



# Performance Report Card

Updated November 2019

<p><b>1. Action 5.1: (incorporating original actions 5.1, 5.9, 5.10 &amp; 5.11)</b></p>	<p>“Develop a Compelling <b>Proposition</b> to retain and attract investment &amp; people to the district”</p> <p>Incorporating the following 4 Original Actions from 2017 Action Plan;  <b>5.1</b> -In line with the concept of 'Smart Region', develop a compelling proposition to attract investment into the area;  <b>5.9</b> - Develop initiatives to encourage the return of high skilled diaspora to the district;  <b>5.10</b> - Availing of and building on potential digital networks, promote Omagh and Enniskillen as economic and digital hubs for the district and support commercial and industry led development;  <b>5.11</b> - Ensure and monitor the on-going availability and supply of appropriate industrial/commercial land and premises within the district, alongside consideration of opportunities for the sustainable redevelopment and use of key 'opportunity sites'.</p>			
<p><b>1a. Customer:</b></p>	<p>All potential investors to the district  Registered businesses in the district who desire to expand  Diaspora  Owners of Vacant properties</p>			
<p><b>1b. Timeframe:</b></p>	<p>Medium-Long Term (6+ years)</p>			
<p><b>1c. Action Lead:</b></p>	<p><b>Proposed Action Lead – Alison McCullagh</b>  Original Action Leads – now listed as 'Key Support Partners' in section 7:  5.1 FODC - Alison McCullagh (supported by Invest NI); 5.9 Invest NI; 5.10 FODC - Anne Quinn; 5.11 FODC (supported by Invest NI) – Deirdre McSorley</p>			
<p><b>2. Outcome(s) &amp; Indicator(s) contribution:</b></p>	<p><b>Outcome(s)</b></p> <p>5. Our economy is thriving, expanding and outward looking</p>	<p><b>Indicator(s)</b></p> <p>5a: Number of jobs  5b: % of the population who are economically inactive  5c: Number of registered businesses  5d: Wage levels  5e: Tourism Expenditure  5f: % of population who are skilled to Level 1 and above  6c: % of premises unable to access broadband in excess of 10Mbps  8a: % of commercial premises that are vacant  8c: Number of Tourism Trips across the district  8e: % of leisure time spend outdoors (local people)</p>		
<p><b>3. Performance Measures &amp; Performance Data:</b></p>	<p><b>NOTE – DATA GATHERING FOR BOTH PERIODS STILL UNDERWAY</b></p>			
	<p>Measure Number</p>	<p>Measure Description</p>	<p><b>Data for period 1<sup>st</sup> October 2018 until 31<sup>st</sup> March 2019)</b></p>	<p><b>Data for period 1<sup>st</sup> April 2019 until 30<sup>th</sup> September 2019</b></p>
	<p>1</p>	<p># Diaspora who have indicated that they are more likely to return and/or invest in the district following exposure to the proposition</p>	<p>Data being collated</p>	<p>Data being collated</p>
	<p>2</p>	<p># businesses/sectors exposed to the proposition</p>	<p>Data being collated</p>	<p>Data being collated</p>
	<p>3</p>	<p># businesses developed and sustained as a result of digital and/or economic hubs</p>	<p>Data being collated</p>	<p>Data being collated</p>

