparalleled tourism experience, with endless options to stay,

GNIMAG

YOUR LOCAL HOMOCULTURAL MAGAZINE

15th March 2023

Reach: TBD

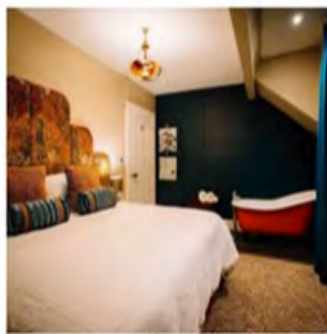
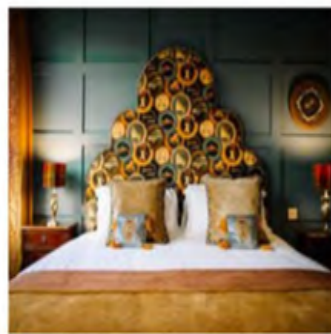
Arthur's

4 Main St, Royal Hillsborough, Co. Down +44 (0)28 9244 0751

03 Mar 2023

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Situated in an elegant Georgian building on Royal Hillsborough's gentrified Main Street, Arthur's is a perfectly positioned gentle stroll from Hillsborough Castle & Gardens, the official residence of HM The King when in N. Ireland.

Mind you, he'd feel right at home at this boutique abode if he fancied a break from the big house. Each of its 12 individually curated rooms sleeping up to four guests blends history, antiques and charm themed around the Marquess of Downshire - the hereditary title bestowed on the Hill family in the late 18th century. Rich hues and vibrant fabrics set the scene for a cosy yet regal retreat for couples craving a taste of the finer things in life. All rooms are en-suite with some boasting beautiful roll-top baths. And with quaint pubs and eateries right on its doorstep, Arthur's really does deliver the greatest rooms in town (sorry Your Majesty).

**inyour
pocket**
ESSENTIAL
CITY GUIDES

[In Your Pocket | Belfast & Northern Ireland | Arthur's](#)

3rd March 2023

Reach: 282K

Boutique guest house opens its doors in Hillsborough



A new boutique guest house has opened in Hillsborough, with each room specifically themed in homage to famous local resident the Marquess of Downshire.

Arthur's officially opened its doors last Thursday (January 26) and features 12 individually curated rooms.

Situated in a Georgian building on Main Street, it is the latest tourism offering to Royal Hillsborough.



[LCN | Boutique guest house opens its doors in Hillsborough](#)

1st March 2023

Reach: 2.75K

My weekend with Nikki Elliott: It's all about walking, eating and the cinema



Nikki Elliott



Catriona Doherty

Belfast Telegraph

Sat 25 Feb 2023 at 07:00



The Walk It Off NI Owner and walking experience designer Nikki Elliott has been discussing alfresco dining, downtime and the power of resting.

Belfast Telegraph

[Belfast Telegraph | My weekend with Nikki Elliott: It's all about walking, eating and the cinema](#)

25th February 2023

Reach: 1.35M

MY WEEKEND NIKKI ELLIOT

The Walk It Off NI Owner and walking experience designer on al fresco dining, downtime, and the power of resting

The best time to get up at the weekend is?

Morning, but not as early as on a week-day. I'll wake at 8am and linger until 9am, checking emails and socials with a cuppa. If I have a walking tour, however, I'll be up with the lark, preparing.

Breakfast or brunch?

It's breakfast on weekdays — fresh apple juice and porridge sprinkled with flax seed. In summer, I'll have a bowl of nutty muesli.

What does an ideal Saturday look like?

Mornings typically start with a dog walk, followed by a leisurely brunch. Some Saturdays, I'll be leading one of Walk It Off NI's walking experiences. We offer a suite of eco-friendly and guided walking and food experiences, in collaboration with other local businesses in the Royal Hillsborough and Moira areas.

We've been taking part in Lisburn and Castlereagh City Council's Royal Hillsborough and Historic Moira programme since 2021, along with over 40 other local business owners and together, we've created some truly special experiences that showcase what these idyllic locations have to offer.

If I'm not working, we'll meet friends or host guests. We'll head to an outdoor market, like the Hillsborough Farmer's Market for lunch. As a family, we love the cinema, so in the evening, we'll head into town for a meal then a film. We're huge fans of Japanese and Thai food.

What would your perfect Sunday be like?

A summer breakfast by the sea, surrounded by family. Sunshine, sand and alfresco dining are the perfect combination. I love a day on the beach and in the water, followed by an evening eating together somewhere beautiful — sun-kissed and refreshed by the sea.

Do you prefer to be indoors or outdoors?

Outdoors, of course. Nature and wellbeing are important to me, and I love walking with my husband.

How have weekends changed as you have gotten older?

I've learned the value of sleep. When we were younger in London, we burned the candle at both ends. Then, with a small child and a partner that works away, I was constantly sleep-deprived. I now understand the power of resting.

If you could eat out anywhere tonight in NI, where would you go and why?

I would love to try A Peculiar Tea in Belfast. Having recently visited the beautiful Arthur's in Royal Hillsborough, I would also be tempted by a sleepover there, and a Royal Pale Ale at the bar in The Plough Inn, followed by their daily fish special.

What would you have?

The six-course tasting menu at A Peculiar Tea.

At weekends you'll always make time to...

Plan and mentally prepare for the week ahead. I also take time to rest, see friends and escape from social media.

Do you sometimes work at weekends?

I often run Walk It Off NI experiences on a Saturday, so the preparation and tour take

up most of my day. I'll start by checking the weather forecast. I need to be aware of the weather's effect on the route, as I often take people off the beaten track.

It can be hard work but is hugely rewarding, particularly when our experiences are recognised.

Walk It Off NI was recently shortlisted as a finalist in the Best Tourism Business Award category for this year's Lisburn and Cas-

tlereagh Business Awards.

Who would you most like to go for a drink with and why?

My friend from uni days.

Louise, who I haven't seen for four years due to Covid. She lives in Newcastle upon Tyne and we are well overdue a drink and a catch-up.

Are you a weekend cook?

I get out the recipe books on a Saturday and love to cook fish. A fave is sea-bass fillets pan-fried in butter with roast tomatoes, green beans, and samphire with home-made chips.

What's your dream Sunday dinner?

A roast pork dinner with all the family. Half of ours live in England and

some have health issues, so we can't all be together at once. It would be amazing to have everyone around the same table. My husband is wonderful at cooking a roast, and I am an excellent sous chef and dessert maker, so we make the perfect team.

Who do you normally eat Sunday dinner with and where?

Hosting a roast dinner with Mum and Dad is a favourite; it's great to see my Mum relaxed and out of her kitchen for a while.

Too tired to cook — what are you ordering from the takeaway?

Prawn jalfrezi with boiled rice, a garlic naan and prawn pakora, accompanied by a long gin and tonic. Friday night is traditionally takeaway night in this house.

Heading for the cinema? What are you going to see?

Everything Everywhere All at Once was completely mesmerising. It's so wonderful to see Michelle Yeoh nominated for an Oscar at last. Three films currently on my radar are: *The Fabelmans*, *Empire of Light* and *Afternoon*.

Staying in... what TV/streaming/catch-up programmes are on the menu?

I could watch *Ted Lasso* over and over, and have just started watching *Shrinking*, which I'm loving.

Bad Sisters written by Sharon Horgan is a nail-biting watch.

What are you reading?

I read much less than I used to and am more into online research these days.

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Podcasts are my bedtime comfort. I can close my eyes and drift off to the stories of *This American Life*, *Radiolab* or giggle at *Off Menu*, *Parenting Hell* or *Taskmaster*.

Bedtime is?

Somewhere between 10 and 11pm on a weekday and a bit later at the weekend.



Nikki loves watching *Bad Sisters*



North-West
Telegraph

25th February 2023

Reach: 8.9K

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Nikki loves watching *Bad Sisters*



Belfast Telegraph

25th February 2023

Reach: 31.3K

NEW BOUTIQUE GUEST HOUSE IS ROYAL HILLSBOROUGH'S LATEST TOURISM OFFERING

A NEW boutique guest house, Arthur's, officially opened its doors on Thursday January 26th. Situated in an elegant Georgian building on Main Street, Arthur's is the latest tourism offering to Royal Hillsborough and is set to attract visitors far and wide.

The accommodation features 12 individually curated rooms, each of which blends history, antiques and charm. Each room has been specifically themed in homage to famous local resident, the Marquess of Downshire.

The official launch event was attended by **Lisburn & Castlereagh City Council** representatives and participants from across Northern Ireland's tourism industry who are involved in the council's **'Royal Hillsborough and Historic Moira'** programme. Launched in summer 2021, the programme has, to date, seen over 40 local businesses collaborate to boost the local tourism and hospitality economy within these areas.



15th February 2023

Reach: 23K



Pictured at the opening of Arthur's in Royal Hillsborough are Lynne McCabe, owner, Councillor Scott Carson, Mayor of Lisburn & Castlereagh City Council and Ald Allan Ewart MBE

New guest house reflects local history

Chaire Cartmell
www.rumourmill.com
Publications on The Mill

A new boutique guest house has officially opened its doors in Royal Hillsborough.

Arthur's features 15 individually curated rooms each having been specifically themed in homage to famous local residents, the Marquess of Downshire.

The launch event was attended by Lisburn & Castlereagh City Council (LCCC)

representatives and participants from across NI's tourism industry who are involved in the **Royal Hillsborough and Historic Moira** programme. Launched in summer 2021, the programme has seen over 40 local businesses collaborate to boost the tourism and hospitality economy.

Lynne McCabe, owner of Arthur's, said: "We are delighted to welcome guests to our latest business venture, Arthur's. This is very much a passion project for myself

and my husband Jonathan, and each room has been carefully curated to reflect our local history and the rich tapestry of life here in Royal Hillsborough. It is also intended to pay homage to the Marquess of Downshire, who is very much synonymous with the area."

Ald Allan Ewart MBE, chair of LCCC's Development Committee, said: "It has been a pleasure to welcome representatives from the tourism industry here in NI to Royal Hillsborough's newest tourism offering. Arthur's is a great addition to the local area and I would like to congratulate Lynne and Jonathan McCabe on this new venture."

"I would also like to thank the many other stakeholders who have collaborated to make our Royal Hillsborough and Historic Moira programme a success. These are beautiful locations, steeped in history, and they offer an unparalleled tourism experience, with endless options to stay, eat, and explore."

Councillor Scott Carson, LCCC Mayor, added: "I was delighted to attend the opening of Royal Hillsborough's latest tourism offering, Arthur's and wish to congratulate its owners, Lynne and Jonathan McCabe."

"The **Royal Hillsborough and Historic Moira** programme has been a resounding success and continues to showcase the wealth of experiences that these beautiful areas have to offer tourists. Many thanks to all the stakeholders involved."

ULSTER Star

10th February 2023

Reach: 5.6K

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"It is also intended to pay homage to the Marquess of Downshire, who is very much synonymous with the area."

Along with her husband, Jonathan McCabe, Lynne also runs two other guest accommodations in the Royal Hillsborough and Historic Moira area, Ralph's and Lisnacurran Country House.

Alderman Allan Ewart MBE, Chair of Lisburn & Castlereagh City Council's Development Committee, says, "It has been a pleasure to welcome representatives from the tourism industry here in Northern Ireland to Royal Hillsborough's newest tourism offering. Arthur's is a great addition to the local area and I would like to congratulate Lynne and Jonathan McCabe on this new venture.



Pictured left at the opening of Arthur's are Lynne McCabe Owner at Arthur's Councillor Scott Carson, Mayor of Lisburn & Castlereagh City Council and Alderman Allan Ewart MBE, Chair of Lisburn & Castlereagh City Council's Development Committee

Ulster Tatler

NORTHERN IRELAND'S NO.1 SOCIAL MAGAZINE

CELEBRATING 50 YEARS

Ulster Tatler | NEW BOUTIQUE GUEST HOUSE IS ROYAL HILLSBOROUGH'S LATEST TOURISM OFFERING

February 2023

Reach: 3.5K



South Side Advertiser

17h · 🌐

NEW BOUTIQUE GUEST HOUSE IS ROYAL HILLSBOROUGH'S LATEST TOURISM OFFERING

- Boutique Guest Accommodation, Arthur's, Opened on January 26th –

A new boutique guest house, Arthur's officially opened its doors on Thursday January 26th. Situated in an elegant Georgian building on Main Street, Arthur's is the latest tourism offering to Royal Hillsborough and is set to attract visitors far and wide.... [See more](#)



VISITLISBURNCASTLEREAGH.COM

Royal Hillsborough & Historic Moira

These beautiful rural locations steeped in history, offer an experience like no oth...



[South Side Advertiser Facebook](#)

7th February 2023

Reach: 759



The Lisburn Advertiser

8m · 🌐

NEW BOUTIQUE GUEST HOUSE IS ROYAL HILLSBOROUGH'S LATEST TOURISM OFFERING

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VISITLISBURNCASTLEREAGH.COM

Royal Hillsborough & Historic Moira

These beautiful rural locations steeped in history, offer an experience like no oth...



[Lisburn Advertiser Facebook](#)

7th February 2023

Reach: 781



NEWS

New Boutique Guest House Opens In Royal Hillsborough

by Richard Buckley, Editor, Business Eye

17th FEBRUARY 2023

A new boutique guest house, Arthur's, officially opened its doors on Thursday January 26th. Situated in an elegant Georgian building on Main Street, Arthur's is the latest tourism offering to Royal Hillsborough and is set to attract visitors far and wide.



BUSINESS Eye

[Business Eye | New Boutique Guest House Opens In Royal Hillsborough](#)

7th February 2023

Reach: 2.28K

Boutique guest house is an 'homage to marquess'

By Claire Cartmill
claire@rumourmill.co.uk
@News_Letter

A new boutique guest house has officially opened its doors in Royal Hillsborough.

Arthur's features 12 individually curated rooms each having been specifically themed in homage to famous local resident, the Marquess of Downshire.

The launch event was attended by Lisburn & Castlereagh City Council (LCCC) representatives and participants from across NI's tourism industry who are involved in the 'Royal Hillsborough and Historic Moira' programme. Launched in summer 2021, the programme has seen over 40 local businesses collaborate to boost the tourism and hospitality economy.

Lynne McCabe, owner of Arthur's, said: "We are delighted to welcome guests to our latest business venture, Arthur's. This is very much a passion project for myself and my husband Jonathan, and each room has been carefully curated to reflect our local history and the rich tapestry of life here in Royal Hillsborough. It is also intended to pay homage to the Marquess of Downshire, who is very much synonymous with the area."

Ald Allan Ewart MBE, chair of LCCC's Development Committee, said: "It has been a pleasure to welcome representatives from the tourism

industry here in NI to Royal Hillsborough's newest tourism offering. Arthur's is a great addition to the local area and I would like to congratulate Lynne and Jonathan McCabe on this new venture.

"I would also like to thank the many other stakeholders who have collaborated to make our Royal Hillsborough and Historic Moira programme a success. These are beautiful locations, steeped in history, and they offer an unparalleled tourism experience, with endless options to stay, eat, and explore."

Councillor Scott Carson, LCCC mayor, added: "I was delighted to attend the opening of Royal Hillsborough's latest tourism offering, Arthur's and wish to congratulate its owners, Lynne and Jonathan McCabe."

"The Royal Hillsborough and Historic Moira programme has been a resounding success and continues to showcase the wealth of experiences that these beautiful areas have to offer tourists."

News Letter

7th February 2023

Reach: 15.4K



SUNDAY WORLD NI

5th February 2023

Reach: 28.6K

Business

New boutique guest house opens its doors in Royal Hillsborough

A new boutique guest house, Arthur's, has officially opened its doors in Royal Hillsborough.

By Julie-Ann Spence

2 minutes ago

Updated 3rd Feb 2023, 12:53pm



Situated in an elegant Georgian building on Main Street, Arthur's is the latest tourism offering to village and is set to attract visitors far and wide.

The accommodation features 12 individually curated rooms, each of which blends history, antiques and charm. Each room has been specifically themed in homage to famous local resident, the Marquess of Downshire.

The official launch event was attended by Lisburn & Castlereagh City Council representatives and participants from across Northern Ireland's tourism industry who are involved in the council's 'Royal Hillsborough and Historic Moira' programme.

Northern Ireland World

[Northern Ireland World | New boutique guest house opens its doors in Royal Hillsborough](#)

3rd February 2023

Reach: 74K

Arthur's Hillsborough owner Lynne McCabe goes under the Belfast Live spotlight

Businesswoman Lynne started out by setting up a Fire and Security company at 24, and later pivoted into tourism

BUSINESS By [belfastlive.co.uk](#)
08:43, 3 FEB 2023

Bookmark



 Lynne McCabe Owner at Lisnacurran Ralph's and Arthur's

Lynne McCabe is owner of the new five-star boutique accommodation, Arthurs, in Royal



[Belfast Live | Arthur's Hillsborough owner Lynne McCabe goes under the Belfast Live spotlight](#)

3rd February 2023

Reach: 1.33M

New boutique guesthouse honours 'rich tapestry of life' in Hillsborough

Arthur's rooms pay homage to Marquess of Downshire

By Niamh Campbell

A NEW boutique guesthouse has opened in Hillsborough, with each room specifically themed in homage to famous local resident the Marquess of Downshire.

Arthur's officially opened its doors last Thursday (January 26) and features 12 individually curated rooms.

Situated in a Georgian building on Main Street, it is the latest tourism offering to Royal Hillsborough.

The Marquess of Downshire is a title in the Peerage of Ireland. It was created in 1789 for the first Earl of Hillsborough and a former Secretary of State, Wills Hill.

The current and ninth Marquess of Downshire is Arthur Francis Nicholas Wills Hill.

Among many other estates, the Marquess owned Hillsborough Castle, the Blessington Estate in Co Wicklow, and Easthampstead Park near Bracknell.