	4	# (in Hectares) industrial land remaining for development	Data being collated	Data being collated
	5	# planning applications approved for industrial use	Data being collated	Data being collated
	6	Occupancy levels of Digital and/or Economic Hubs	Data being collated	Data being collated
	7	# Data Sets Revised	Data being collated	Data being collated
	8	# NI Connections engagements with people/businesses from Fermanagh and Omagh district	Data being collated	Data being collated
	9	# Digital and/or Economic Hubs Identified (Baseline figure)	Data being collated	Data being collated
<b>3b: Progress: (Self-Assessment)</b>	<p>Red <input type="checkbox"/>      Amber <input type="checkbox"/>      Green <input checked="" type="checkbox"/></p> <p><b>Justification:</b> Progress is ongoing</p>			
<b>4. The Story behind the Baselines:</b>	<p>Invest NI is in the process of developing a strategy for future engagement with diaspora through the NI Connections Programme which will consider current initiatives and best practice engagement.</p> <p>Actions regarding original action 5.11 form part of the preparation of the Local Development Plan. While work has been completed in terms of assessing the need for industrial land up to 2030, the zoning of land will not happen until the local Policies Plan (LPP). ie 2021/22. Review of the suitability of existing zoned land has been completed but cannot be made public as it is likely to impact on the development plan process. This evidence will form part of the local policies plan.</p> <p>Successful funding application made to Local Full Fibre Network programme.</p> <p>Initial review of datasets completed and scoping of requirements of Digital/Economic Hubs undertaken.</p> <p>Invest NI visited the District as part of its International Week – this visit was extremely well received and has established new links within the district, Invest NI’s international team and wider business.</p> <p>Videos of the proposition for the District now finalised.</p>			
<b>5. Data Development Agenda:</b>	Value £ of new investment in the district			
<b>6. Partners</b>	Invest NI to include Anne Beggs (NI Connections), Department for the Economy, Tourism NI, Enterprise Companies, Business Community (including landowners/property owners), Community and Voluntary Sector, ICBAN, SWC (Aaron Black)			
<b>7. Best Ideas to Improve Performance</b>				<b>Key support Partner</b>
	<p><b>‘Best Ideas’ following alignment:</b></p> <p><b>1. Enabling Actions:</b></p> <ul style="list-style-type: none"> <li>Identify relevant datasets and ensure ongoing analysis and review to identify trends</li> <li>Define the key attributes of a Digital Hub and/or Economic Hub;</li> </ul>			<p>AMcC</p> <p>AQ</p>

	<ul style="list-style-type: none"> <li>• Ensure planning policy in LDP facilitates and encourages industrial / commercial development in appropriate places;</li> </ul>	DMcS
	<p><b>2. Scoping Exercises; incl collation of baseline data;</b></p> <p>Research best practice</p> <ul style="list-style-type: none"> <li>• compelling propositions,</li> <li>• what attracts diaspora &amp;</li> <li>• scope current provision and technical requirements for digital and/or economic hubs</li> <li>• review of space within units (occupancy)</li> </ul> <ul style="list-style-type: none"> <li>• Identify potential for analysis and growth of economic sector(s);</li> <li>• Scope potential funding sources for all projects</li> <li>• Ensure land is zoned appropriately &amp; monitor annually; monitor uptake of industrial sites and consider suitability of existing zoned land; Identify vacant sites and potential vacant sites &amp; carry out planning analysis</li> </ul>	AMcC SD AQ AMcC AQ  DMcS
	<p><b>3. Communication:</b></p> <ul style="list-style-type: none"> <li>• Confirm the distinct offer for the Council Area / develop and promote the Proposition through all relevant channels to include international audiences</li> <li>• Prioritise companies for targeted visits</li> <li>• Engage with Diaspora to include engagement with “NI Connections”</li> </ul>	AMcC  SD AQ
	<p><b>4. Project:</b></p> <ul style="list-style-type: none"> <li>• Develop and enhance Digital and/or Economic Hubs aligned to requirements of the district;</li> <li>• Develop and Deliver a District Diaspora Action Plan (to include events)</li> <li>• Facilitation of Familiarisation Trips/Visits to the District</li> </ul>	AQ  SD AMcC



# Performance Report Card

Updated: 1 November 2019

<p><b>1. Action 5.2: (incorporating original actions 5.2, 5.5, 5.8 &amp; 5.12)</b></p>	<p>Develop a suite of <b>Support Programmes for Businesses and Social Enterprises</b></p> <p>Incorporating the following 4 Original Actions from 2017 Action Plan;</p> <p><b>5.2</b> Provide accessible mentoring and inclusive training to support new and growing businesses (including social enterprises), help existing firms create and sustain employment opportunities, and encourage growth and internationalisation.</p> <p><b>5.5</b> Develop and progress a sectoral development programme with potential emerging/high growth sectors</p> <p><b>5.6</b> Increase and promote the availability of R&amp;D support for new and existing businesses in emerging/high growth business sectors</p> <p><b>5.8</b> Develop/extend the availability of incubation and pre-incubation facilities and advice for new/potential businesses</p> <p><b>5.12</b> Design a development and branding programme to enable businesses to promote awareness of local quality produce and to increase the potential to get better value for products</p>															
<p><b>1a. Customer:</b></p>	<p>All new and existing businesses (in emerging/high growth sectors) and social enterprises registered within Fermanagh and Omagh District Area with a specific emphasis on:</p> <ul style="list-style-type: none"> <li>Existing firms who wish to create and sustain employment</li> <li>Existing firms who wish to grow and trade internationally</li> <li>Individuals who have an interest in starting their own business</li> <li>Businesses who wish to leverage opportunities which may arise from Brexit</li> <li>Agricultural food businesses</li> </ul>															
<p><b>1b. Timeframe:</b></p>	<p>Medium-Long Term (6+ years)</p>															
<p><b>1c. Action Lead:</b></p>	<p>Proposed Action Lead: Shirley Devlin, Invest Northern Ireland Original Action leads – now listed as ‘Key Support Partners’ in section 7: 5.2 INI Shirley Devlin, 5.5 FODC Kevin McShane, 5.6 SWC Aaron Black, 5.8 Enterprise Companies, 5.12 FODC Kieran McCrory</p>															
<p><b>2. Outcome(s) &amp; Indicator(s) contribution:</b></p>	<p><b>Outcome(s)</b></p> <p>Our economy is thriving, expanding and outward looking</p>		<p><b>Indicator(s)</b></p> <p>5a: Number of jobs 5b: % of the population who are economically inactive 5c: Number of registered businesses 5d: Wage Levels 5e: Tourism expenditure</p>													
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			nibusinessinfo .co.uk
3	# Partners promoting support programmes on www.nibusinessinfo.co.uk	Data currently being collated	20
4.	# of events that have been promoted	Data currently being collated	1
5	The number of clicks from <a href="http://nibusinessinfo.co.uk">nibusinessinfo.co.uk</a> to council website	Zero base – June 2019	140 clicks to Fermanagh and Omagh DC website
6	# new programmes developed (aligned with industry need)	4 LED programmes developed and a Flexible Workspace Loan Scheme launched	Eramus & Youth Digital Social Innovators
7	£ funding achieved for new business support programmes	£1m combined Council/Invest NI/ERDF support for LED programmes in Council area	€230,000 ( 5 partners)

**3a: Progress: (Self-Assessment)**

Red  Amber  Green

**Justification:**

Progress is ongoing in terms of delivery of LED programmes for business development support. 256\* businesses have engaged to date on the suite of LED programmes (\* figures to Jun 2019) and 80.5 new jobs are reported to have been created by programme participants with a further 91 potential new jobs identified.

A new funding programme has been developed by Omagh Enterprise Company in partnership with four partners focussed on youth digital social innovators. Funding of €230,000 has been secured for this project.

A number of incubation projects/proposals are in progress within the Council area which will help to address the identified need for start-up and early stage grow on workspace.

DfE's Innovation Accreditation Scheme provides an industry standard by which businesses can achieve recognition for their innovation activity and which can be used as a marketing tool to enhance their positioning in new markets.

Progress is being made by partners in using nibusinessinfo.co.uk to promote business support schemes with 139 listings by 20 partners. Wider use of the scheme by all partners to promote their support schemes and events is to be encouraged.

**4. The Story behind the Baselines:**

Four new Local Economic Development Programmes have been developed to date by Council, part funded by Invest Northern Ireland and the European Regional Development Fund under the Investment for Growth & Jobs Northern Ireland (2014-2020) Programme at a combined investment of £1m which offer mentoring support to new starts and established businesses, including social enterprises. These programmes offer inclusive wrap around support to businesses not able to access support from existing sources, to support their growth and job creation potential and to generate a pipeline of businesses capable of growth in markets outside Northern Ireland.