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Councillor Allan Ewart, chairman of the council's development committee, added: "It has been a pleasure to welcome representatives from the tourism industry here in Northern Ireland to Royal Hillsborough's newest tourism offering.

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To find out more about the Royal Hillsborough and Historic Moira programme, visit: www.visitlisburncastlereagh.com/royal-hillsborough-and-historic-moira

'These are beautiful locations, steeped in history... visitors are always spoilt...'

'This is very much a passion project for myself and my husband Jonathan'



North-West
Telegraph

3rd February 2023

Reach: 8.9K

rumour mill
creative communications

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'These are beautiful locations, steeped in history... visitors are always spoilt...'

'This is very much a passion project for myself and my husband Jonathan'



Belfast Telegraph

3rd February 2023

Reach: 31.3K

Arthur's features 12 rooms each themed in homage to famous local resident, the Marquess of Downshire

A new boutique guest house has officially opened its doors in Royal Hillsborough, County Down.

By Claire Cartmill

1 hour ago - 2 min read

Updated 1 hour ago



Arthur's features 12 individually curated rooms each having been specifically themed in homage to famous local resident, the Marquess of Downshire.

The launch event was attended by Lisburn & Castlereagh City Council representatives and participants from across NI's tourism industry who are involved in the '[Royal Hillsborough and Historic Moira' programme](#)'. Launched in summer 2021, the programme has seen over 40 local businesses collaborate to boost the tourism and hospitality economy.

Advertisement

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Viking
RAJA

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News Letter

[News Letter | Arthur's features 12 rooms each themed in homage to famous local resident, the Marquess of Downshire](#)

2nd February 2023

Reach: 360K

New boutique guest house with Marquess of Downshire theme opens in Hillsborough



Pictured l to r at the opening of Arthur's are Lynne McCabe Owner at Arthur's Councillor Scott Carson, Mayor of Lisburn & Castlereagh City Council and Alderman Allan Ewart MBE, Chair of Lisburn & Castlereagh City Councils Development Committee

Belfast Telegraph

[Belfast Telegraph | New boutique guest house with Marquess of Downshire theme opens in Hillsborough](#)

2nd February 2023

Reach: 1.35M

NEW BOUTIQUE GUEST HOUSE IS ROYAL HILLSBOROUGH'S LATEST TOURISM OFFERING

February 2, 2023

By [whatsonni](#)



Boutique Guest Accommodation, Arthur's, Opened on January 26th

A new boutique guest house, Arthur's officially opened its doors on Thursday January 26th. Situated in an elegant Georgian building on Main Street, Arthur's is the latest tourism offering to Royal Hillsborough and is set to attract visitors far and wide.

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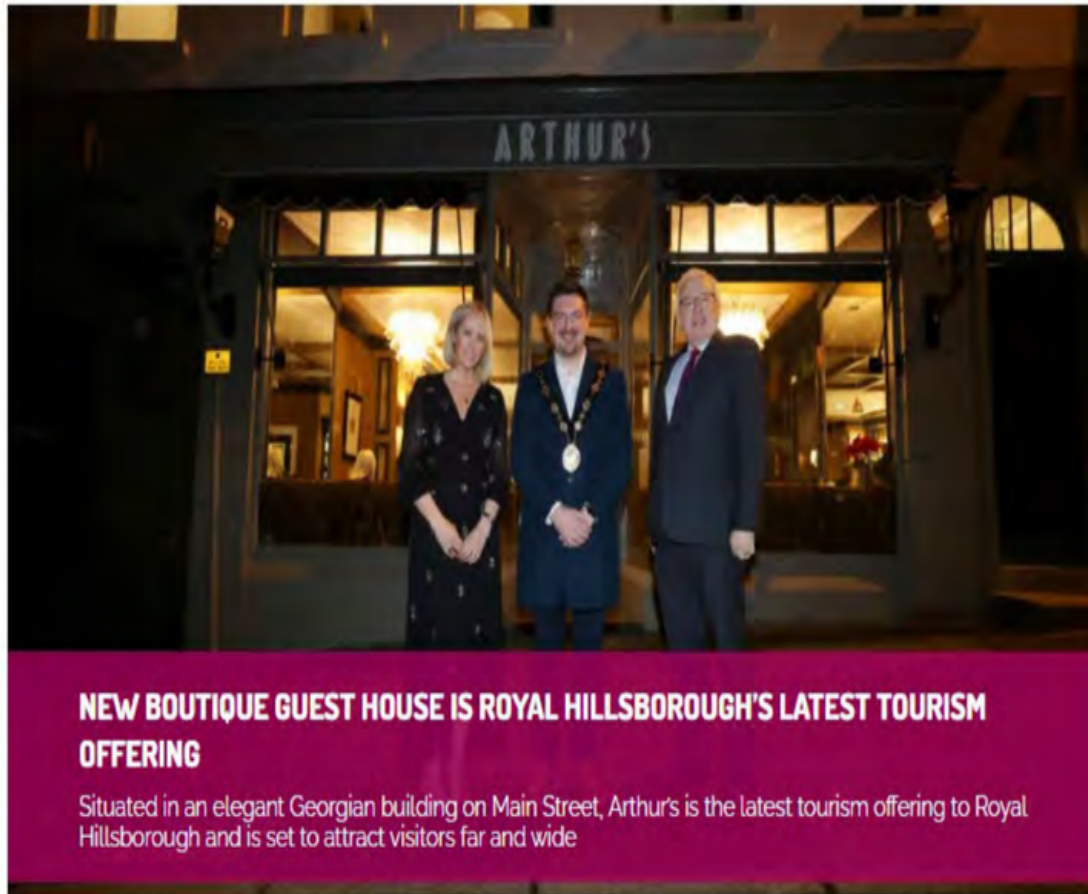
Pictured l to r at the opening of Arthur's are Lynne McCabe Owner at Arthur's, Councillor Scott Carson, Mayor of Lisburn & Castlereagh City Council and Alderman Allan Ewart MBE, Chair of Lisburn & Castlereagh City Councils Development Committee

whatsonni.com
Northern Ireland's **free** what's on listings website

[whatsonni.com](#) | [NEW BOUTIQUE GUEST HOUSE IS ROYAL HILLSBOROUGH'S LATEST TOURISM OFFERING](#)

2nd February 2023

Reach: 3.1K



NI TRAVEL news

[NI Travel News | NEW BOUTIQUE GUEST HOUSE IS ROYAL HILLSBOROUGH'S LATEST TOURISM OFFERING](#)

2nd February 2023

Reach: 9K

2 February 2023

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How Lynne has capitalised on an enthusiasm for tourism



Lynne McCabe, owner at Lisnacurran, Ralph's and Arthur's

24 January, 2023 02:00

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[Print](#)

In the High Flyers spotlight this week is Lynne McCabe, owner at Arthur's boutique guest accommodation in Royal Hillsborough

What was your first job?

Harvesting potatoes like most country children! My first adult job was as an administrator with the NI Meat Exporters Association during the 1996/97 BSE crisis.

THE IRISH NEWS

[The Irish News | How Lynne has capitalised on an enthusiasm for tourism](#)

24th January 2023

Reach: 770K

IN THE SPOTLIGHT...

... this week is **Lynne McCabe**, owner at Arthur's boutique guest accommodation in Royal Hillsborough

Striving to ensure bespoke welcome

What was your first job?

Harvesting potatoes like most country children. My first adult job was as an administrator with the NI Meat Exporters Association during the 1994/97 BSE crisis.

What qualifications do you have?

A BSc in agricultural economics from Queens University Belfast.

What do you attribute your success to?

My parents. My father was a farmer and my mother worked in the home and on the farm, so money wasn't flush. The mantra was if you want it, work for it.

How would you describe yourself to someone who'd never met you?

Hard working and sociable with a flair for interiors, antiques and hospitality. Arthur's, a new boutique guest accommodation in Royal Hillsborough, is very much a passion project for myself and my husband. It allows us to offer a unique experience in a beautiful, rural setting.

Who do you look up to in business?

I look up to successful friends who've either grown companies from scratch or created something special from an inherited business. I'm also loving the TV show The Mughal Hotel Mogambo and am in awe of Paddy McElleen.

How do you get the best out of people who work for you?

I try to remain empathetic whilst ensuring that our clients receive the very best service. I also prioritise transparency and clear communication with staff - I'm very proud of our low turnover.

If you could change one thing about doing



business in Northern Ireland, what would it be?

It would be great if our VAT rate was more competitive with the Republic's 12.5 per cent.

What website or app could you not do without?

I love Ezyra, for synchronising bookings with major channels like Expedia, and Booking.com.

What was the last book you read?

Hillsborough by Gavin Barry. This is such a special place, rich in both heritage and culture.

What car do you drive?

A Ford Mustang Mach E.

Tell us something interesting about yourself

I founded a fire and security

company and ran it for 20 years. No mean feat in a male dominated world. My husband joined the business around 2009 and we eventually sold it in 2017 to capitalise on our shared enthusiasm for tourism.

We now run these properties offering history, bespoke guest accommodation through Great Royal Hillsborough and Historic Water - Lisnacorney, Rath's and, most recently Arthur's.

What's your greatest passion outside work and family?

Interior design. At Arthur's (www.arthursbillsborough.com), I've personally curated each of the 12 suites to blend history, antiques and charm. Each room is individually named and themed to reflect aspects of the rich tapestry of life in Royal Hillsborough.

THE IRISH NEWS

24th January 2023

Reach: 32.3K

Royal Hillsborough Historic Moira Members

Café/Bars/Restaurants

- 1 The Plough Bar/Restaurant, Hillsborough
- 2 The Pheasant Bar/Restaurant, Hillsborough
- 3 Humble Pie Café, Hillsborough
- 4 The Hillside Bar/Restaurant, Hillsborough
- 5 The Parsons Nose Bar/Restaurant, Hillsborough
- 6 Chiphawker Hillsborough Take Away
- 7 Owl & Pussycat Café, Hillsborough
- 8 Paul Hampton Café, Hillsborough
- 9 Yellow Door at Hillsborough Castle
- 10 Pretty Mary's Bar/Restaurant, Moira
- 11 The Still House Bar/Restaurant, Moira
- 12 The Quirky Bird Café, Moira
- 13 Wine & Brine, Moira
- 14 Fine Moira Café, Moira
- 15 Tutta La Pizza, Moira
- 16 Origin 101, Moira

Accommodation

- 17 Drum Manor, Hillsborough
- 18 Drum Manor Studio, Hillsborough
- 19 Bay Tree Cottage, Hillsborough
- 20 Dunhill Cottage B&B, Hillsborough
- 21 Arthur Street Guest Cottage, No.3 & 16, Hillsborough
- 22 Comber Guest House, Hillsborough
- 23 Ladybird Cottage, Hillsborough
- 24 Treetops, Hillsborough
- 25 Ralph's Moira
- 26 Lisnacurran House, Dromore
- 27 The Coach House, Moira
- 28 Larchfield Estate, Moira
- 29 Impala Guest House
- 30 Arthur's Guesthouse

Supplier-Artisan

- 31 Keane's Deli, Royal Hillsborough
- 32 McCartney's of Moira Ltd
- 33 ISPINI Charcuterie Deli, Moira
- 34 Iconic Biscuits, Moira

Attractions

- 35 Milbank Farm and Farm Shop
- 36 Andrew Ingredients
- 37 Johnson Brothers
- 38 Hillsborough Castle
- 39 Lyons Carting, Dromore
- 40 Kilwarlin Moravian Church
- 41 Hinch Distillery, Moira
- 42 Walk It Off NI



Stay

Find the perfect place to stay – from quaint self catering cottages, to luxury country homes. Ideal for luxury escapes, hidden retreats or recharging stop offs.



Taste

Experience the culinary brilliance of our local award-winning chefs and sample the scrumptious delights in our rural coffee shops.



Explore

Whether its walking, biking to touring, take a break from the norm and explore the historic rural areas of Royal Hillsborough & Historic Moira.



Producers

Get to know the people behind the produce! Royal Hillsborough & Historic Moira is home to a wealth of local artisan businesses supporting the rural hospitality industry.



Trip Inspiration



Historic Day Trip

Immerse yourself in the beautiful historic spots of Royal Hillsborough and Historic Moira. With both villages dating back to the 17th and 18th centuries, there's a plethora of ancient gems to discover.



1 Night Explore & Stay

Get away to enjoy a break from the norm, for a 1 night trip. Explore, stay and dine in Royal Hillsborough and Historic Moira. There's lots to discover!



2 Night Girls Getaway

Escape for a 2 night break with your friends to catch up, explore, and dine with a difference. Royal Hillsborough & Historic Moira offer a fantastic range of accommodation to suit all needs and budgets.



Foodie Favourite

The perfect spots for any foodie to enjoy a memorable meal out. From local producers, experienced and award-winning chefs, there is something to suit all tastes.

To explore these suggested itineraries view more here: www.visitbuncastleareagh.com/ro



Secluded Romantic Stay

Whether you want to be nestled in a countryside cottage outside the rural village or located in the centre for easy access to restaurants, amenities, and more, there's something for everyone.



Walk, Dine, Stay

Take a break with a trip to the countryside. Choose to stay in many of the idyllic locations of Royal Hillsborough & Historic Moira sampling local food and making the most of great outdoors.



Escape to the Country

Take a break from the busy traffic filled cities with an escape to the peaceful countryside. Wake up to the sound of calming birds and serene stays in idyllic and rural locations Hillsborough and Historic Moira.



Pet-Friendly Stays

There is a great selection of pet-friendly accommodation in Royal Hillsborough & Moira. The rural villages have several dog walks and places to explore and stay with four-legged friends.

Taste

- Carthago Restaurant
- Chiphawk Hillsborough
- Clenaghan's Restaurant
- Fine Moira
- Glume Boulangerie
- Karibu Coffee
- Mimi's Specialty Coffee
- Moon Gelato Co
- Moira Bakery
- Origin 101
- Owl & Pussycat Café
- Paul Hampton Café
- Pretty Mary's
- The Alchemy
- The Fat Gherkin
- The Hillside
- The Plough
- The Pheasant
- The Parson's Nose
- The Still House
- The Quirky Bird
- Tori's Coffee Bakes & Cakes
- Wine & Brine

Producers

- Ispini Charcuterie Deli
- Iconic Biscuits
- Johnson Brothers
- Keane's Deli
- McCartney's of Moira Ltd

Stay

- Arthur's
- Arthur Street Guest Cottage no.3 & no.16
- Bay Tree Cottage
- Comber Guest House
- Drum Manor
- Drum Manor Studio
- Dunhill Cottage B&B
- Ladybird Cottage
- Linacurran Country House
- Larchfield Estate
- Ralph's Moira

Explore

- Hillsborough Castle & Gardens
- Hillsborough Fort
- Hinch Distillery
- Kilwarlin Moravian Church
- Lyon's Karting
- Moira Demesne
- Ulster Aviation Society
- Walk It Off NI



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@VisitLisburn

www.visitlisburncastlereagh.com/royal-hillsborough-and-historic-moira

Getting to know...

Royal Hillsborough & Historic Moira



Your next trip starts here...

Committee:	Regeneration & Growth Committee
Date:	5 June 2024
Report from:	Head of Economic Development

Item for:	Decision
Subject:	Labour Market Partnership – Draft Action Plan 2024/25

1.0	<u>Background</u> 1. The Lisburn and Castlereagh Labour Market Partnership (LMP) is funded by the Department for Communities (DfC). 2. The LMP has developed a strategy for the next three years and a draft action plan for the period 2024/2025. This strategy and action plan form the basis of the LMP's funding bid for the initial 2024/2025 period. The indicative funding allocation that the Council hopes to receive is £368,462.69 towards programme costs and £92,115.67 that will offset some of the salary costs of the Programmes team within the Economic Development Unit. 3. The proposed 2024/2025 Action Plan was presented to the Regional Labour Market Partnership for Northern Ireland on 27 March 2024 by way of a formal application for the funding. The content of the plan is being scrutinised by DfC currently and may therefore be subject to some limited changes as part of this process. 4. Recent correspondence was received from DfC which confirms that up to 25% of the administrative budget has been agreed by the Department. The correspondence indicates that the level of funding for the remainder of 2024/2025 is not yet agreed as a consequence of significant budgetary pressures elsewhere in the Department and at NI Block level. 5. A Letter of Offer for £23,028.92 was received for the costs associated with the LMP for the period of 1 April 2024 to 30 June 2024. The funding offer is for administration costs only. This has been accepted by the Council. <u>Key Issues</u> 1. The funded initiatives that will be delivered via the Labour Market Partnership are required to be completed in full by 31 March 2025. A copy of the submitted Action Plan is attached (see Appendix). 2. The budget for Programme Delivery detailed in the approved plan is £460,578.36 (based on a NI wide allocation of £7m). DfC have advised that the letter of offer may be based on an NI wide allocation of £5.5m, this would equate to a budget of £361,883. 3. The anticipated offer represents a shortfall when compared with projected programme costs as listed in the draft 2024/2025 Action Plan. The Council has a funding allocation in the agreed 2024/2025 Economic Development budget estimates in the sum of £100,000 which is earmarked for employability and skills initiatives. This budget provides for the necessary match funding for the programme. 4. DfC have advised that there has been no decision made with regards to the funding approval. A funding offer is not anticipated until Summer 2024. In order to ensure that
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	officers have sufficient time to deliver the programmes within the stipulated timeframes, it is proposed that the Committee approves subject to budget availability the aforementioned draft Action Plan 2024/2025. This will enable officers to prepare for the receipt of the Letter of Offer and proceed with programmes that will be funded by the Council match funding. 5. It is anticipated that the Council budget will be used to fund a Welding Academy, which must be delivered in Summer 2024, a Digital Academy which was over-subscribed in the previous year and an innovative Gamified Learning Programme, which will provide participants with a qualification in literacy and numeracy. 6. The programmes for delivery under the LMP Action Plan 2024/25 will also feed into the Council's Performance Improvement Plan, of which we have a target of 90 people to support.	
2.0	<u>Recommendation</u> It is recommended that the Committee considers and agrees that: 1. In order to ensure that officers have sufficient time to deliver the programmes within the stipulated timeframes, it is recommended that the committee approves the attached draft LMP Action Plan 2024/2025 subject to funding and agrees to sign the associated Letter of Offer when received over the Summer months. 2. The Council's Employability & Skills budget is used to match fund the draft LMP Action Plan 2024/25 as outlined above. 3. The final Action Plan 2024/2025, when agreed with DfC, is presented to a future meeting of the Committee for noting.	
3.0	<u>Finance and Resource Implications</u> Anticipated Programme Funding - £269,767.33 Anticipated Administration Funding - £92,115.67 Council Employability and Skills Match Funding £100,000	
4.0	<u>Equality/Good Relations and Rural Needs Impact Assessments</u>	
4.1	Has an equality and good relations screening been carried out?	Yes
4.2	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out It has been concluded that a detailed equality impact assessment is not necessary as all the potential impacts identified are minor and positive. (see Appendix 3b)	
4.3	Has a Rural Needs Impact Assessment (RNIA) been completed?	Yes
4.4	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out. The LMP has been developed in order improve employability conditions for those who are economically inactive or unemployed regardless of their urban / rural location.	