The four Local Economic Development Programmes: - Tender for Success, Digital Support Programme, Advancing Business Growth and Kick Start, align with the strategic priorities of Invest NI, Council and government strategies and will provide support to 805 businesses in the council area.

LED Programmes are jointly promoted by INI and FODC through nibusinessinfo.com (Shauna Fenton, INI).

Additive manufacturing event planned for Omagh in collaboration with the KTN and UKRI. Innovate UK funding bid proposed for Strength in places. Innovate UK funded KTP in FODC region between SWC and local Engineering company. Innovation event in partnership with Invest NI held in Enniskillen to promote SME innovation funding opportunities. A DfE Innovation Accreditation Scheme will heighten awareness of innovation, encouraging companies to broaden and strengthen their innovation capabilities through a recognised accreditation scheme.

Access to finance to develop workspace for start-up and grow-on businesses has been identified as a critical issue in relation to making progress in this area.

A “Flexible Workspace Loan Scheme” has recently been launched by Invest NI to address the need to support delivery of start-up and grow-on workspace across N.Ireland. Open to property developers with plans to develop start-up and early stage grow-on workspace, the scheme will offer loans up to a maximum of 40% of total development costs. Subsidised interest rates will apply to the initial loan period and interest rates will revert to commercial rates thereafter.

Proposals submitted under the scheme will be required to align with Council and Invest NI Strategic priorities and will require appropriate Council endorsement.

The “Flexible Workspace Loan Scheme closed to expressions of interest on the Friday 30<sup>th</sup> August 2019.

#### **Incubation Projects/Proposals**

Fermanagh Enterprise Company has completed the redevelopment of Abbey House, Head Street, Enniskillen to provide 30 incubation type offices together with a co-working space to accommodate 10 desk spaces. The premises opened on the 1<sup>st</sup> October 2019 and currently has 19 businesses providing 30 jobs.

Omagh Enterprise Company has developed an Enterprise and Innovation Hub proposal to redevelop the former Omagh Health Centre into 40 units focussing on digital and creative businesses with potential for up to 200 new jobs.

FODC in partnership with Southern Regional College are working on a proposal to transform the former Enniskillen Workhouse site into a business and heritage hub.

St Lucia Barracks – Council and partners continue to meet to consider options for the redevelopment of the former St Lucia’s Barrack’s site which will generate social, economic and environmental benefits for the Council area.

#### **Innovation Accreditation Scheme**

Council stakeholders attended a pre-briefing of **DfE’s Innovation Accreditation Scheme** on the 20<sup>th</sup> September in Belfast. The Innovation Accreditation Scheme launched on the 7<sup>th</sup> October 2019. Applicants to the scheme can be awarded a bronze, silver, gold or platinum accreditation depending on the level of their innovation. As well as receiving information to help continue their innovation journey companies awarded an innovation level will receive a certificate and badge which they can apply to their products, packaging and marketing materials highlighting their commitment to innovation. Data for businesses having a recognised innovation accreditation should be available at the next reporting period. Partners are asked to encourage businesses to complete the online [Innovation Checklist](#) towards attaining an innovation accreditation award.

#### **Nibusinessinfo.co.uk**

Nibusinessinfo.co.uk data for the period April –Sep 2019 shows there are 139 business support schemes from 20 partners currently listed on nibusinessinfo.co.uk. During the period there were