Appendices:	Appendix 3a - Draft Labour Market Partnership Action Plan 2024/25 Appendix 3b – Equality screening
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Lisburn and Castlereagh Labour Market Partnership (LMP)

Proposed Action Plan for 2024/25 – Final Draft

Strategic Priority 1: To form and successfully deliver the functions of the local Labour Market Partnership for the area							
Indicators: % LMP members who feel the local LMP is making a positive contribution and delivering effectively							
Theme	Title of Programme/Project, Aims & Description	Key Activities	Start Date	End Date	Resource or cost	Performance Measures	Delivery Quarter
LMP Delivery & Development	SP1.1 LMP Delivery and Development To support the effective partnership delivery of the LMP Action Plan and development of future Action Plans.	Bi-monthly meetings of the LMP (i.e. every other month) Annual survey of LMP members 2 Business Sub Group Meetings	01 April 2024	31 March 2025	SP1.1: £2,000 Venue/ Hospitality/ Catering etc. for Meetings	<u>How much did we do?</u> • 6 x LMP meetings. • 2 X Business Sub-Group Meetings <u>How well did we do it?</u> • 40/54 (74%) attendance at LMP meetings. • 15/25 (60%) attendance at Business Sub-Group Meetings <u>Is anyone better off?</u> • (7/9) 78% of LMP members who think that the LMP is making a positive difference • 11/15 (70%)of attendees at Business Sub-Group Meetings think that the LMP is making a positive difference	1,2,3,4

LMP Delivery & Development	SP1.2: Development 1-Year Action Plan To develop a 1-year Action Plan for 2025-26.	Develop a 1-Year Action Plan for 2025-26.	01 April 2024	31 March 2025	SP1.2: £5,000 External consultancy budget.	<u>How much did we do?</u> 1 x 2025/26 Action Plan drafted to address identified local needs and approved by Regional LMP. <u>How well did we do it?</u> (7/9) 78% of LMP Members feel that their views have been taken into account with regard to the Action Plan. (7/9) 78% of LMP Members feel that their views have been taken into account with regard to the Strategic Assessment. <u>Is anyone better off?</u> (7/9) 78 % of LMP members reporting increased awareness of local employability and labour market issues	3,4
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Strategic Priority 2: To improve employability outcomes and/or labour market conditions locally							
Indicators - % economic inactivity excluding students, % claimant count, % employment rate of people with disabilities, # all persons median wage, % No Qualifications							
Theme	Title of Programme/Project, Aims & Description	Key Activities	Start Date	End Date	Costs	Performance Measures	Delivery Quarter
Economic Inactivity	SP2.1: Into Employment Programme Providing support and training for those who are	One programme with 30 participants.	01 April 2024	31 March 2025	£30,000	<u>How much did we do?</u> 30 participants enrolled on the programme.	1, 2, 3, 4

	unemployed and also economically inactive. The programme will prioritise applicants furthest from the labour market including the long term unemployed and using the area based Multiple Deprivation Measure as an indicator. It is also possible to locally target this provision, based on Census 2021 data, on the Super Data Zones in the LCCC DEAs where there is evidence of <u>both</u> a higher number of individuals 16+ who have no qualifications and where there is also evidence of higher numbers of individuals who are unemployed or economically inactive. Enabling participants to examine their aspirations alongside a specialist mentor, Addressing, any identified training needs and securing a placement with a suitable employer. Progression into full or part employment or further education. Geared to addressing labour supply shortages in Lisburn and Castlereagh.	The programme offer will entail delivery of 3 training packages. These one-week programmes will target a specific career pathway, suggestions will be determined by the the current employability landscape examples can include childcare, retail, hospitality. Each training programme will provide: • Mentoring and development of a bespoke action plan. • Provision of short accredited training course for each participant (Level 1 to level 3 as suitable and vocational in nature). Including an emphasis on 'soft skills' as well as the qualification. • Sector specific workshops to provide an industry overview leading to application form development and mock interviews with local employers. • Mentoring will continue throughout the completion of the training course and placement elements. Optional 12-week work placement in relevant business or directly into employment as appropriate.			External partner/ programme Costs of £30,000 Cost per participant of approximately £1,000 £30k Partner delivery costs to include: -Project Management -Recruitment -Industry Specific Employability Workshops -Mentoring -Training Courses	• 30 work placements available. • 15 employers engaged with the programme. <u>How well did we do it?</u> • 21 /30 (70%) complete the programme. • 21 /30 (70%) completed a work placement. • 17/21 (80%) of completers reported satisfaction with the project. • 12/15 (80%) of employers reported satisfaction with the project. <u>Is anyone better off?</u> • 15 /21 (71%) completers gain a qualification. • 15/21 (71%) of completers feel more confident regarding their employability • 15/21 (71%) of completers gain new employment	
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Economic Inactivity	SP2.2 (A) Gamified Essential Skills Learning Programme (Literacy) Support for long-term unemployed or economically inactive through a project of activities designed to address and remove barriers to help move them closer to the labour market / improve employability. Statistics show 14.6% of LCCC's working age population have no qualifications with some employers citing examples of local young people lacking basic literacy and numeracy skills and who are unable to follow basic instructions. The NEET rate for LCCC over the period 2018-2022 was 9.4%. This means that in the cohort aged 16 to 24 years 9.4% were not in education, employment or training, compared to a NI average of 10.3%. Whilst below the NI average and third lowest all LGDs over this period, there remains a constituency of need in LCCC in this respect.	Gamified essential skills learning – use of innovative digital technologies and/or Virtual Reality (VR) technology to provide a new learning experience to deliver essential skills training in a format that can attract and engage young unemployed people or working age to acquire basic qualifications in English and Maths. Deliver two programmes (2 cohorts of 10) in basic literacy. Deliver a mentorship programme to provide one-to-one specialist support to participants so their needs are assessed and they are inspired to participate, continue participation and supported into further training/employment. This may require working in tandem with organisations that provide complementary wrap around supports to tackle barriers that prevail.	01 April 2024	31 March 2025	£20,000	<u>What did we do?</u> • 1 x gamified essential skills course in literacy • 20 participants enrolled onto programme. <u>How well did we do it?</u> • 12/20 (60%) of participants enrolled complete the project • 9/12 (75%) of participants who completed reported satisfaction with the LMP project <u>Is anyone better off?</u> • 6/12 (50%) of completers gain a qualification as a result of participation on the programme • 6/12 (50%) of completers report feeling more confident regarding their employability as a result of participation on the project.	1, 2, 3, 4
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	Traditional classroom-based learning is not suitable to all people especially those who are from the neurodivergent community or may have had a bad experience at school. This programme will offer a novel approach using digital technologies to encourage greater participation in Essential Skills training. The provision of mentorship to participants in this programme in terms of one-to-one support pre-start (support recruitment and encouragement onto programme), during the programme (to include breaking down any barriers to participation) and post completion (to support into further training/employment)						
Economic Inactivity	SP2.2 (B) Gamified Essential Skills Learning Programme (Numeracy) Support for long-term unemployed or economically inactive through a project of activities designed to address and remove barriers to help move them closer to	Gamified essential skills learning – use of innovative digital technologies and/or Virtual Reality (VR) technology to provide a new learning experience to deliver essential skills training in a format that can attract and engage young unemployed people or working age to acquire basic qualifications in English and Maths. Deliver two	01 April 2024	31 March 2025	£20,000	<u>What did we do?</u> • 1 x gamified essential skills course in numeracy • 20 participants enrolled onto programme. <u>How well did we do it?</u> • 12/20 (60%) of	

	the labour market / improve employability. Statistics show 14.6% of LCCC's working age population have no qualifications with some employers citing examples of local young people lacking basic literacy and numeracy skills and who are unable to follow basic instructions. The NEET rate for LCCC over the period 2018-2022 was 9.4%. This means that in the cohort aged 16 to 24 years 9.4% were not in education, employment or training, compared to a NI average of 10.3%. Whilst below the NI average and third lowest all LGDs over this period, there remains a constituency of need in LCCC in this respect. Traditional classroom-based learning is not suitable to all people especially those who are from the neurodivergent community or may have had a bad experience at school. This programme will offer a novel approach using digital technologies to encourage greater participation in Essential Skills training.	programmes (2 cohorts of 10) - in basic numeracy. Deliver a mentorship programme to provide one-to-one specialist support to participants so their needs are assessed and they are inspired to participate, continue participation and supported into further training/employment. This may require working in tandem with organisations that provide complementary wrap around supports to tackle barriers that prevail.				participants enrolled complete the project • 9/12 (75%) of participants who completed reported satisfaction with the LMP project <u>Is anyone better off?</u> • 6/12 (50%) of completers gain a qualification as a result of participation on the programme • 6/12 (50%) of completers report feeling more confident regarding their employability as a result of participation on the project.	
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	The provision of mentorship to participants in this programme in terms of one-to-one support pre-start (support recruitment and encouragement onto programme), during the programme (to include breaking down any barriers to participation) and post completion (to support into further training/employment)						
Skilled Labour Supply	SP2.3: Sector-Focused Employability Academies Positioned to address immediate gaps between demand for labour/ skills and supply of the same in Lisburn and Castlereagh City Council Area. Whilst at the same time encouraging the unemployed and economically inactive into the workplace. These will address some of the occupations / sectors where there are particular labour supply shortages in Lisburn and Castlereagh. Possible examples may include HGV (£2,000 per person), Health & Social Care (£800 per person) and Manufacturing (£1,600 per person). i.e. HGV - £2,000 x 15 = £30k	3 X Sector-focused Employability Academies co-designed by the Project Officer with local employers. Highly geared to individual employer's specific skill needs The offer will entail:- • 15 Participants per academy • Employability facilitator/mentor • Mentoring, 'soft skill' development, personal employability development plans, CV writing & mock interviews. • Industry ambassador led master classes. • Guaranteed interview on completion of Academy	01 April 2024	31 March 2025	£66,000 Delivery Partner Costs (£22,000 per Academy at a rate of approximately £1,466 per participant – costs will include promotion, recruitment, training, mentoring support etc.)	<u>How much did we do?</u> • 3 Academies provided • 45 participants enrolled <u>How well did we do it?</u> • 36/45 (80%) academy participants completed the programme. • 27/36 (75%) completers report satisfaction with the LMP project <u>Is anyone better off?</u> • 27/36 (75%) completers gain employment. • 18/27 (67%) of those who gained employment are still	1,2,3, 4

	HSS - £800 x 15 = £12k MFT - £1,600 x 15 = £24k Average cost per person £1,466 approx.					in employment 6 months after completing the programme.	
Skilled Labour Supply	SP2.4 Employer Led Upskilling Programme Improve employability outcomes and labour market conditions locally. The Labour Market Partnership is offering an incentive to local businesses in the Lisburn and Castlereagh area to remove barriers to support industry-related training. The scheme is offering an incentive of up to a maximum of £500 per employee for a maximum of 4 employees per business, to businesses based in Lisburn and Castlereagh who are interested in providing a workplace training initiative for their employees. The small grant scheme is available for businesses that employ one or more employee(s) excluding the business owner, with the aim of improving employment	2 tranches of funding towards specific job-related qualifications which would be paid for after completion of the training. This would cover externally provided training e.g. Paediatric First Aid, CSR, Forklift Licence etc.	01 April 2024	31 March 2025	£20,000	<u>How much did we do?</u> • 2 Tranches of Funding • 15 Employers Engaged • 40 participants/ employees involved in the programme. <u>How well did we do it?</u> • 40/40 (100%) participants/ employees complete their training. • 15/15 (100%) employers reported satisfaction with the LMP project • 30/40 (75%) completers report satisfaction with the LMP project <u>Is anyone better off?</u> • 40/40 (100%) employees upskilled by gaining a job-related qualification. • 25/40 (63%) of completers have the capacity to increase hours/ earnings.	1 and 3

	opportunities by offering entry level positions or upskilling opportunities as a result of training. This programme is not available to the public sector. It should be employer led and therefore not targeted at any particular sector. This should be accessible/ promoted to females to help address underemployment and/or pay gap issues. Also older workers to enable them to acquire skills to remain / reenter the labour market.					• 10/15 (67%) of employers are able to create new entry level positions and or higher-level positions for the employees as a result of the upskilling activity.	
Skilled Labour Supply	SP2.5 Employee Upskilling: Meeting employer needs & supporting career progression Supporting employers to upskill staff to enable career progression for those underemployed or employed & seeking career progression; creating employment vacancies and opportunities for those entering the labour market. Engage with local employers to identify their upskilling requirements and address their skills shortages via progression opportunities	Will include a range of upskilling / reskilling opportunities from L2 to L7 and will be available in response to employer need and demand. This positioning at L2-L7 differentiates this from SP2.4. Examples of training may include • Leadership and Management • Strategic Management • Data Analytics • Trade and Export • Electrical Vehicle Charging Installation • Intro to Hydrogen Boilers • HVO Bio Fuels These all relate to higher growth potential sectors, again the	01 April 2024	31 March 2025	£65,000	<u>How much did we do?</u> • 10 Employers Engaged • 75 participants enrolled <u>How well did we do it?</u> • 8/10 (80%) of employers reporting satisfaction with project. • 56/75 (75%) of participants enrolled complete the project • 50/56 (89%) of completers reporting satisfaction with project.	1, 2,3, 4

	for existing staff. Support the upskilling of employees which enables job and career progression. Employers will be asked for the number of vacancies that may be realized.	programme will be Employer-Led.				<u>Is anyone better off?</u> • 8/10 (80%) of employers have created new jobs as a result of the support received • 45/56 (80%) of completers gain a qualification as a result of participation on the project • 28/56 (50%) of completers have moved into higher paid employment	
Skilled Labour Supply	SP 2.6 Self-Employment Options Support Programme Providing support and training for those identified as economically inactive, unemployed or underemployed. This should be accessible/ promoted to females and older workers on the same rationale as for SP2.4 and SP2.5 above. This is positioned to complement the 11 Councils new Go-Succeed service. The latter is a service with multiple entry points. This LMP provision provides a financial incentive (that would only be available to	One programme with 40 participants. Mentoring and training support from the outset and throughout. Mentoring will continue post completion. Training includes: • Marketing guidance • Financial planning • Introduction to HMRC • Social media training • IT for the Office training • Confidence building and 'soft skill development' • Presentation / pitching skills • Procurement • Market research support and grant • Benefits adjustments calculations	01 April 2024	31 March 2025	£62,000 Cost per participant of £1,550 Cost Breakdown: 40 x £500 Start-Up Grant £4,000 for programme management and grant administration £4,000 for group training including, finance, marketing, sales, legal, operations, technology	<u>How much did we do?</u> 40 participants enrolled on the project. <u>How well did we do it?</u> 32/40 (80%) of participants completed the programme. 24/32 (75%) of completing participants who reported satisfaction with the LMP project. <u>Is anyone better off?</u> 26/32 (81%) of participants reported they have commenced self-employment.	1, 2, 3, 4

	employer enterprises on Go-Succeed). It also has the capacity to provide more 1 to 1 support than the entry level to Go-Succeed (ENGAGE) to address particular barriers to labour market participation. Which may enable some of these participants to gain entry level enterprise action planning/ business planning support via Go-Succeed and then additional support from LMP to then be able to re-enter Go Succeed at FOUNDATION or ENABLING GROWTH levels, if they have been able to create employment.	£500 incentive/ barrier removal payment towards essential equipment at start up stage			£34,000 for 1-2-1 Support, Mentoring, Specialist Benefits Advice and candidate monitoring	17/26 (66%) of completers still in self-employment 6 months after finishing participation.	
Disability	SP2.7 Pathways to Employment for Individuals With a Disability Providing support and training for individuals with a disability who are either currently out of work or underemployed. Enabling them to examine their aspirations alongside a specialist mentor, address any training needs and secure a flexible placement with a suitable employer. Progression into full time or part time employment, self-	For the participants the offer will entail: - Mentoring and development of a bespoke action plan - Provision of short, accredited training course for each participant (Level 1 to level 3 as suitable and vocational in nature). Including an emphasis on 'soft skills' as well as the qualification. - Mentoring will continue throughout the completion of the training course and placement /work elements.	01 April 2024	31 March 2025	£60,000 £60,00 Partner delivery costs to include: -Project Management -Recruitment Employer Engagement -Employability workshops -Mentoring -Training Courses	<u>How much did we do?</u> 25 participants enrolled. 25 employers engaged. 25 work placements available. <u>How well did we do it?</u> 17/25 (70%) participants complete the programme. 12/17 (71%) completers report	1, 2,3, 4

	employment or further education.	• 12-week placement in relevant business or directly into employment as appropriate (optional part-time on both) In parallel with the above the programme will entail engagement of around 25 prominent local employers in a targeted employer-led and focused programme to match employers to participants. It will deliver employer education and awareness activities to address knowledge gaps and misperceptions about disability and educate on available supports (Access to Work, Workable NI). If required additional training will be offered specific to their available job roles				satisfaction with the LMP project. • 17/25 (70%) of employers who reported satisfaction with the LMP project. • 15/25 (63%) participants complete a work placement. • 12/15 (80%) who reported that the work placement was beneficial. Is anyone better off? • 12/17 (70%) completers gain a qualification • 7/17 (41%) of completers undertake further education or training following completion of the project. • 9/17 (53%) of completers gain new employment.	
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Strategic Priority 3: To promote and support delivery of existing employability or skills provision available either regionally or locally							
Indicators: % attending events reporting increased awareness of the work of the LMP.							
Theme	Title of Programme/Project, Aims & Description	Key Activities	Start Date	End Date	Resource or cost	Performance Measures	Delivery Quarter
Increased Awareness	SP3.1: Job Fairs / Employability Events Promote the programmes and support / encourage employers and participants to access and implement the schemes through a range of events to include employer engagement/education, apprenticeship and jobs fair, partner events, local job fairs	To include: - - Localised Job fairs X 2 2 other LMP events that could include:- ☒ A Female Returners event or a Disability Inclusion event. ☒ An event focused on areas of skills shortage (e.g. trades) or growth areas (e.g. green economy or creative sector). An Industry Masterclass. ☒ An event targeted at newly retired – possible ‘attract back’ ☒ Promotion of apprenticeships, outside traditional industrial sectors (i.e. aligned to L&C sectoral employment structure). This is likely to be a definite event given potential identified in Stratgeic Assessment for this to be a pathway with more potential.	1 April 2024	31 March 2025	SP 3.1 £18,462.69	<u>How much did we do?</u> 4 events (2 Job fairs and 2 others) 500 attendees across all events <u>How well did we do it?</u> 200/250 (80%) of attendees report satisfaction with events <u>Is anyone better off?</u> 175/250 (70%) of attendees at events reported increased awareness of LMP programme. 100/250 (40%) of attendees surveyed at the Job Fairs intend to apply for a job as a result of the events. Note - all 250 attendees surveyed	1,2,3, 4

		The final choice of events will be determined in collaboration with LMP members and other stakeholders. • Budget to also include marketing.					
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Budget Summary

The proposed budget for Lisburn and Castlereagh's LMP's 2024/25 Action Plan is set out below.

Budget Category	Budget Sub Category	Budget 2024-25
	LMP Staff costs	
	Salaries	£90,000 ¹
	Staff Costs (Mileage & Training)	
	➤ Mileage - £615.67 ➤ Training - £500	£1,115.67
	Running costs	
	Audit	£1,000.00
	Total Administration	£92,115.67
Operational		
	Strategic Priority 1	
	SP 1.1 LMP Delivery and Development	£2,000
	SP 1.2: Development of a 1-Year Action Plan	£5,000
	Strategic Priority 2	
	SP2.1: Into Employment Programme	£30,000
	SP2.2 Gamified Essential Skills Learning Programme (A& B – Literacy and Numeracy).	£40,000
	SP2.3: Sector-Focused Employability Academies	£66,000
	SP2.4 Employer Led Upskilling Programme	£20,000
	SP2.5: Employee Upskilling	£65,000
	SP2.6: Self-Employment Options Support Programme	£62,000
	SP2.7: Pathways to Employment For Individuals With a Disability	£60,000
	Strategic Priority 3	
	SP3.1: Job Fairs / Employability Events	£18,462.69
	Total Operational	£368,462.69
Total	Overall Total (Administration & Operational)	£460,578.36

¹ There are four roles in the L&C LMP team. These are Programme Manager FT; Programmes Officer FT; Programmes Officer PT; and Project Support Officer FT. Lisburn & Castlereagh City Council will claim 60% of each up to a maximum of £90,000. Salaries for the roles can be provided to DFC on request.

Lisburn & Castlereagh City Council

Section 75 Equality and Good Relations Screening template (Oct 2022)

Part 1. Information about the activity/policy/project being screened

Labour Market Partnership Action Plan

Lisburn and Castlereagh City Council (LCCC) is a core partner within the LMP, responsible for helping to improve labour market conditions locally through co-ordinated, collaborative multi-agency action. LCCC provides the secretariat and resource support, for the operation of the LMP and supports the LMP in the delivery of the Action Plan, through marketing, communication, procurement, human resources and financial administration services.

In order to develop the 24-25 Action Plan and associated submission for funding support from the Department for Communities (DfC) the LMP undertook a review of its 23-24 one-year Action Plan as well as a Strategic Assessment of local labour market conditions in the LCCC area. The exercise was undertaken to ensure that the priorities identified continue to reflect priority employability and labour market issues in the LCCC area. It was informed by analysis of information provided by statutory partners, as well as the results of ongoing engagement and consultation across the council area with Stakeholders, Employers and Elected Members. The LMP sits as an initiative under DfC's Employability NI Programme.

As a result of the Planning Exercise the following themes have been identified as local priorities for the Action Plan 2024-25:

1. Economic Inactivity
2. Disability
3. Skilled Labour Supply

Cognizance was taken of the strategic assessment outcomes and local current provision to ensure that the action plan developed is relevant to the challenges and opportunities particular to the residents of Lisburn and Castlereagh City Council and is informed by:

- Programme for Government (PfG)
- Lisburn and Castlereagh Community Plan (2017-2030)

- Belfast Regional City Deal Employability and Skills Framework

Name of the activity/policy/project

Please see attached Appendix 1 – Labour Market Action Plan 2024/25

Is this activity/policy/project – an existing one, a revised one, a new one?

It is a revised Annual Action Plan

What are the intended aims/outcomes the activity/policy/project is trying to achieve?

Lisburn and Castlereagh City Council’s vision is for an empowered, prosperous, healthy, safe and inclusive community. A target outcome of our LCCC Community plan is to reduce income inequality in this region. We aspire to grow our local economy so that it is a source of meaningful, rewarding work and reduces inequality (LCCC Community Plan). The Council is committed to working in collaboration with other agencies to secure these aspirations for example through the Strategic Community Planning Partnership. The opportunity to support the local labour market through multi- agency collaboration is welcomed by the Council for the opportunities it brings to support our local communities with interventions tailored to their needs. The Labour Market Partnership (LMP) can improve fairness in the labour market by supporting the most vulnerable and disadvantaged while working to support local people back into work.

The LMP aims to contribute to strategic local objectives and the NI Executives strategic objectives, including achievement of targets set in:

Lisburn and Castlereagh Community Plan (2017-2030): Sets out a vision of “an empowered, prosperous, healthy, safe and inclusive society”. The Community Plan aspires to grow the local economy so that it is a source of meaningful, rewarding work and reduces inequality within the LCCC area. The work of the LMP has a key role in delivering on these Community Plan imperatives, by improving fairness in the labour market through actions to support the most vulnerable and disadvantaged and working to support local people back into work.

Programme for Government: The key focus therein on delivering sustainable skills and employment for people. The ambition behind the PfG is to deliver a strong, competitive, regionally balanced economy in order to give children and young people the best start in life. Government and partner agencies are tasked

with increasing the proportion of the workforce qualified to higher levels, getting more people working in better jobs, raising the number of graduates progressing into professional or management occupations and creating the conditions where people can achieve their potential. The work of the Lisburn and Castlereagh LMP will deliver against several outcomes in the PfG aligned to the above ambitions.

The current relevant outcomes identified within the Programme for Government are:

- Outcome 3: ‘We have a more equal society’
- Outcome 6: ‘We have more people working in better jobs’
- Outcome 8: ‘We care for others and help those in need’

The DfC is the lead department for a number of indicators, through which progress on these outcomes will be measured:

- Indicator 17: Economic inactivity rates excluding students
- Indicator 32: Employment rate of 16-64 year olds by deprivation quintile
- Indicator 33: % of people working part-time who would like to work more hours
- Indicator 19: % of population living in absolute and relative poverty

Belfast Regional City Deal Employability and Skills Framework: This focuses on the employability and skills strand of Belfast Regional City Deal, including the challenges posed by economic inactivity, lower business productivity and youth unemployment, all relevant to the work of the Lisburn and Castlereagh LMP. The latter stages of the framework pose interesting solutions based on a joined-up approach (e.g. re-skilling, higher level apprenticeships, work force planning models) which are also highly relevant to the LMP work.

Taking the above into consideration, the aim and objectives of the LMP have been summarised into 3 strategic priorities:

Strategic Priority 1 – LMP Delivery and Development - To form and successfully deliver the functions of the local Labour Market Partnership for the area by:

1.1: Delivery and Development: To support the effective partnership delivery of the LMP Action Plan and development of future Action Plans.

1.2: Development of a 1-year Strategic Assessment and 1-year Action Plan:

Develop a 1-year Action Plan for 2025-26.

Strategic Priority 2: To improve employability outcomes and/or Labour market conditions locally

Economic Inactivity:

2.1: Into Employment Programme: Provide support and training for those unemployed. The programme will prioritise those furthest from the labour market and who reside in areas of high deprivation.

2.2 Gamified Essential Skills Learning Programme – Provide support for long-term unemployment or economically inactive to address and remove barriers to help move them closer to the labour market/improve employability.

Skilled Labour Supply:

2.3 Sector-Focused Employability Academies: Deliver 3 x Sector-focused Employability Academies co-designed by the Project Officer and local employers.

2.4 Employer Led Upskilling Programme – Improve employability outcomes and labour market conditions locally.

2.5 Employee Upskilling Programme – Supporting employers to upskill staff to enable career progression for those underemployed or employed seeking career progression, creating employment vacancies for those entering the labour market.

2.6 Self-Employment Options Support Programme – Provide Support and training for those identified as economically inactive, unemployed or underemployed. Should be assessable to/promoted to females and older workers on same rationale as 2.4 and 2.5.

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Disability:

2.7 Pathways to Employment for Individuals with a disability – Providing support and training for individuals with a disability who are unemployed or underemployed.

Strategic Priority 3: To promote and support delivery of existing employability or skills provision available either regionally or locally.

Increased Awareness:

3.1 Job Fairs/Employability Events – Promote the programmes and support/encourage employers and participants to access and implement the schemes through a range of events to include employer engagement/education, apprenticeships, partner events and local job fairs.

Who is the activity/policy/project targeted at and who will benefit? Are there any expected benefits for specific Section 75 categories/groups from this activity/policy/project? If so, please explain.

Lisburn and Castlereagh City Council’s vision is for an empowered, prosperous, healthy, safe and inclusive community. A target outcome of our LCCC Community plan is to reduce income inequality in this region. We aspire to grow our local economy so that it is a source of meaningful, rewarding work and reduces inequality (LCCC Community Plan). The Council is committed to working in collaboration with other agencies to secure these aspirations for example through the Strategic Community Planning Partnership. The opportunity to support the local labour market through multi- agency collaboration is welcomed by the Council for the opportunities it brings to support our local communities with interventions tailored to their needs. The Labour Market Partnership (LMP) can improve fairness in the labour market by supporting the most vulnerable and disadvantaged while working to support local people back into work.

The LMP aims to contribute to strategic local objectives and the NI Executives strategic objectives, including achievement of targets set in:

Lisburn and Castlereagh Community Plan (2017-2030): Sets out a vision of “an empowered, prosperous, healthy, safe and inclusive society”. The Community Plan aspires to grow the local economy so that it is a source of meaningful, rewarding work and reduces inequality within the LCCC area. The work of the LMP has a key role in delivering on these Community Plan imperatives, by improving fairness in the labour market through actions to support the most

vulnerable and disadvantaged and working to support local people back into work.

Programme for Government: The key focus therein on delivering sustainable skills and employment for people. The ambition behind the PfG is to deliver a strong, competitive, regionally balanced economy in order to give children and young people the best start in life. Government and partner agencies are tasked with increasing the proportion of the workforce qualified to higher levels, getting more people working in better jobs, raising the number of graduates progressing into professional or management occupations and creating the conditions where people can achieve their potential. The work of the Lisburn and Castlereagh LMP will deliver against several outcomes in the PfG aligned to the above ambitions.

The current relevant outcomes identified within the Programme for Government are:

- Outcome 3: 'We have a more equal society'
- Outcome 6: 'We have more people working in better jobs'
- Outcome 8: 'We care for others and help those in need'

The DfC is the lead department for a number of indicators, through which progress on these outcomes will be measured:

- Indicator 17: Economic inactivity rates excluding students
- Indicator 32: Employment rate of 16-64 year olds by deprivation quintile
- Indicator 33: % of people working part-time who would like to work more hours
- Indicator 19: % of population living in absolute and relative poverty

Belfast Regional City Deal Employability and Skills Framework: This focuses on the employability and skills strand of Belfast Regional City Deal, including the challenges posed by economic inactivity, lower business productivity and youth unemployment, all relevant to the work of the Lisburn and Castlereagh LMP. The latter stages of the framework pose interesting solutions based on a joined-up approach (e.g. re-skilling, higher level apprenticeships, work force planning models) which are also highly relevant to the LMP work.

Taking the above into consideration, the aim and objectives of the LMP have been summarised into 3 strategic priorities:

Strategic Priority 1 – LMP Delivery and Development - To form and successfully deliver the functions of the local Labour Market Partnership for the area by:

1.1: Delivery and Development: To support the effective partnership delivery of the LMP Action Plan and development of future Action Plans.

1.2: Development of a 1-year Strategic Assessment and 1-year Action Plan:
Develop a 1-year Action Plan for 2025-26.

Strategic Priority 2: To improve employability outcomes and/or Labour market conditions locally

Economic Inactivity:

2.1: Into Employment Programme: Provide support and training for those unemployed. The programme will prioritise those furthest from the labour market and who reside in areas of high deprivation.

2.2 Gamified Essential Skills Learning Programme – Provide support for long-term unemployment or economically inactive to address and remove barriers to help move them closer to the labour market/improve employability.

Skilled Labour Supply:

2.3 Sector-Focused Employability Academies: Deliver 3 x Sector-focused Employability Academies co-designed by the Project Officer and local employers.

2.4 Employer Led Upskilling Programme – Improve employability outcomes and labour market conditions locally.

2.5 Employee Upskilling Programme – Supporting employers to upskill staff to enable career progression for those underemployed or employed seeking career progression, creating employment vacancies for those entering the labour market.

2.6 Self-Employment Options Support Programme – Provide Support and training for those identified as economically inactive, unemployed or underemployed. Should be assessable to/promoted to females and older workers on same rationale as 2.4 and 2.5.

Disability:

2.7 Pathways to Employment for Individuals with a disability – Providing support and training for individuals with a disability who are unemployed or underemployed.

Strategic Priority 3: To promote and support delivery of existing employability or skills provision available either regionally or locally.

Increased Awareness:

3.1 Job Fairs/Employability Events – Promote the programmes and support/encourage employers and participants to access and implement the schemes through a range of events to include employer engagement/education, apprenticeships, partner events and local job fairs.

Are there any expected benefits to the Section 75 categories/groups from this policy? If so, please explain.

The Labour Market Partnership is intended to improve employability outcomes and labour market conditions across the borough of Lisburn and Castlereagh City Council. In order to ascertain the position of Lisburn & Castlereagh City Council, a full research exercise was undertaken of the current provision in the field of employability and skills to understand the issues faced by LCCC employers and the local community, which identified future needs. To enhance the research process the LMP recruited a consultant to assist with the development of the 2024/25 Action Plan. Exit surveys from Employer Exhibitors and Attendees at two LCCC LMP Job Fairs made an invaluable contribution to the research and development of the Action Plan.

The Action Plan submitted to Department for Communities provides a detailed summary of these findings, which were used to formulate a number of proposed schemes which are being considered to improve labour market conditions. The intended beneficiaries of the programme are residents that are experiencing barriers to employment due to economic inactivity, unemployment, underemployment, disability and those who reside in areas of high deprivation (SOA's as defined by NISRA). Many of the potential

participants fall within the Section 75 categories. It is important to note that some Section 75 groups are more likely to be underrepresented in employment, under-employed and at greater risk of facing unemployment. For example in Northern Ireland 60.2% of those with disabilities are economically inactive compared with 42.5% in the rest of the UK. Women constitute 79% of the part time workforce and 1/3 of working age women are economically inactive according to the Equality Commission for Northern Ireland, “lone parents with dependents experience a lower employment rate and a higher economic inactivity rate, particularly for women who constitute the majority of lone parents”.

The opportunity to support the local labour market through multi- agency collaboration is welcomed by the Council for the opportunities it brings to support our local communities with interventions tailored to their needs. LCCC as the secretariat to the LMP implemented a stakeholder engagement programme to inform the development of the 2024/25 Action Plan. This has entailed 1-1 meetings working to a structured topic list with LMP members and wider stakeholders including the following:-

- Head of Economic Development, Lisburn & Castlereagh City Council (Chair)
- Careers Service Lisburn
- Careers Service NI
- JBO Employer Advisors (DfC)
- JBO Universal Credit Managers (DfC)
- GEMS NI Social Enterprise
- Invest NI Southern Regional Team
- LCCC Economic Development Team
- Lisburn Area Learning Community
- Lisburn Chamber of Commerce
- Lisburn Enterprise Organisation
- Mencap NI
- NOW Group
- People 1st
- SE Health and Social Care Trust
- SERC
- The Princes Trust
- Ulster Supported Employment Ltd
- Inspire Business Centre

The Labour Market Partnership (LMP) can improve fairness in the labour market by supporting the most vulnerable and disadvantaged while working to support local people back into work.

An outcome-based approach has been used to address the following local priorities in 2024/25. The 'turning the curve' charts used, refer to the assessment of the most recently available data at the time of the review. The 'turning the curve' exercises demonstrate how the delivery of the academies and programmes will improve the employability of Lisburn and Castlereagh residents in priority areas.