	<p>140 clicks to Council's website from <a href="http://nibusinessinfo.co.uk">nibusinessinfo.co.uk</a>. All partners are encouraged to utilise the <a href="http://nibusinessinfo.co.uk">nibusinessinfo.co.uk</a> resource as a tool for promoting their business support schemes and events and engaging with businesses.</p> <p><b>International Conference</b> held on the 11<sup>th</sup> and 12<sup>th</sup> June. Invest NI's Regional Office Team/Trade/International Team and Overseas representatives worked in partnership with Council to develop a cohesive approach to FDI and Trade development for businesses and partners in the Council area.</p>	
<b>5. Data Development Agenda:</b>		
<b>6. Partners</b>	Fermanagh and Omagh District Council, Department for the Economy, Careers Service, Enterprise Companies, NIHE, Business Community, Community and Voluntary Sector, Inter Trade Ireland, ICBAN, Cross-Border Networks, Tourism NI, Tourism Partnership, South West College, Young Enterprise, Universities, DAERA	
<b>7. Best Ideas to Improve Performance</b>		<b>Key support Partner</b>
	<b>1. Enabling Actions</b> Prepare a schedule of existing support programmes available and identify gaps to meet the needs of local businesses	SD
	<b>2. Scoping Exercises – incl collation of baseline data:</b>	
	Establish baseline of rural/farm producers (farm shops), farmer markets and food events/festivals (including Festival Lough Erne and Omagh Food Festival) Identify and research good practice from other regions Design, prepare and confirm a Brand for Agri Food businesses	KMcC, FODC
	<b>3. Communications:</b>	
	Engage with existing support providers to signpost businesses to appropriate support measures	SD, INI
	Promote support measures for businesses to prepare for Brexit	SD, INI
	Develop a marketing plan to promote incubation facilities	Ent Centres – NO'S / JT
	Identify and establish brand working group/cluster (industry led) Identify Industry leads to champion the brand	KMcC, FODC
	<b>4. Project:</b>	
	Develop and deliver inclusive mentoring support programmes to new start and established businesses including social enterprises to sustain and create new jobs	SD, INI
	With focus on the Digital Sector, develop a suite of business support programmes and encouraging cluster development.	AB, SWC
	Develop new and improve existing incubation facilities Provide a tailored approach to business support within existing and new incubation facilities	Ent Centres – NO'S / JT
	Promote and provide business mentor support with a brand focus	KMcC
Promote <a href="http://www.nibusinessinfo.com">www.nibusinessinfo.com</a> as a platform to promote business support programmes	INI, FODC, SWC, Ent Centres	
Develop and Source funding to support the development of mentoring support programmes to new start and existing businesses	INI, FODC, SWC, Ent Centres	



# Performance Report Card

Updated: 1 November 2019

<b>1. Action 5.3:</b>	5.3 Encourage businesses to prepare a robust <b>Brexit plan</b> to help mitigate risks and leverage opportunities which may arise from Brexit			
<b>1a. Customer:</b>	All businesses in FO District			
<b>1b. Timeframe:</b>	Short-Medium Term (2 – 6 years)			
<b>1c. Action Lead:</b>	Invest NI – Shirley Devlin			
<b>2. Outcome(s) &amp; Indicator(s) contribution:</b>	<b>Outcome(s)</b> Our economy is thriving, expanding and outward looking	<b>Indicator(s)</b> 5a: The Number of jobs 5c: Number of registered businesses 5d: Wage Levels		
<b>3. Performance Measures &amp; Performance Data:</b>	Measure Number	Measure Description	<b>Data for period 1<sup>st</sup> October 2018 until 31<sup>st</sup> March 2019)</b>	<b>Data for period 1<sup>st</sup> April 2019 until 30<sup>th</sup> September 2019</b>
	1	Measure of increased understanding of Brexit following events	Gathering Information	110 FODC businesses attended Brexit event on 26/9/2019
<b>3a: Progress: (Self-Assessment)</b>	<p>Red <input type="checkbox"/>                      Amber <input type="checkbox"/>                      Green <input type="checkbox"/></p> <p><b>Justification:</b> The UK government and the EU27 have agreed a three-month extension to the Article 50 process to the end of Jan 2020.</p> <p>A General election has been called for 12th December 2019. The extension and election means the outcome of the EU exit negotiations remains uncertain.</p>			
<b>4. The Story behind the Baselines:</b>	<p>Brexit and its potential impact on trading conditions for businesses remains a critical issue.</p> <p>Links to Invest NI Brexit information including detail on “Get Ready for Brexit Online Tool”, Brexit Preparation Grant, Brexit Specialist Advice and Information Workshops, has been circulated to the Community Planning Team and partners.</p> <p>Council, Invest NI and partners continue to provide ongoing support to businesses to plan for Brexit and minimise risk.</p> <p>Nibusinessinfo.co.uk has developed a dedicated Brexit section and details of this have been shared with Community Planning Partners.</p> <p>Invest NI arranged a series of events to explore Brexit preparations across the province these included:</p> <ul style="list-style-type: none"> <li>• Practical Advice &amp; Support for Brexit – 16th April 2019. Event held in partnership with InterTrade Ireland, Federation of Small Business, Institute of Directors and NI Chamber of Commerce</li> <li>• Brexit Data Seminar –23rd May 2019</li> </ul>			



	<ul style="list-style-type: none"> <li>• Get Ready for Brexit Information Workshop – 26th September 2019</li> </ul> <p>The latter event on the 26th September was held within the Council area at the Silver Birches Hotel, Omagh. 110 business representatives attended this event.</p> <p>A workshop is scheduled to take place with Councils on the 16th October 2019.</p>	
<b>5. Data Development Agenda:</b>		
<b>6. Partners</b>	Fermanagh and Omagh District Council, Department for the Economy, Enterprise Companies, Business Community, Inter Trade Ireland, ICBAN, Cross-Border Networks, Intertrade Ireland	
<b>7. Best Ideas to Improve Performance</b>		<b>Key support Partner</b>
	Prepare a report on EU funding within the council area	Anne Quinn, Funding and Investment Manager, FODC



# Performance Report Card

Updated 01.11.2019

<b>1. Actions 5.4 &amp; 5.13:</b>	Develop <b>tourism</b> Infrastructure and deliver projects to support tourism growth  Alignment of 2 original actions from 2017 action plan: 5.4 Improve opportunities for our tourism businesses through a programme of support and capacity building around business innovation, development, customer care and marketing to encourage locally produced products/tourism products.  5.13 Develop new, and enhance existing, tourism products, infrastructure and visitor experiences to international standard alongside better promotion/branding			
<b>1a. Customer:</b>	Tourism businesses & Potential tourism businesses Potential investors to the district (see Proposition PRC) Residents (Domestic Visitors) of Fermanagh and Omagh District (indicator 8e) Out of State Visitors to Fermanagh and Omagh District			
<b>1b. Timeframe:</b>	Short-Medium Term (2 – 6 years) and Medium-Long Term (6+ years)			
<b>1c. Action Lead:</b>	Tourism NI - Martin Graham (07901 918220)			
<b>2. Outcome(s) &amp; Indicator(s):</b>	<b>Outcome(s)</b> Our economy is thriving, expanding and outward looking		<b>Indicator(s)</b> 5e: Tourism expenditure 8c: Number of tourism trips to the district	
<b>3. Performance Measures &amp; Performance Data:</b>	Measure Number	Measure Description	Data for period 1 <sup>st</sup> October 2018 until 31 <sup>st</sup> March 2019)	Data for period 1 <sup>st</sup> April 2019 until 30 <sup>th</sup> September 2019
	1	# businesses engaged/availed of industry development and marketing platforms (workshops / mentoring programmes / business shadowing/ attendance at trade shows / digital marketing opportunities) <i>Aggregated figure from TNI, TI, FODC &amp; FLT</i>	20% level of engagement – this is taken from an aggregate across a number of tourism orgs.	20 applications to Tourism NI's (TNI) new Web Improvement Programme (see section 4 for further details)
	2	# new market ready visitor experiences created	Zero base – June 2019	3 new visitor experiences have been created (and a number at developmental stage) (see section 4 for further details)
	3	Average satisfaction of visitor experiences (2-year visitor attitudes survey – baseline figure 2017. Aggregated figure of all sectors – NTE, Retail, Sundays, Signage, Transport etc)	June 2019 – Nett Promoter Score of 52	Next Visitor Satisfaction Survey will not be undertaken until at least 2020
	4	Level of progress against new tourism projects eg feasibility /	Currently establishing an agreed metric to score the	Establishing an agreed metric to