All LMP Service Providers have to demonstrate their awareness and adherence to Section 75 within their procurement submissions and consequent delivery of services.

Proposed programmes are as follows:

Strategic Priority 1 – LMP Delivery and Development - To form and successfully deliver the functions of the local Labour Market Partnership for the area by:

1.1: Delivery and Development: To support the effective partnership delivery of the LMP Action Plan and development of future Action Plans.

1.2: Development of a 1-year Strategic Assessment and 1-year Action Plan: Develop a 1-year Action Plan for 2025-26.

Strategic Priority 2: To improve employability outcomes and/or Labour market conditions locally

Economic Inactivity:

2.1: Into Employment Programme: Provide support and training for those unemployed. The programme will prioritise those furthest from the labour market and who reside in areas of high deprivation.

2.2 Gamified Essential Skills Learning Programme – Provide support for long-term unemployment or economically inactive to address and remove barriers to help move them closer to the labour market/improve employability.

Skilled Labour Supply:

2.3 Sector-Focused Employability Academies: Deliver 3 x Sector-focused Employability Academies co-designed by the Project Officer and local employers.

2.4 Employer Led Upskilling Programme – Improve employability outcomes and labour market conditions locally.

2.5 Employee Upskilling Programme – Supporting employers to upskill staff to enable career progression for those underemployed or employed seeking career progression, creating employment vacancies for those entering the labour market.

2.6 Self-Employment Options Support Programme – Provide Support and training for those identified as economically inactive, unemployed or underemployed. Should be assessable to/promoted to females and older workers on same rationale as 2.4 and 2.5.

Disability:

2.7 Pathways to Employment for Individuals with a disability – Providing support and training for individuals with a disability who are unemployed or underemployed.

Strategic Priority 3: To promote and support delivery of existing employability or skills provision available either regionally or locally.

Increased Awareness:

3.1 Job Fairs/Employability Events – Promote the programmes and support/encourage employers and participants to access and implement the schemes through a range of events to include employer engagement/education, apprenticeships, partner events and local job fairs.

Who initiated or developed the activity/policy/project?

Economic Development, Programmes Team, Lisburn and Castlereagh City Council (LCCC)

Who owns and who implements the activity/policy/project?

The Programmes Team, led by Emma Fearon within Lisburn and Castlereagh City Council provide the secretariat for the Lisburn and Castlereagh Labour Market Partnership. The Head of Economic Development sits on the Lisburn and Castlereagh Labour Market Partnership as one of the core partners. The programme is funded through Department for Communities (DfC) budget allocation and is administered by the LCCC Economic Development Department, Programmes Team.

Are there any factors which could contribute to/detract from the intended aim/outcome of the activity/policy/project?

Yes

If yes, give brief details of any significant factors.

Financial: Funded by Department for Communities and Infrastructure (DfC)

Other - Time - The project is required to be delivered within timeframes agreed between DfC and LCCC. We anticipate the Action Plan to be approved by March 2024.

Who are the internal and external stakeholders (actual or potential) that the activity/policy/project will impact upon? Delete if not applicable

Staff: LCCC LMP Programmes Team

Service users: Programme participants are recruited from those who reside in the Lisburn and Castlereagh City Council area.

Other public sector organisations

The Lisburn and Castlereagh Labour Market Partnership (LMP) currently comprises representation from each of the following organisations:-

- Jobs and Benefits Office (DfC)
- South Eastern Health and Social Care Trust
- Invest NI (DfE)
- Careers Service NI (DfE)
- Lisburn Area Learning Community Consortium
- Lisburn Chamber of Commerce
- SERC
- Lisburn and Castlereagh City Council Economic Development Department
- Atlas Women's Centre
- Stepping Stones NI
- Workforce Training Services
- People 1st
- Youth Action NI
- Adapt NI
- The Princes Trust
- Ulster Supported Employment Ltd
- Tangible Consulting Ltd
- ProfileTree Web Design and Digital Marketing Age

Voluntary/community/trade union include:

The following contacts were consulted on the Action Plan Development:

- Atlas Women's Centre
- Stepping Stones NI
- Workforce Training Services
- People 1st & Youth Action NI
- Adapt NI
- The Princes Trust
- Ulster Supported Employment Ltd
- Tangible Consulting Ltd
- ProfileTree Web Design and Digital Marketing Age

Other

The participants are the main stakeholders affected by the scheme

LCCC Elected Members were consulted for their input to support the development of the Action Plan.

Deliver Agents Consulted were:

- Workforce
- People 1st
- Stepping Stones
- USEL
- Tangible Training
- Profile Tree

Other policies/strategies/plans with a bearing on this activity/policy/project

Name of policy/strategy/plan	Who owns or implements?
Lisburn and Castlereagh Labour Market Partnership – 2024/25 Action Plan	Developed under DfC’s new Employability NI Framework (100% funded by DfC)
Equality and Disability Action Plans	Equality Commission for Northern Ireland https://www.equalityni.org/Employers-Service-Providers/Public-Authorities/Section75/Section-75/Equality-Schemes-(1)
Local Development Plan	Lisburn and Castlereagh City Council https://www.lisburncastlereagh.gov.uk/resident/planning/local-development-plan
LCCC Corporate Plan	LCCC Corporate Plan Lisburn & Castlereagh City Council lccc-corporate-plan-2024-2028-web (lisburncastlereagh.gov.uk)
Interim Equality Scheme	Lisburn & Castlereagh City Council https://www.lisburncastlereagh.gov.uk/council/publications/equality-section-75/policies-section-75-screening

Available evidence

What evidence/information (qualitative and quantitative) have you gathered or considered to inform this activity/policy? Specify details for each Section 75 category.

The aim of the partnership is to improve employability outcomes and labour conditions across the Lisburn and Castlereagh Council District. Therefore, persons who are long term unemployed, underemployed, economically inactive or located in an area that has increased levels of deprivation will be targeted with an aim of increasing fairness in the labour market by supporting the most vulnerable and disadvantaged while working to support local people back into work.

In developing the Labour Market Partnership, a wide range of qualitative and quantitative research initiatives were undertaken. The goal in this activity was to spread the net as wide as possible in terms of understanding the issues faced by LCCC employers and the local community, current provision in the field of employability and skills and gain a view of future needs.

Secondary research consisted of a review of the following publications:

- Programme for Government
- Lisburn & Castlereagh Community Plan
- Council Corporate Plan
- NI Industrial Strategy (Draft)
- Belfast Regional City Deal Employability and Skills Framework
- Economic Profile and Forecast for LCCC by Oxford Economics (May 2019)
- Annual Further Education Activity Reports produced by DfE
- The Labour Market Profile for Lisburn Castlereagh by DfE 2021,
- The Employment Outcomes and Challenges for Disabled People NI (DfC August 2021)
- Lisburn Castlereagh Labour Market Statistics (Oxford Economics July 2021)
- Locality Plans for a number of LCCC District Electoral Areas (LCCC June 2023)
- DfE Skills Barometer Reports 2021

LCCC as the secretariat to the LMP implemented a consultation and engagement programme to gain insight into the specific priorities and needs of the labour market in Lisburn and Castlereagh area. The results were used to inform the

development of strategic priorities over the period 2024-27 and 24-25 Action Plan.

The research was implemented through a structured survey sent via the Smart Survey Platform to employability and skills partners as below.

- Head of Economic Development
- Careers Service Lisburn
- Careers Service NI
- JBO Employer Advisors (DfC)
- JBO Universal Credit Managers (DfC)
- GEMS NI Social Enterprise
- LCCC Community Planning Team
- Lisburn Area Learning Community
- Lisburn Chamber of Commerce
- Atlas Women's Centre
- Stepping Stones NI
- Workforce Training Services
- People 1st Training
- Youth Action NI
- Adapt NI
- The Princes Trust
- Ulster Supported Employment Ltd
- Tangible Consulting Ltd
- Profile Tree Web Design and Digital Marketing Agency

The aims and objectives of Labour Market Partnerships were generally discussed and the creation of Labour Market Partnership collaborations was broadly welcomed by the organisations consulted. Each stakeholder was invited to provide a summary of their current provision, the successes and failures of various programmes were discussed and proved very informative. Barriers and obstacles to success experienced were considered. Finally, identified needs, potential opportunities and gaps in the current provision were examined. Therefore, a full examination was undertaken in order to understand the current situation and make recommendations based on the findings and gaps in labour market conditions.

Most up to date NISRA population data from Census 2021 (published 22/09/22)
[Lisburn and Castlereagh Census Data](#) Information below is from the 2011 Northern Ireland Census which takes into account the Lisburn and Castlereagh Council Area.

Sec 75 Category	Details of evidence/information
Religious Belief	The 2021 NI Census recorded the following statistics with regard to religious belief in the Lisburn and Castlereagh area; • 58% Protestant (or other Christian) • 27% Catholic • 4% Other • 13% None
Political Opinion	The 2021 NI Census recorded the following statistics with regard to political opinion in the Lisburn and Castlereagh area; 41% indicated that they had a British only national identity, 16% had an Irish only national identity and 21% had a Northern Irish national identity.
Racial Group	The 2021 NI Census recorded the following statistics with regard to racial groups in the Lisburn and Castlereagh area; 4% were from an ethnic minority population and the remaining 96% were white (including Irish Traveller).
Age	In 2021 NI Census statistics with regard to age in the Lisburn and Castlereagh area were recorded to inform the Corporate plan; • 19% Children were aged 0-14 years • 30% of people aged 15 -39 years • 33% aged 40 – 64 years • 18% aged 65+ years and older The population of the Council area aged 65 and over will increase by 9% by 2025 and 13% by 2030.

	In April 2020 the number of registered claimants in the 16 – 24 year age category in this area rose to 575 and in April 2021 the figure was 590. While the number of claimants is higher in the age 25 – 49 age group, that corresponds to a much bigger section of the population. We have identified that women and those in the 55+ age bracket experience particular barriers to employment and specific programmes are tailored to address their employability needs. The labour market has ensured many challenges as a result of Covid-19. In addition to furloughing and redundancies, many young people have seen their hours reduced over the course of the pandemic to the present day, greatly reducing their income while retaining their employed status (not evidenced as economically inactive). Even pre-Covid younger residents aged 16-24 were more likely to collect unemployment benefits than older age groups. Source Office for National Statistics (ONS). Actions will be aimed at preventing young people becoming long term unemployed (over 12 months) through all means available, suggested actions included industry taster courses and short term training interventions directly linked to areas of current work opportunity for example warehousing, forklift/ HGV licences, hospitality, CSR (Construction) training and digital skills.
Marital Status	The 2021 census records the following statics with regard to the marital status of persons over the age of 16 for the LCCC area; • Single – 33% • Married or in civil partnership– 52% • Same-sex civil partnership – 0.1% • Separated– 3% • Divorced or formerly in civil partnership– 6% • Widowed or surviving partner in civil partnership– 6%

Sexual Orientation	ONS figures (2016) suggest at least 2% of the NI population identify as Lesbian, Gay or Bi-sexual. However, LGB support groups suggest this is a significant under-estimate based on lack of willingness/confidence to identify as LGB and the fact sexual orientation categories is now more inclusive of other categories and is referred to as LGBTQ+ Government Equalities Office research suggests over 4% of the 18-25 year age group identify as LGB, confirming that younger people are more likely to be open about sexual orientation.
Men & Women Generally	The 2021 NI Census report the population of Lisburn and Castlereagh Local Government District at 149.106, of which 49% were male and 51% were female. There is no official statistic on the number of people in N Ireland who identify as Transgender, non-binary or part of the LGBTQ+ population but referrals to advice services are increasing year on year which suggests a growing minority. During a Northern Ireland Housing Executive (NIHE) human rights, equalities and diversities workshop (April 2021) some of the main findings were: • Women constitute 79% of the part time workforce. • 1/3 of working age women are economically inactive. • In 2019/20 70% of apprenticeships were male, Higher Level Apprenticeships (HLA's) are 69%. • Occupational segregation is problematic; men tend to be more involved in engineering, manufacturing and construction. Women more involved in business, administration and law. One possible related solution is women only

	training programmes in non-traditional sectors, i.e., construction and engineering.
Disability	The rate of disability in Northern Ireland is higher than the other UK regions with the exception of Wales. The rates of disability among older age groups is higher than other regions of the UK. The 50-64 year old age group accounts for 33.4% of our disabled population compared to 26.9% of the UK disabled population as a whole. The most striking finding was that 60.2% of disabled people in Northern Ireland are economically inactive while the comparative figure for the UK as a whole stands at 42.5%. At 55.8% Lisburn and Castlereagh has the highest employment rate for Northern Ireland. The pay gap was also highlighted in this report. Northern Ireland compared favourably with other parts of the UK in this regard however there is still a difference in median pay between disabled and non-disabled employees which needs to be addressed. The concerns expressed by disabled participants engaging with this research were articulated in the report on their behalf. These included: • The need for investment and support for individuals with disability • The need for a more holistic approach based on needs to support individuals into employment. • The LMP should seek to fill gaps that may arise through the loss of EU(ESF) funding schemes and the transfer to the UKSPF. This transition will create gaps in support schemes • Implement broader based supports such as pre-employment engagement, pre-interview

	visits, money management to assist participants coming off benefits.
Dependants	Dependants can include children, older people and those with disabilities. 12.51% of people in the 2011 Census stated that they provided unpaid care to family, friends, neighbours or others. On that basis, people with dependants are less likely to be employed or face greater barriers when seeking employment. According to the Equality Commission for Northern Ireland, lone parents, 91% of whom are women, also experience occupational segregation in employment, with lone parents with dependent children mostly employed in 'Personal Service' and 'Elementary' occupations. Caregiving has been identified as one factor influencing occupational segregation with women and lone parents choosing occupations. Allowing sufficient flexibility to balance the demands of caregiving. This may have a potential impact on the sustainability of employment, with women and lone parents having to consider pay and career progression with flexibility in employment and childcare provision.

Needs, experiences and priorities

Taking into account the information referred to above, what are the different needs, experiences and priorities of each of the following categories, in relation to the particular activity/policy/decision? Specify details for each of the Section 75 categories

Labour Market Partnership is intended to improvement the employability outcomes and labour market conditions across the Lisburn and Castlereagh City Council district, irrespective of background or circumstance. Those who will be directly targeted will either be economically inactive unemployed or underemployed, have barriers to employment due to disability or reside in areas of high deprivation. This scheme will have direct and indirect benefits for some groups of service users, however, the aim of the LMP is to improve fairness in the labour market by supporting the most vulnerable and disadvantaged while working to support local people back into work. Ultimately, this programme will benefit a wide range of groups, particularly groups that experience disadvantage or inequality.

Part 2. Screening questions

1 What is the likely impact on equality of opportunity for those affected by this activity/policy, for each of the Section 75 equality categories?

Section 75 Category	Details of likely impact – will it be positive or negative? If none anticipated, say none	Level of impact - major or minor* - see guidance below
Religious Belief	There is no evidence that people from particular religious or policial backgrounds are more likely to be unemployed, underemployed or economically inactive.	None
Political Opinion	There is no evidence that people from particular	None

	religious or political backgrounds are more likely to be unemployed or economically inactive.	
Racial Group	Extensive research was undertaken with a wide range of stakeholders across the Lisburn and Castlereagh Province. Research and consultations did not identify that people from a particular racial group are more likely to be unemployed or economically inactive.	None
Age	Young people (aged 16-24) are more likely to be unemployed and require targeted intervention in order to build new skills in fields representing current and emerging labour market opportunities.	Minor Positive
Marital Status	There have been no specific needs identified for people of different marital status.	None
Sexual Orientation	There have been no specific needs identified for people of different sexual orientations in relation to this policy.	None
Men & Women Generally	Some women need more interventions/support to enable them to take up or remain in employment. Women may be more likely to	None

	need/want flexible work opportunities	
Disability	Disabled people need specific advice and to help them apply and be successful in the labour market. They require targeted intervention, training, understanding employers and flexible working conditions.	Minor Positive
People with and without Dependents	The need is specific support for people with dependents to enable them to undertake training and the right kind of job opportunities that they can balance work and care responsibilities.	Minor Positive

* See Appendix 1 for details.

2(a) Are there opportunities to better promote equality of opportunity for people within the Section 75 equality categories?

Section 75 Category	If Yes, provide details	If No, provide details
Religious Belief		No groups will be targeted based on their employment status, regardless of their Section 75 Categories
Political Opinion		No groups will be targeted based on their employment status, regardless of their Section 75 Categories
Racial Group	Yes – The programme will target unemployed people across all racial groups.	

Age	Yes – Young people and the 55+ age group will be particularly targeted as this age group show high levels of unemployment and barriers to employment however, many of the programmes will be open to all.	
Marital Status		No – groups will be targeted based on their employment, regardless of their Section 75 categories.
Sexual Orientation		No – groups will be targeted based on their employment status, regardless of their Section 75 categories
Men & Women Generally		No – groups will be targeted based on their employment status, regardless of their Section 75 categories.
Disability		Yes – People with a disability will be particularly targeted as this Section 75 group show high levels of unemployment
People with and without Dependents		Yes – Programme will be promoted equally to ensure that carers and those from all backgrounds with dependents are aware of LMP opportunities

Equality Action Plan 2021-2025

Does the activity/policy/project being screened relate to an action in the Equality Action Plan 2021-2025? Yes/No If yes, specify which action.

2(b) DDA Disability Duties (see Disability Action Plan 2021-2025)

Does this policy/activity present opportunities to contribute to the actions in our Disability Action Plan:

- to promote positive attitudes towards disabled people?
- to encourage the participation of disabled people in public life?

Yes

The Labour Market Partnership Action Plan aims to support disabled people back into training, education and employment. It also works closely with the Lisburn and Castlereagh business community to address barriers into and retaining employment for those who are disabled.

3 To what extent is the activity/policy/project likely to impact on good relations between people of different religious belief, political opinion or racial group?

Good Relations Category	Details of likely impact. Will it be positive or negative? [if no specific impact identified, say none]	Level of impact – minor/major*
Religious Belief	The scheme is aimed at improving the employment landscape across Lisburn and Castlereagh City Council area	No direct impact identified in relation to religion, political opinion or racial group. By providing employment opportunities for those facing unemployment, it will bring people from different

		backgrounds together.
Political Opinion	As Above	As Above
Racial Group	As Above	As above

*See Appendix 1 for details.

4 Are there opportunities to better promote good relations between people of different religious belief, political opinion or racial group?

Good Relations Category	IF Yes, provide details	If No, provide details
Religious Belief		The partnership is a financial assistance scheme that will address employment inactivity across the Lisburn and Castlereagh Council area. It doesn't lend itself to promoting good relations. If any opportunities arise, they will be addressed.
Political Opinion		As above
Racial Group		As Above

Multiple identity

Provide details of any data on the impact of the activity/policy/project on people with multiple identities. Specify relevant Section 75 categories concerned.

LCCC recognises that all individuals are not exclusive to just one designated group. "Multiple identity" has been given consideration within this screening exercise in order to ensure benefit to all groups. Some people who are the

targets of this project will experience disadvantage on a number of grounds, e.g., age, race, gender and disability.

If additional issues/impacts not already covered above arise, they will be addressed.

Part 3. Screening decision/outcome

Equality and good relations screening is used to identify whether there is a need to carry out a **full equality impact assessment** on a proposed policy or project.

There are 3 possible outcomes:

- 1) **Screen out** - no need for a full equality impact assessment and no mitigations required because no relevance to equality, no negative impacts identified or only very minor positive impacts for all groups. This may be the case for a purely technical policy for example.
- 2) **Screen out with mitigation** - no need for a full equality impact assessment but some minor potential impacts or opportunities to better promote equality and/or good relations identified, so mitigations appropriate. Much of our activity will probably fall into this category.
- 3) **Screen in for full equality impact assessment** – potential for significant and/or potentially negative impact identified for one or more groups so proposal requires a more detailed impact assessment. [See Equality Commission guidance on justifying a screening decision.]

Choose only one of these and provide reasons for your decision and ensure evidence is noted/referenced for any decision reached.

Screening Decision/Outcome	Reasons/Evidence
Option 1 Screen out – no equality impact assessment and no mitigation required [go to Monitoring section]	It has been concluded that a detailed equality impact assessment is not necessary as all the potential impacts identified are minor and positive. The Partnership overall is intended to address identified needs of particular target groups. Each element of the programme will also be considered for potential impacts. In order to best deliver equality of opportunity, the core partnership is made up of 8 core partners with the knowledge and experience needed to deliver on the objectives of the Labour Market Partnership. The Lisburn and Castlereagh LMP currently comprises of a

	representative from each of the following organisations: • Jobs and Benefits Office (DfC) • South Eastern Health and Social Care Trust • Invest NI (DfE) • Careers Service NI (DfE) • Lisburn Area Learning Community Consortium • Lisburn Chamber of Commerce • SERC • Lisburn and Castlereagh City Council Economic Development Department A full research exercise was undertaken using a combination of primary and secondary research to develop an accurate portrayal of the current strengths, weaknesses, limitations and opportunities available across Lisburn and Castlereagh employment market. LCCC will continue to assess the situation and be more proactive especially mitigating risk surrounding promotion across all Section 75 categories etc.
Option 2 Screen out with mitigation – some potential impacts identified but they can be addressed with appropriate mitigation or some opportunities to better promote equality and/or good relations identified [complete mitigation section below]	N/A
Option 3	N/A

Screen in for a full Equality Impact Assessment (EQIA) [If option 3, complete timetabling and prioritising section below]	
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Mitigation (Only relevant to Option 2)

N/A

Can the activity/policy/project plan be amended or an alternative activity/policy introduced to better promote equality of opportunity and/or good relations?

N/A

Timetabling and prioritising for full EQIA (only relevant to Option 3)

N/A

Part 4. Monitoring

What will be monitored and how? What specific equality monitoring will be done? Who will undertake and sign-off the monitoring of this activity/policy and on what frequency? Please give details:

The delivery and implementation of the Labour Market Partnership will be monitored on a quarterly basis via reports which are to be returned to DfC. The monitoring will focus on the number and attendance of meetings and the delivery outcomes of the Action Plan itself i.e. the impact the partnership is having. The individual programmes will be monitored on a quarterly basis by their respective project officers and monitoring returns will be made to DfC. The actual performance indicators to be monitored vary according to programme but are listed on the Action Plan.

Part 5 - Approval and authorisation

	Position/Job Title	Date
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Screened by: Jacqueline Russell	Programme Officer	
Reviewed by: Annie Wilson	Equality Officer	
Approved by: Paul McCormick	Head of Service	

Note: On completion of the screening exercise, a copy of the completed Screening Report should be:

- approved and ‘signed off’ by a senior manager responsible for the activity/policy
- included with Committee reports, as appropriate
- sent to the Equality Officer for the quarterly screening report to consultees, internal reporting and publishing on the LCCC website
- shared with relevant colleagues
- made available to the public on request.

Evidence and documents referenced in the screening report should also be available if requested.

Appendix 1 – Equality Commission guidance on equality impact

*Major impact:

- The policy/project is significant in terms of its strategic importance;
- Potential equality matters are unknown, because, for example, there is insufficient data upon which to make an assessment or because they are complex, and it would be appropriate to conduct an equality impact assessment in order to better assess them;
- Potential equality and/or good relations impacts are likely to be adverse or are likely to be experienced disproportionately by groups of people including those who are marginalised or disadvantaged;
- Further assessment offers a valuable way to examine the evidence and develop recommendations in respect of a policy about which there are concerns amongst affected individuals and representative groups, for example in respect of multiple identities;
- The policy is likely to be challenged by way of judicial review;
- The policy is significant in terms of expenditure.

Minor impact

- a) The policy is not unlawfully discriminatory and any residual potential impacts on people are judged to be negligible;
- b) The policy, or certain proposals within it, are potentially unlawfully discriminatory, but this possibility can readily and easily be eliminated by making appropriate changes to the policy or by adopting appropriate mitigating measures;
- c) Any asymmetrical equality impacts caused by the policy are intentional because they are specifically designed to promote equality of opportunity for particular groups of disadvantaged people;
- d) By amending the policy there are better opportunities to better promote equality of opportunity and/or good relations.

No impact (none)

- a) The policy has no relevance to equality of opportunity or good relations;
- b) The policy is purely technical in nature and will have no bearing in terms of its likely impact on equality of opportunity or good relations for people within the equality and good relations categories.

Updated Template @ Oct 2022

Committee:	Regeneration & Growth Committee
Date:	5 June 2024
Report from:	Head of Economic Development

Item for:	Decision
Subject:	Business Development Collaboration Programme 2024-2025

Background

1. Lisburn & Castlereagh City Council undertakes an annual business development collaboration programme that aligns with the Council's overall strategy to engage with stakeholders including businesses, business groups, and government.

This ongoing initiative aims to:

- Enhance involvement with central government, businesses, and stakeholders to foster collaboration, enhance knowledge sharing, and cultivate a unified vision.
- Gain insights into our collective challenges, identify opportunities, pilot innovative initiatives, and achieve improved outcomes.
- Promote inclusive growth by addressing the persistent high inflation, encouraging the establishment of high-quality local employment opportunities, facilitating improved access to skill development pathways, and ensuring equitable economic benefits for all.

2. Projects currently envisaged for 2024-2025 includes:

- NI Chamber of Commerce Member/Events
- Lisburn Chamber of Commerce Member/Events
- Social Enterprise NI Annual Member/Events
- Digital Transformation Flexible Fund (Belfast Region City Deal)
- Meeting SME needs in areas such as sustainability, digitalisation/artificial intelligence is crucial for staying current with industry trends and fostering innovation. This could involve providing projects, conferences, workshops, marketing engagement, and expert advice customised to these needs.
- Other projects, initiatives, events that may arise over the course of 2024/25, and that economic development officers perceive as pertinent areas for engagement and support thereby, ensuring that businesses are equipped to navigate and thrive in a rapidly changing economic landscape.

Key Issues

1. Most events will be conducted in person, with the option for online events where deemed most appropriate.
2. Under the Climate Change Act of 2022, NI has committed to a net zero target by 2050. Recent calls by the Climate Change Committee (an independent, statutory body established under the Climate Change Act 2008) has indicated that NI will fall short of this 2050 net zero emission target unless swift action is taken.
3. Economic Development Officers are currently working with Invest NI on the Industrial Decarbonisation Northern Ireland (ID-NI) initiative. This collaboration gathers key stakeholders from across the region to devise plans for industrial decarbonisation. The ID-NI website is a knowledge sharing platform that presents a collaboration among participating companies and local authorities. <https://id-ni.eco/>

4. Institutional barriers to growth remain a significant concern for local businesses aspiring to expand and thrive. Embracing research and development initiatives, especially in areas like sustainability, presents an opportunity to overcome these barriers. By focusing on sustainability, businesses can achieve efficiency savings, improve their competitiveness in tendering processes, and align with social clauses often integral to contract awards. Furthermore, integrating sustainability practices can enhance shareholder value and long-term business viability.
5. Given the ongoing changes in the economic landscape, driven by current macroeconomic conditions and shifting costs, it is proposed to integrate flexibility into the Council's collaboration programme efforts. This adaptable approach would enable the Economic Development team to respond to emerging trends, cover associated costs and requirements, all while staying within the overall Business Development Programme budget.
6. The Council agreed in October 2022, to match fund Belfast Region City Deal funding towards the revenue costs to deliver the Digital Transformation Flexible Fund for businesses from November 2022 to March 2026.
7. The proposed overall budget for business collaborative activity during 2024-2025 is £64,000 as summarised in the attachment (see Appendix).

2.0

Recommendation

It is recommended that the Committee considers and agrees the annual business collaborative programme of activities for 2024-2025 as outlined.

3.0

Finance and Resource Implications

All projects to be met from within the existing Economic Development 2024-2025 budget estimates.

4.0

Equality/Good Relations and Rural Needs Impact Assessments

4.1

Has an equality and good relations screening been carried out?

Yes

4.2

Brief summary of the key issues identified and proposed mitigating actions **or** rationale why the screening was not carried out

Equality and good relations screening carried out in 2023/2024. Currently under review for 2024/2025
No key issues identified and no significant changes to policy/procedure

4.3

Has a Rural Needs Impact Assessment (RNIA) been completed?

Yes

4.4

Brief summary of the key issues identified and proposed mitigating actions **or** rationale why the screening was not carried out.

No rural issues

Business Development Collaborative Programme - Activity Appendix 2024-2025

The following proposals are for enhancing and further developing the council's Business Development Collaborative programme in 2024-2025 are outlined below.

<u>Activity</u>	<u>2024-2025 Proposals</u>
NI Chamber Membership and Annual Banquet	LCCC has been a corporate member of the NI Chamber of Commerce since 2017. Membership offers various opportunities, including access to networking events, workshops and seminars. Key events including the NI Chamber President's Banquet present an opportunity for strategic promotion of Lisburn Castlereagh as a prime location for inward investment. Outputs: Participation of Chair/Vice Chair and/or their nominees and officer(s): • Annual calendar of events • President's Annual Lunch • Option to host a table at the President's Banquet in 2024
Lisburn Chamber Membership and Events	Lisburn Chamber of Commerce hosts an annual events calendar including a gala dinner evening celebrating the success of many local businesses. Outputs: Participation of Chair/Vice Chair and/or their nominees and officer(s): • Potential to host a table at the Gala Dinner • Presidents Annual Event • Networking events including opportunities to sponsor/host and partner.
InterTrade UK Events and Potential Membership	Similar to InterTrade Ireland designed to promote north-south trade, a new body called 'Intertrade UK' will promote trade in both directions between GB and NI. Specifically, it aims to facilitate two-way trade by providing advice and support to businesses across the UK, with a focus on boosting internal trade. Participation of Chair/Vice Chair and/or their nominees and officer(s): • Sponsor events and/or partner on opportunities to host/deliver networking events.
UKMIPM Membership and Events	The Belfast City & Region Place Partnership (BCRPP) is a collaborative effort between the public and private sectors. Its mission is to implement a comprehensive strategy focused on attracting diverse investments to foster regeneration, develop infrastructure, and create a contemporary urban landscape for both Belfast and the broader City Region. The partnership involves

	active participation from all councils within the Belfast Region City Deal (BRCD). Various Partnership Packages offer participation in events aimed at enhancing the area's appeal for investment and promoting inclusive growth. The 2024 membership included access to MIPIM 2024, discounted delegate passes for MIPIM 2024, and two delegate passes to UKREiiF 2024. Outputs: Participation of Chair/Vice Chair and/or their nominees and officer(s): Attendance at 2025 Programme of Events such as MIPIM 2025 and UKREiiF 2025
SENI Annual Membership and Events	Social Enterprise NI serves as the representative organisation for social enterprises and social entrepreneurs throughout Northern Ireland. They actively connect, support, develop, and sustain vibrant businesses to drive social change. Lisburn Castlereagh City Council (LCCC) has been a member, and historically provided sponsorship for their annual event. Outputs: Participation of Chair/Vice Chair and/or their nominees and officer(s): Sponsor events and/or partner on opportunities to host/deliver networking events.
Responding to SME needs and shifts in economic landscape including: Engagement, Digital Transformation, AI, and Sustainability	Over recent years the business solutions team has regularly hosted a series of topical business focused and policy driven conferences, projects, and PR activities. Over more recent times and with the current economic climate the focus of business support also includes real-time information on key areas including sustainability, digital transformation, workforce and trade. Economic Development Officers are presently collaborating with Invest NI on the Industrial Decarbonisation Northern Ireland initiative. Looking ahead, they aim to expand their efforts by introducing a sustainability project tailored to local businesses in the nascent stages or those eager to advance on a sustainability and decarbonisation pathway. The objective is to provide comprehensive support encompassing early-stage planning, idea generation, results forecasting, and activation of their sustainability plans. This initiative seeks to empower businesses, fostering their journey towards sustainability and environmental responsibility. It is proposed that an element of flexibility be built into this theme, allowing the team to adapt to emerging trends and provide support to businesses, including the potential sustainability project mentioned above or any other alternative options that may arise.

	Expert advice and consultancy support will be procured to support key areas including delivery, programme recruitment, marketing and engagement efforts and overall projects delivery support.
NI Wide Collaborative Local Industrial Decarbonisation Project	The Industrial Decarbonisation for Northern Ireland (IDNI) project has been developed to demystify and assist businesses manage these increasing competitive pressures. Led by Invest NI, the project is a consortium of stakeholders including Manufacturing NI, Mineral Products Association, UU, QUB and all 11 councils. The IDNI project will identify 4 industrial clusters from across NI, which are most suitable for a research and modelling project that could deliver: • Cheaper and more predictable energy costs • Improved Productivity • Better Supply Chain relationships • Enhanced Green Investment Potential • Increased UK funding visibility • Being exemplars for NI industry • Shared infrastructure cost models An Industrial Decarbonisation Cluster Workshop is being held in LVI on 12th June as an opportunity for invited industry to learn more about how this Innovate UK funded industrial decarbonisation initiative can support them.
Digital Transformation Flexible Fund (Belfast Region City Deal)	The DTFF is a collaborative project spanning across Northern Ireland to operate across all four city and growth deals and all council areas. DTFF plays a role in supporting small and micro businesses, including those in rural areas, to be active in digital transformation, supporting inclusive growth. The already established capital grant fund supports investment in the types of capital equipment (hardware, software/ bespoke system development) that are critical to the strategic digital transformation ambitions of SMEs and microbusinesses, by helping to address the financial barriers they face when seeking to digitally transform. The council has already approved its match funding for the years 2022 – 2026. An update report on the DTFF is due to go to council after the summer break.

Committee:	Regeneration & Growth Committee
Date:	5 June 2024
Report from:	Head of Economic Development

Item for:	Decision
Subject:	Enterprise Lisburn Castlereagh Programme 2024-2025

Background

1. Promoting local economic growth is a central objective emphasised in Theme 2 of the Community Plan and Theme 4 of the Corporate Plan. Driving enterprise throughout the Council area plays a significant role in bolstering the health of the local economy and is essential for ensuring the future success of Lisburn and Castlereagh.
2. This endeavour also represents an integral aspect of the functions transferred to local government under RPA (Review of Public Administration). To fulfil the responsibilities associated with these transferred functions and to cultivate an ecosystem that nurtures entrepreneurship, the Council proposes the development of targeted programmes focusing on key sectors as detailed below:
 - **Empowering Youth Entrepreneurship:** Continuation of partnerships with key stakeholders such as the Prince's Trust and/or Young Enterprise NI to stimulate youth entrepreneurship.
 - **Supporting Female Entrepreneurship:** Implementation of a program of activities designed to assist current or aspiring female entrepreneurs.
 - **Facilitating a Support Network for Entrepreneurs and Promoting Innovation in the micro-business sector:** Hosting a series of prominent events featuring industry experts to share essential insights and facilitate networking opportunities, fostering new connections to expand the business landscape within the local economy.
3. The Lisburn & Castlereagh City Business Awards are held on a bi-annual basis and are a key event in the business calendar recognising the success of businesses across the area and the invaluable contribution they make to the local economy. The next awards will be held in 2025.