		concept study, investment/funding sources identified, products market tested etc	stage of a project – tba by Oct 2019	score the stage of a project – however, significant progress being made – see section 4 for further details
<b>3a: Progress: (Self-Assessment)</b>	<p>Red <input type="checkbox"/> Amber <input type="checkbox"/> Green <input checked="" type="checkbox"/></p> <p><b>Justification:</b></p> <p>Ongoing progress is being made on development of new visitor experiences in the FODC area as well as progress on a number of tourism related projects and initiatives (see section 3a). A good level of data and intelligence has been gathered on Tourism in the FODC area including a Visitor Attitude Survey, NISRA LGD Stats, International Product Market Testing, a TNI-led Tourism Analysis Report on the FODC Area, Engagement with TNI and Tourism Ireland platforms and status of key capital tourism projects in the area.</p> <p>In addition, Tourism NI has agreed with FODC in Oct 2019 to part fund and support a new FODC Tourism Strategy which will address actions and issues related to these Measures</p>			
<b>4. The Story behind the Baselines:</b>	<p>Market data on visitors to Fermanagh and Omagh is weakened by the limited scale of sample surveys and on historic dependence on data collection by the traditional NI destinations; thus data for Fermanagh is robust, while that for the former Omagh area is aggregated within Tyrone and Sperrins visitor destination</p> <p>According to the 2016 – 19 FODC Tourism Development Strategy, Fermanagh had 42% of its visitors come from NI, and Tyrone &amp; Sperrins 55% and 48% of visitors interviewed in Fermanagh were day trippers, while the comparative figure for Tyrone &amp; Sperrins was 90%</p> <p>Tourism NI has also undertaken broad-brush analysis relating to the new local government districts as of 2015. Thus:</p> <ul style="list-style-type: none"> <li>• Two thirds of overnight trips can be attributed to the domestic market</li> <li>• Fermanagh and Omagh was in the bottom three of all NI districts in terms of the proportions of British, European and North American overnight trips (at 23%)</li> </ul> <p><b>Key challenges and issues -</b></p> <ul style="list-style-type: none"> <li>• <b>Seasonality:</b> over 50% of the visits and value from tourism are experienced in the four summer months</li> <li>• <b>Domestic Driven Tourism:</b> a high dependence on the domestic market for visitation</li> <li>• <b>Organisations and Partnerships:</b> there is some duplication and overlap between tourism organisations in Fermanagh – at a time of declining public sector resources - and an absence of local tourism agencies in the former Omagh area. This duplication and overlap on the one hand and imbalance on the other, suggests the need for better alignment of partnerships and organisational structures</li> <li>• <b>Growing Use of Technology:</b> the availability of good, reliable high speed broadband and 4G connectivity is essential for both visitors and tourism businesses</li> <li>• <b>Accommodation Supply:</b> the key issue with hotels based in and around Enniskillen is high levels of occupancy, the reliance on the NI business and incentive (deals) led marketing</li> </ul> <p>However, in 2017 Tourism in NI was worth an unprecedented £926 m, an increase of 9% on 2016 with trips at 4.9m, an increase of 6%. Tourism NI is in the process of finalising a new Experience Brand for NI and to compete with and complement Failte Ireland's existing and successful Wild Atlantic Way, Ireland Hidden Heartlands etc experience brands. This will be a significant departure from TNI's traditional approach to developing and marketing tourism domestically but more importantly internationally. In addition, TNI hope to carry out a public consultation on its draft Tourism Strategy for NI in the coming months and which will have as its core aims : -</p> <ul style="list-style-type: none"> <li>- World class products, visitor experiences &amp; events</li> <li>- Regional dispersion</li> </ul>			

- Year-round business

Aligned to this, FODC's tourism strategy has as its key objectives : -

- To capitalize and further develop the tourism assets and facilities of the area, to heighten their appeal to visitors (Tourism Products and Product Development)
- To work with and support tourism operators to maximize their competitiveness and contribution to the vision (Business Engagement and Development)
- To ensure that the quality of visitors' experiences are exemplary (Destination Management)
- To ensure the best structures and organisations are in place to support operators, disperse tourism across the area and achieve these objectives (Organisation and Management)

### **Appraisal**

A key factor of the success of this action is an effective and focused Destination Partnership Group with enthusiastic, informed and relevant members. This is required to inform and make key decisions around the outcome of this action and what further interventions will be required to ensure additional positive outcomes are achieved relating to this action.