Key Issues

1. The breakdown for the proposed Enterprise Lisburn Castlereagh Programme for 2024-2025 is attached (**see Appendix**).
2. The Lisburn Castlereagh Enterprise Programme will also support under-represented groups across the Council area in entrepreneurship including women and young people.
3. The overall objective of the proposed programme is to foster an ecosystem that encourages strategic collaboration with community, education (including further education), and enterprise partners at the local level, with a specific focus on pre-enterprise, enterprise, and micro-business development.
4. Given the ongoing changes in the economic and community landscape, it is proposed to integrate flexibility into the Council's Enterprise Lisburn Castlereagh programme efforts. This adaptable approach would enable officers to engage with more community lead and

	social enterprise organisations, experts/consultants as well as to promote and market the initiatives to under-represented groups, whilst staying within the overall economic development budget. 5. Both the Business Awards and Westminster Investment are large-scale biennial events, usually held in March time and have alternated each year, ensuring one event is held annually. However, the rescheduling of the Westminster Event to 2023, has resulted in both events coinciding in 2025. It is anticipated that the Business Awards event will be held in March 2025 and the Westminster event later in the year. 6. Each year, the Council has been the primary sponsor of the Business Awards with a contribution of £10,000. However, with the increase in the cost of living, there has been rise in expenses for event essentials such as meals, entertainment bookings, and overall event management. Consequently, maintaining the previous standard of excellence for the event became challenging in 2023, as these costs are largely funded by local company sponsorships and ticket sales. In consideration of these challenges, it is proposed to raise the Council's primary sponsorship amount to £20,000.	
2.0	<u>Recommendation</u> It is recommended that the Committee considers and agrees the Enterprise Lisburn Castlereagh Programme for 2024-2025, as outlined in the report.	
3.0	<u>Finance and Resource Implications</u> All projects to be met from within the existing Economic Development 2024-2025 budget estimates	
4.0	<u>Equality/Good Relations and Rural Needs Impact Assessments</u>	
4.1	Has an equality and good relations screening been carried out?	Yes
4.2	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out. Equality and good relations screening carried out in 2023/2024. Currently under review for 2024/2025 No previous key issues identified and no significant changes to policy / procedure	
4.3	Has a Rural Needs Impact Assessment (RNIA) been completed?	Yes
4.4	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out. No rural issues	

Appendices:	Appendix 5 - Enterprise Lisburn Castlereagh Programme 2024-2025
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Enterprise Lisburn Castlereagh Programme - Activity Appendix 2024-2025

The following proposals are for enhancing and further developing the council's entrepreneurship programme in 2024-2025 are outlined below.

<u>Activity</u>	<u>2024-2025 Proposals</u>
Youth Entrepreneurship	To ensure a steady flow of business start-up inquiries to the newly established local Lisburn Castlereagh Go-Succeed Service, the Council needs to actively involve the upcoming generation of entrepreneurs. By nurturing their interest and encouraging them to explore entrepreneurship, we can lay the groundwork for the future economic prosperity of the Council area. The Young Enterprise NI (YENI) "Blast Off" Programme guides students through a fun entrepreneurship experience, enhancing employability skills and qualities, which will help them succeed in the future world of work and enterprise. As part of this programme secondary school students in Year 9-14, (aged 13-18), from across the Lisburn and Castlereagh area will get the chance to imagine and design a sustainable, marketable product and present their idea as a team. The programme has 4 modules: • Entrepreneurship: This module covers the key terms of business and entrepreneurship. It contains activities where the learner focuses on what enterprising skills and qualities are and apply knowledge to themselves. • Ideation: Learners take part in a creative challenge and ideation process for their business. Learners will complete a costing sheet to think through how they would make a profit. • Marketing: This module will cover the key terms in Marketing. Learners will build their own brand and marketing strategy. • Pitching: Learners will consider what makes a good sales pitch and then prepare and deliver their own. Outputs: The programme will be delivered to up on 700 students. The Princes Trust The programme delivers a range of initiatives including Development Awards and the Employability Programme, which will aim to remove the barriers and allow disadvantaged young people to access education, training or employment (including self-employment) and Live, Learn or Earn. Outputs: • 25 young people aged 16-30 will receive a Development Award to support progression to enter self-employment/employment, education, or training. • 90% will progress to training, education, or self/employment • 8 young people aged 16-30 will participate on a Prince's Trust employability programme to gain personal, social and employability skills to progress to sustainable employment. • 80% will progress to sustainable self/employment
Female Entrepreneurship	To meet the Council's obligations regarding the transfer of functions for female entrepreneurship, a successful series of three events focused on

	female entrepreneurship was conducted in partnership with the Lisburn Chamber of Commerce during the 2023-24 period. Subsequently, a number of attendees proceeded to register for the Go Succeed Service. Outputs: A new Female Entrepreneurs Networking series of three bespoke events with the possibility of follow-up tailored mentoring support. Early stage suggested topics include, Work Life Balance & Wellbeing, Building a Leadership Brand and Building Self-worth and Resilience.
Entrepreneurs Network	Overview The Entrepreneur Networking events are integral to the Council's support for the local business community, experiencing significant growth in interest and attendance over the past 13 years. The 2023-2024 Entrepreneur Series featured events across the LCCC region at Inspire Business Centre, LEO, Hillsborough Castle and Lagan Valley Island. Some of the more notably speakers and topics included: • Being & Performing WELL – Dr Bill McCallion, Paediatric Surgeon • Making money & saving the plant – Gerard Collins • Value to your video – Alastair Luke With an ever evolving and challenging business climate it has never been more vital to provide local businesses with access to specialist experts to allow them to navigate the challenges and build their resilience. Outputs: • Appoint a specialist event management company to support officers to develop a series of 7-8 events to take place from September 2024 to May 2025. • Attract a range of industry leaders and specialist speakers to address current business challenges. • Provide a forum to allow local businesses to network and build new business relationships and mutually beneficial synergies. The series will culminate in a showcase event at Hillsborough Castle.
Business Awards 2025	The last Business Awards event was a black-tie gala dinner held in the La Mon House Hotel in March 2023. The Business Awards will be procured this year, to enable event to take place in early 2025. The event usually attracts in the region of 15 sponsors and over 250 people attending the gala evening. Each year the Council has been a key sponsor of the Business Awards. It is also proposed that the delivery of the main gala and judging process is externally procured, with all associated costs of running the awards covered by third party sponsorship and ticket sales. Outputs: • Sponsorship of Award Ceremony • Business Awards Event held in 2025.

Committee:	Regeneration & Growth
Date:	5 June 2024
Report from:	Head of Economic Development

Item for:	Decision
Subject:	Investment Programme 2024-25

Background

1. The Council delivers an annual programme of investment promotion activity as part of its overall strategy to position the city area as a place in which to do business and to invest.
2. Officers and Members have previously facilitated a number of key activities to aid the delivery of the investment programme. These include:
 - Cities Connect Investment Showcase Event, Mansion House, London - April 2019
 - Cities Connect Trade Development Programme, London - April 2019
 - Westminster Showcase Events - March 2017 and 2018
 - Participation on the Dublin-Belfast Economic Corridor from 2022
 - Tourism and Hospitality Trade Development Programme, London - October 2022
 - Property Forum - March 2023
 - Westminster Showcase Event - London 2023
3. For the 2024-25 programme, a 2-day Westminster Networking & Business Showcase Event is scheduled for either March or September 2025. Although the Westminster Event occurs biennially, due to lead-in time and planning, it necessitates inclusion in the 2024-25 budget. Considering that in previous years this event was also held at the Mansion House and the Tower of London, officers will also be considering location and venue options this time around.
4. This programme of investment opportunities has allowed the Council to:
 - Strengthen local companies' strategic sales and growth endeavours, by supporting them to access the supply chains of London businesses.
 - Engage directly with potential investors with a view to securing potential investment interest for local companies and bringing investment prospects to our local area.
 - Showcase the local economy at the heart of UK government.
 - Connecting with pension funds, property developers, investors and agents, reinforcing connections previously made in London/GB and showcasing new investment opportunities in retail, residential, industrial, office & tourism.

Key Issues

1. The programme appended to this report (**see Appendix**) presents a proposed outline of investment promotion related activity for 2024-2025.
2. The proposed activity is broken down into the following activities:
 - Initial planning and related expenditure for the Westminster Event to be attributed in part to the 2024/25 estimates to be held in either March or September 2025.
 - London Trade Development Programme (to coincide with London/Westminster 2025).
 - Dublin Belfast Economic Corridor (DBEC) initiative.
 - Socio-economic analysis for Lisburn Castlereagh to support and enhance the Council's ability to promote investment opportunities and submit appropriate bids for funding.

2.0	<u>Recommendation</u>	
	It is recommended that the Committee considers and agrees the annual inward investment programme of activities for 2024-25 as outlined.	
3.0	<u>Finance and Resource Implications</u>	
	To be financed from within the current Economic Development budget estimates.	
4.0	<u>Equality/Good Relations and Rural Needs Impact Assessments</u>	
4.1	Has an equality and good relations screening been carried out?	Yes
4.2	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out. Equality and good relations screening carried out in 2023/2024. Currently under review for 2024/2025 No key issues identified and no significant changes to policy / procedure	
4.3	Has a Rural Needs Impact Assessment (RNIA) been completed?	Yes
4.4	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out. No Rural issues identified	

Appendices:	Appendix 6 - Proposed inward investment programme for 2024-25
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APPENDIX – Investment Activity 2024-2025

Proposals for enhancing and further developing the council's investment programme in 2024-25 are outlined below.

Activity	2024-2025 Proposals
GB/London Trade Development Programme & Business Showcase	Overview One of the council's key objectives is to maximise exposure for local businesses in new markets, assist businesses to identify new potential customers/sales and increase their potential for export. A Trade Development Programme will take place to coincide with the Westminster 3-day Business Networking Event in London in 2025. Expected Outputs • Lead generation for local Lisburn Castlereagh businesses. • A number of pre-arranged investment prospecting and lead generation events/meetings over the 3-day event • Further strengthen economic ties between Lisburn Castlereagh and London/GB businesses. • Provide opportunities for businesses to create business partnerships. • Exploring business and growth opportunities. • Collaborate with relevant public bodies, industry associations and economic development stakeholders to consider cohesive approaches to regional issues. • Share and exchange best practice; and • Build the profile of the council as forward and outward looking and to promote the area as a viable investment location.
Westminster Investment and Networking Event	Overview: The 2024/25 Investment and Networking event will be an opportunity to re-establish relations and engage with potential investors, as well as showcase the best of Lisburn Castlereagh local businesses. Expected Outputs: • Drawing up to 140 delegates, contingent on the chosen venue. • Crafting key messages tailored for a UK/London audience, highlighting LCCC's strategic appeal for investment, trade, and tourism, emphasising its strong international connections to attract investment. • Formulating a Civic Itinerary involving cooperation with public bodies, industry associations, and economic development stakeholders to address regional challenges. • Facilitating introductions to key contacts.

	Garnering extensive media attention to strengthen the council's image as progressive and engaged, promoting the area as an attractive investment destination.
Economic Socio-analysis for Lisburn Castlereagh to support and enhance Investment Opportunities and funding bids	The Invest Lisburn Castlereagh website is in need of a refresh in terms of content and relevant economic assessment. There is also a need for updated economic data and statistics to strengthen future funding applications and promote investment. To address these challenges and chart a path forward for website updates and future economic development initiatives, a comprehensive strategic assessment is required. Expected Outputs: - An analysis of socio-economic factors within the Lisburn Castlereagh area, including the most up-to-date population demographics, skills availability, employment rates, unemployment rates, wages, and other pertinent indicators. This analysis will also serve as a foundation for future action planning and funding bids. - Identifying critical sectors, assets, and projects within the Lisburn Castlereagh area that present investment opportunities. - Serve as a central resource for investors, offering insights into the strategic landscape of the Lisburn Castlereagh area and highlighting attractive investment prospects, both domestically and internationally. - This resource will play a crucial role in promoting investment and driving economic growth within the area.
Dublin-Belfast Economic Corridor (DBEC)	In 2018, LCCC was one of eight Councils and two Universities that came together to work collectively for benefits of further development of the corridor. In 2022, the DBEC Strategy and Action Plan were put in place and outlines the ambition of Partnership as follows: <u>DBEC Ambition</u> To become a leading economic corridor in Europe, achieving sustainable growth through collaborative R&D, a highly skilled workforce and enabling infrastructure. A Programme Manager and Partnership Officer are in are now post. Below sets out a brief overview against key activities: 1. Sustainable and Innovation led Growth <u>Transformation Innovation Support Networks</u> - This project seeks to progress the feasibility for a network on transformative innovation hubs along the Dublin to Belfast Economic Corridor <u>Sustainable Solutions for attaining a circular economy</u> - An outline business case (OBC) will examine the best way forward to shape what a joined-up cross border connected circular economy may look like, that will

	progress opportunities to drive innovation in the circular flow of waste, along the corridor. <u>Cluster Development: Offshore wind supply chain</u> • A funding application has been made to IntertradeIreland for a joint approach to developing an offshore wind supply chain. 2. Skills Development: DBEC are progressing 2 project concepts: • A Cross Border Skills Programme • Skills Research Audit 3. Engagement and Brand development: • Event – Elevating FinTech • Event – DBEC Ambition • Brand Development • Engagement
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Committee:	Regeneration & Growth
Date:	5 June 2024
Report from:	Head of Economic Development

Item for:	Decision
Subject:	International Trade Programme 2024-25

Background

1. The Council organises and delivers an annual International Trade Programme as an essential element of its overall strategy to fortify local businesses and nurture growth.
2. The International Trade Programme actively supports local businesses by facilitating entry into new export markets and securing fresh opportunities for trade. Noteworthy collaborations have involved partnering with Newry, Mourne and Down District Council on a European-funded Project aimed at exploring nearshore trade prospects. Over 100 businesses from each Council area took part in the workshops/mentoring and trade missions to ROI and GB over a 2-year period.
3. Over the years many local companies have successfully developed new customers, business, and markets outside Northern Ireland, whilst the Council has also successfully built international linkages on both a civic and economic level. These ongoing initiatives serve to:
 - Showcase the Council's dedication to encouraging its local economy by collaborating with local businesses to enhance exports and stimulate growth through trade.
 - Enable direct engagement between the Council and other civic leaders to highlight Lisburn Castlereagh as a region that warmly welcomes business opportunities.
 - Demonstrate to prospective inward investors the Council's proactive and outward-facing approach, signalling that the area is primed for international investment and poised for growth.

Key Issues

1. Attached (**see Appendix**) is an outline of the proposed international trade programme for 2024-2025, which includes several projects to maintain and strengthen the local economy's international linkages.
2. The Council's proposed activity for 2024-2025 includes organising trade support projects and trade missions to both nearshore and more distant markets, aimed at broadening international trade opportunities and fostering collaboration with various regions through civic visits.
3. The overall proposed budget for international activity during 2024-2025 is included in the current Economic Development budget estimates.

2.0 Recommendation

It is recommended that the Committee considers and agrees the annual International Trade Programme of activities for 2024-25 as outlined above.

3.0	<u>Finance and Resource Implications</u>	
	To be financed from within the current Economic Development budget estimates.	
4.0	<u>Equality/Good Relations and Rural Needs Impact Assessments</u>	
4.1	Has an equality and good relations screening been carried out?	Yes
4.2	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out. Equality and good relations screening carried out in 2023/2024. Currently under review for 2024/2025 No key issues identified and no significant changes to policy / procedure	
4.3	Has a Rural Needs Impact Assessment (RNIA) been completed?	Yes
4.4	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out. No rural issues	

Appendices:	Appendix 7 - Proposed international trade programme for 2024-25
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Appendix - International Trade - Activity 2024-2025

The proposed activity is based on a number of considerations:

- The context of the economy and prevailing global macro-economic and geo-political considerations would indicate that it is important for the council to carefully plan appropriate options.
- An element of flexibility is built into the international trade theme, to enable the council to respond to emerging opportunities as they present themselves.
- Attendance will include Chair and /or Vice-Chair or their nominees along with relevant officers for attendance at civic and related events.

<u>Activity</u>	<u>2023-2024 Proposals</u>
ROI	Cross-Border Trade Mission alongside Showcase Event(s) and Networking Dinner(s) x 2 Cohorts during 2024-25 (5-8 businesses per cohort) External consultancy support to successfully maintain good trading relations and deliver on annual activities including supporting and advising on ROI/LCCC delegations visits, engagement events with local Lisburn Castlereagh companies and networking/relations with the local Irish Government County Council or City Offices. <u>Location Suggestions include:</u> 1. Cork: As one of Ireland's largest counties, Cork boasts a diverse industrial base. Expanding upon pre-covid productive collaborations with Cork County Council, the council would capitalise on existing relationships to revive previously successful cross-border trade partnerships. 2. Galway: Known for its innovation and technology-driven economy, Galway offers opportunities for collaboration in advanced manufacturing, particularly in sectors such as MedTech and engineering. Once again, there is an opportunity to build on the success of the trade mission and civic visit to Galway in November 2022, attended by eight local businesses. Both proposed trade missions will connect with the council's Go-Succeed Service, serving as a conduit for local companies aspiring to expand or enhance their growth. Moreover, there is potential to utilise InterTradeIreland support for local companies through 'The Trade Hub' and explore the prospect of co-financing where feasible.

NI-NL Trade Society	Established in 2006, NI-NL is a forum for businesses and professionals involved in Northern Ireland – Netherlands Trade, encouraging bilateral trade between Northern Ireland & the Netherlands. NI-NL was founded by Invest NI trade division, Lisburn and Castlereagh City Council and Northern Ireland Trade Consultants based in the Netherlands. Economic Development officers are currently liaising with Invest NI to progress the reinstatement of the NI-NL Trade Society. NI-NL organises events for companies to meet several times per year for a range of informative events relating to different aspects of Northern Ireland – Netherlands Trade. The highlight of the NI-NL events calendar is the Annual New Year Trade Dinner that rotates annually between Northern Ireland and the Netherlands and provides an opportunity for business partners to meet in a social setting to maintain and build long lasting business relationships. Expected Outputs: • Re-establish joint membership agreement. • Annual trade dinner • Annual Magazine/E-zine • Dedicated Website
European Trade Programme	The Trade Programme will target owners/managers from growth orientated local businesses including those already participating on the councils Go-Succeed service and will identify and develop new market opportunities and strategic business alliances/partnerships in the trade mission destination. The overall aim of this council led programme is to motivate Lisburn Castlereagh companies to exploit new export markets and new trade opportunities, as well as bring forward and identify local companies who can progress to further support from Invest NI to become truly internationalised. Expected Outputs: Recruit 4-6 local companies in the LCCC area with a desire to explore new business opportunities in Europe. To set up a minimum of 4 meetings between each participant company and prospective customers/partners in the region



Committee:	Regeneration & Growth
Date:	5 June 2024
Report from:	Director of Regeneration and Growth

Item for:	Noting
Subject:	City Centre Public Convenience Provision

Background

1. In recent Committee meetings Members have raised the issue of the provision of public conveniences within our city centre. In addition, Members have agreed to expedite the erection of wayfinding signage which will include access to public conveniences.
2. Previously Members, through Environmental Services Committee, noted a report in December 2022 on the extent of public convenience availability.

Key Issues

1. A reported limitation on the access to the public convenience within the Irish Linen Centre/Lisburn Museum are the hours of opening. These have been reviewed in the past and these facilities are available from 9.30am to 5pm Monday to Saturday.
2. The new directional signage is anticipated to be erected later this year. Officers are in pursuance of the requisite DfC funding and will consult with the Members on design over the summer period.
3. Some of the discussion at Committee has been with regard to additional Changing Places facilities as part of any new public convenience provision. Any new provision will have regard to the recently adopted Council policy on Changing Places Toilet provision. Since the report in December 2022 Bow Street Mall has created a new modern toilet facility including disabled toilet provision on the ground floor.
4. Within the key nodes of Wallace Park, Lagan Valley Island and Lagan Valley Leisureplex, 11 public conveniences are recorded on google maps. This compares extremely favourable when assessed against other urban/city centre areas within Northern Ireland.

2.0 Recommendation

It is recommended that Members note the report in December 2022 to Environmental Services and the update provided.

3.0 Finance and Resource Implications

None.

4.0 Equality/Good Relations and Rural Needs Impact Assessments

4.1 Has an equality and good relations screening been carried out?

N/A

4.2	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out.	
4.3	Has a Rural Needs Impact Assessment (RNIA) been completed?	N/A
4.4	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out.	

Appendices:	Appendix 8a to 8d – Environmental Services Committee Report December 2022 and appendices
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Environmental Services Committee

7th December 2022

Report from:

Head of Service - Environmental Health

Item for Decision

TITLE: Item 5.5 – Toilet Provision in LCCC area

Background and Key Issues:

1. We all need to use a toilet several times each day when we are away from our homes, at work, on holiday or simply commuting from place to place. This becomes even more urgent if you belong to one of the many specialist user groups who suffer from medical conditions that require you to have immediate access to a toilet. These include: people with mental or physical disabilities and their carers; the infirm or elderly; people with babies or young children; and people of all ages who are coping with a range of medical conditions. Just having access to clean, hygienic toilets when it is needed is simply about basic human rights and it fulfils an important requirement for our health and wellbeing (British Toilet Association).
2. On 28 July 2021 the Committee agreed that a **feasibility study** be undertaken in respect of public toilet provision/accessibility within Lisburn as this may also be an inhibitor to economic growth in the City Centre. The Terms of Reference (ToR) for this extended project were agreed as:
 1. The number of public facilities available.
 2. The level of public awareness of the available facilities at the moment.
 3. Is there a demand for more public toilets?

In September Members also referred to the outcomes of this study.

3. This feasibility study confirmed that the public were generally dissatisfied with the number and location of toilets (see **Appendix 5 EH**). However upon further scrutinisation it became clear that the dissatisfaction was around a lack of signage leading to unknown locations of the public toilet facilities.
4. There are 29 Council toilets available to the public in the Council area (See map in **Appendix 6A EH**).
5. Members will note that there are 10 publicly available Council managed toilets within the City Centre:
 - Castle Gardens,
 - Irish Linen Centre and Lisburn Museum,
 - Bridge Community Centre,
 - City Centre Management offices,
 - Lagan Valley Island,
 - Hillhall Community Centre,
 - Sir Milne Barbour Bowling Pavilion,
 - Lagan Valley Leisureplex and
 - Two in Wallace Park.
6. In addition there are a number of additional (non-Council) available toilets (see map in **Appendix 6B EH**)
 - Bow Street Mall (currently being refurbished),
 - The Library,
 - The Train and Bus Station,
 - Haslem Hotel (satisfying Lisburn Square covenant).

Promotion

7. LCCC will link with Google to ensure information is up to date and accurate at the time of submission.
8. Members may be aware that Economic Development are preparing an Orientation and Walking Strategy. This is due to be reported to Development Committee in December. The strategy will address walking routes along with public toilet access. Any needs around directional signage will help promote awareness to the nearest public convenience.
9. Economic Development will also be bringing a report to the Development Committee on Changing Places. This report as presented to the Environmental Services Committee is not reflective of any Changing Places needs and these will be addressed within the Development Committee.

Recommendation:

It is recommended that Members note this report in respect of Public Toilet provision. It is further recommended that no additional provision be progressed at this time and that appropriate signage is erected to promote public awareness. Furthermore, in line with the Council's Digital First preference, the locations and operating times of public toilets will be progressed to appear not only on the Council's website but also through a general Google search.

Finance and Resource Implications:

None.

Screening and Impact Assessment

1. Equality and Good Relations

Has an equality and good relations screening been carried out on the proposal/project/policy? N/A

If no, please provide explanation/rationale

If yes, what was the outcome?

Option 1 Screen out without mitigation	N/A	Option 2 Screen out with mitigation	N/A	Option 3 Screen in for a full EQIA	N/A
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Rationale for outcome/decision (give a brief explanation of any issues identified including mitigation and/or plans for full EQIA or further consultation)

Insert link to completed Equality and Good Relations report:

2. Rural Needs Impact Assessment:

Has consideration been given to Rural Needs?	N/A	Has a Rural Needs Impact Assessment (RNIA) template been completed?	N/A
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If no, please given explanation/rationale for why it was not considered necessary:

If yes, give brief summary of the key rural issues identified, any proposed actions to address or mitigate and include the link to the completed RNIA template:

SUBJECT TO PLANNING APPROVAL:

N/A

If Yes, “This is a decision of this Committee only. Members of the Planning Committee are not bound by the decision of this Committee. Members of the Planning Committee shall consider any related planning application in accordance with the applicable legislation and with an open mind, taking into account all relevant matters and leaving out irrelevant consideration”.

APPENDICES:

- Appendix 5 EH - Feasibility Study
- Appendix 6A EH - LCCC area map
- Appendix 6B EH - Lisburn City Centre map

HAS IT BEEN SUBJECT TO CALL IN TO DATE?

N/A

If Yes, please insert date:

Appendix 5 EH - Feasibility study

Outcomes and Conclusion from the feasibility study - A Council Toilet Awareness questionnaire – May 22

TOR 1- the number of public facilities available

It was noted that 29 Council facilities with toilet facilities are already available for public access during opening hours, although this is not always known to the public. These have been spatially represented on a map.

[It is further noted that there are some constraints with these facilities.](#)

- Some Council toilets are subject to the restricted opening times of the facility where these are located
- Some geographical areas of the Council area not well serviced in respect of access to Council provided toilet facilities e.g. Glenavy, Dromara.

TOR 2-The level of public awareness of the available facilities at the moment.

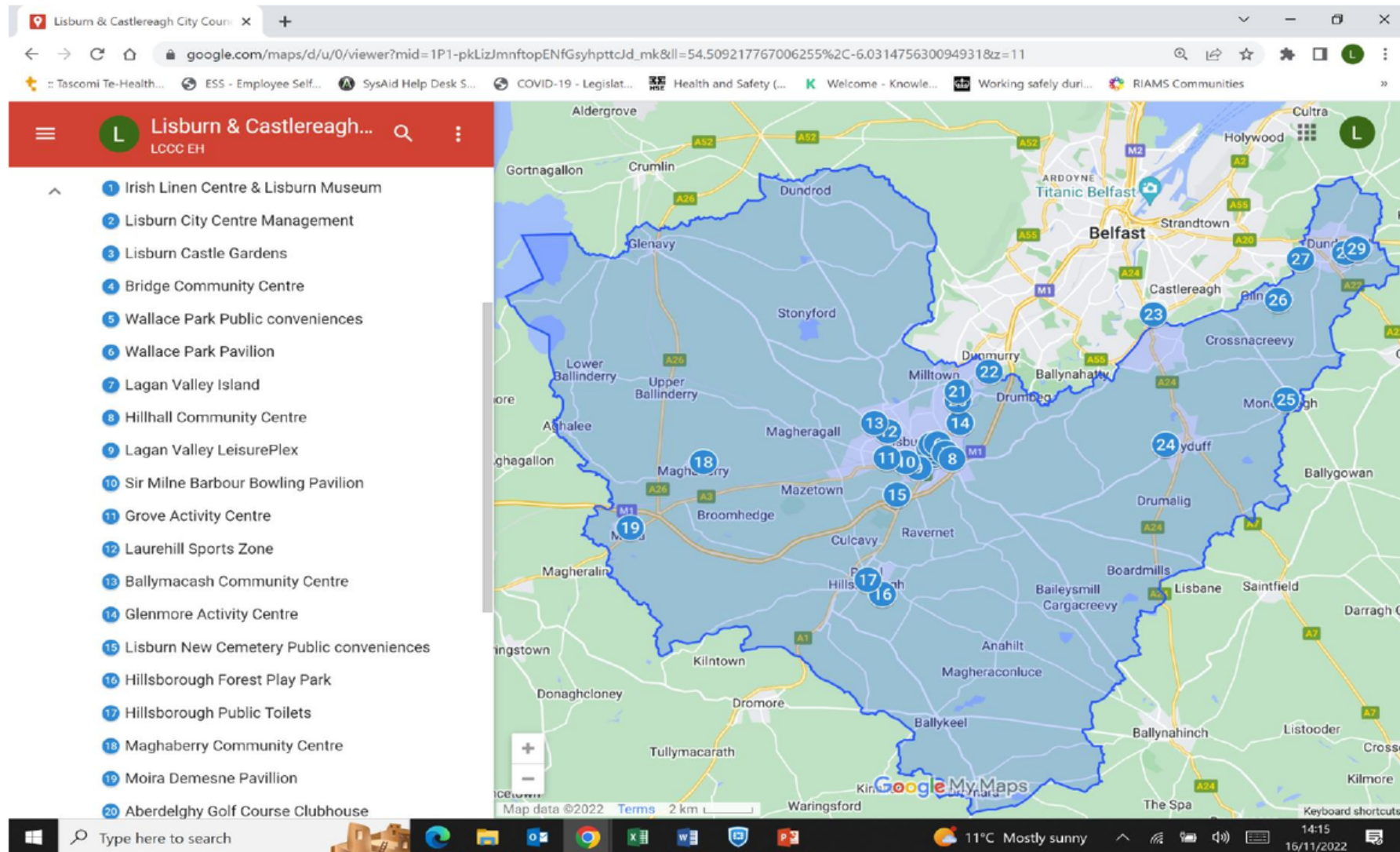
- 75 LCCC residents completed this questionnaire at a number of public events. The results were in keeping with the outcome from the 2020 study in that 75% of respondents were **unsatisfied** with LCCC toilet provision. A breakdown of results of the questionnaire are available in **Appendix 3** attached.
- There is a perception that there is a lack of publically available toilet facilities in the Council area- this is borne out by 64% of respondents still being dissatisfied after being shown a map with Council toilet provision shown.

TOR 3- Is there a demand for more public toilets?

- Evaluation of both the initial 2020 survey and the more recent 2022 survey would indicate that there is a need for further public toilet provision in LCCC. The spatial representation of the Council toilet map shows that current provision of toilets is not inclusive of the whole Council area and furthermore the opening hours of the facilities are an additional constraint.

Appendix 6a EH

176



Lisburn town centre Toilet Map 2 x

google.com/maps/d/viewer?mid=1J7auMFDWa5yLN9S3eQti61szQvnR8dk&ll=54.510496974609886%2C-6.047154050935735&z=15

Intranet - Staff intra... Staff Email Flexi System IT Helpdesk LCCC Absence Man... Te-Dogs Login :: Tascomi Te-Health... Animal Welfare Lo... Tascomi Te-Licenc...

Lisburn town centre T...
LCCC EH

- Bow Street Mall
- Lisburn City Library
- Lisburn Train Station
- Lisburn Buscentre

☒ **LCCC Toilets - Lisburn town centre**

- Irish Linen Centre & Lisburn Museum
- LCCC Lisburn City Centre Management
- Lisburn Castle Gardens
- Bridge Community Centre
- Wallace Park Public conveniences
- Wallace Park Pavilion
- Lagan Valley Island
- Hillhall Community Centre
- Lagan Valley LeisurePlex
- Sir Milne Barbour Bowling Pavilion

Map data ©2022 Terms 100 m

Windows taskbar: Type here to search, 10°C, 13:40, 17/11/2022

Committee:	Regeneration and Growth Committee
Date:	5 June 2024
Report from:	Head of Assets

CONFIDENTIAL REPORT

Reason why the report is confidential:	- Information relating to the financial or business affairs of any particular person (including the Council holding that information). - Information in relation to which a claim to legal professional privilege could be maintained in legal proceedings.
When will the report become available:	
When will a redacted report become available:	<i>Post Council meeting</i>
The report will never become available:	

Item for:	Decision
Subject:	Removal of Deed of Covenant

1.0	<u>Background</u> - A Deed of Covenant is in place on the land at [REDACTED], Lisburn in favour of the Council dating back to 1962, preventing any construction on the land. At that time this was a common means of controlling intensity of development in rural areas surrounding towns and villages. Since this period the Area Plan policy context and the legislative context have changed considerably. - The Statutory Charge entry in Land Registry relating to this land has already been removed by the Council in line with the agreed Planning determination. <u>Key Issues</u> - Council has received correspondence from the applicant's solicitor asking for the formal removal of the Deed of Covenant from the lands post planning determination for the new development. - In consultation with the Head of Planning it is recommended that this request should be granted by the Council to avoid conflict with current planning policy in the area and the Planning Committee decision.
2.0	<u>Recommendation</u> It is recommended that the Committee considers and agrees to the removal of the Deed of Covenant on the land at [REDACTED].

3.0	<u>Finance and Resource Implications</u>	
	Legal costs in relation to releasing the Deed of Covenant from the land at [REDACTED] to be met within current in-year budgets but officers will seek to recover the cost from the vendor should the legal vires permit.	
4.0	<u>Equality/Good Relations and Rural Needs Impact Assessments</u>	
4.1	Has an equality and good relations screening been carried out?	No
4.2	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why screening was not carried out. Screening is not applicable as this is the application of current planning policy which has its own equality assessment.	
4.3	Has a Rural Needs Impact Assessment (RNIA) been completed?	No
4.4	Brief summary of the key issues identified and proposed mitigating actions <u>or</u> rationale why the screening was not carried out. This has no impact on the needs of the rural community.	

Appendices:	N/A
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Committee:	Growth and Regeneration Committee
Date:	5 June 2024
Report from:	Director of Regeneration and Growth

CONFIDENTIAL REPORT

Reason why the report is confidential:	Information relating to the financial or business affairs of any particular person (including the Council holding that information).
When will the report become available:	
When will a redacted report become available:	March 2025
The report will never become available:	

Item for:	Decision
Subject:	Queen Elizabeth II Playing Fields Development Site

1.0

Background and Key Issues

- Members have previously agreed that the land adjacent to the entrance to Queen Elizabeth II Playing Fields was deemed to be redundant for the purposes of providing a leisure and community offering by the Council. The release of these lands at less than best value was subject to DfC approval and the Council's Community Asset Transfer policy.
- In addition, the [REDACTED] have a covenant on the land associated with the naming rights for Queen Elizabeth II Playing Fields. The [REDACTED] conditions are in keeping with the proposed use, however, officers have written to [REDACTED] for the purposes of transparency about the Council's proposals.

Key Issues

- An Expression of Interest was advertised on 2nd March 2023 for the leasing of the piece of land. One application was received from [REDACTED] who submitted a business case detailing their development proposals together with details of their finance proposals.
- Full planning consent has been granted for the new club premises and associated car parking. When complete the new facility will provide the club with a new hall and male and female changing facilities. The club will be offering a range of other activities for the benefit of the local community and users of the playing fields will be able to avail of additional car parking.
- Heads of terms have been agreed as follows.

Demise:	A 0.49 acre site to be developed for new club premises and associated car parking
Lease term:	25 years
Initial rent:	[REDACTED]
Rent review:	[REDACTED]
Planning:	Full planning consent has been granted

	Development approval: A development agreement will be entered into to ensure all development works are completed satisfactorily ahead of endorsing the lease	
2.0	<u>Recommendation</u> It is recommended that Committee approve the draft heads of terms to [REDACTED] and this forms the basis for the agreement of a lease which will be presented to Council for signing and sealing.	
3.0	<u>Finance and Resource Implications</u> Legal costs associated with developing the lease and development will be met from within budgets.	
4.0	<u>Equality/Good Relations and Rural Needs Impact Assessments</u>	
4.1	Has an equality and good relations screening been carried out?	Yes
4.2	The letting of the development site will allow [REDACTED] to develop good quality facilities and to offer a range of opportunities for the local community to become involved in sport. Full screening is not required. (see Appendix)	
4.3	Has a Rural Needs Impact Assessment (RNIA) been completed?	Yes
4.4	The letting of the development site at Queen Elizabeth II Playing Fields will not have any impact on the rural community. (see Appendix)	

Appendices:	Appendix 4a – Equality Screening Appendix 4b – Rural Needs Impact Assessment
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