Tourism NI recently produced a draft, high level analysis of the tourism offer in Fermanagh at the request of Destination Fermanagh. This analysis, along with the other intelligence and data gathered, will help to identify issues and potential solutions and interventions.

### **Update – 1 Nov 2019**

A number of meetings have taken place in recent months in relation to other related Measures including 7.4 Built Heritage, 8.3 Sustainable Towns & Villages and 8.4 Plans for Sperrins AONB and Geopark. Further to discussions with a number of the same partners and stakeholders who are Support Partners across many of these Measures, it was felt that it would be prudent and more effective to co-ordinate a number of the engagements on the same morning or afternoon. It is often the same individuals who attend these meetings and there could be some good cross-cutting data, learnings and actions across a number of the related Measures and a comprehensive half day could be allocated to discuss progress and requirements among many of the same individuals and organisations. It has also been raised at a number of meetings that a number of these measures' actions and/or outcomes, including 5.4 and 5.13, could 'read across' and feed into other related Measures as outlined above.

Tourism NI (TNI) has agreed with FODC in Oct 2019 to part fund and support a new FODC Tourism Strategy which will address a number of the actions and issues related to these Measures 5.4 and 5.13. FODC and TNI are currently working on a Terms of Reference to facilitate the procurement of a suitable contractor to co-ordinate the strategy.

In June 2019, there was a significant and positive turn-out of tourism reps from the FODC area at a TNI Experience Brand Workshop and which has led to two new Demonstrator Visitor Experiences from the FODC area among 21 other experiences which are being showcased at the official launch of the new Experience Brand – NI Embrace a Giant Spirit on 5 November at World Travel Market, London. Representatives from the Demonstrator Experiences – including Belleek Pottery and Erne Water Taxis – will attend 'Work Travel Market' in Nov. in partnership with Tourism NI and Tourism Ireland. This is directly related to Section 7 (IV) of this Performance Card.

In 2018, tourism trips to the FODC area have experienced a growth of 18% (403,904) and tourism spend has seen an impressive growth of 29% (£72.9 M) in comparison with 2017. And since 2016, trips and spend in the FODC area have grown by 32% and 35% respectively – two of the key Indicators relating to these Measures.

In Oct 2019, there were 20 tourism providers from the FODC area who applied to the Tourism NI Website Improvement programme out of a total of just over 100 applicants. A number of these

	<p>applicants have been successful in receiving an in-depth Digital Audit of their websites and social media presence and associated Digital Action Plan.</p> <p>Next steps will require a round table meeting between all of the above identified partners to review the Performance Card progress to date, indicators and actions to ensure that relevant data, activity and input are captured from all key stakeholders.</p> <p><b>Performance Data Update – 1 November 2019:</b></p> <p><b>PM#1:</b> This level is proving challenging to estimate and may need reviewed in terms of data, methodology and timing. However, there were approx 20 applications to Tourism NI's (TNI) new Web Improvement Programme from the FODC area out of a total of 102 applications in Oct 19. Also, in June 2019 there was a significant and positive turn-out of tourism reps from the FODC area at a TNI Experience Brand Workshop</p> <p><b>PM#2:</b> At least three new visitor experiences have been created (and a number at developmental stage) particularly to align with Tourism NI's (TNI) new Experience Brand – 'NI Embrace a Giant Spirit'. In addition, work is ongoing with relevant partners to develop new experiences at the Marble Arch Caves, Devenish Island and Sperrins AONB. New experiences include Island Discovery with Erne Water Taxi and Hands-On Belleek at Belleek Pottery. These are being showcased as Signature 'Experience Brand' Experiences at World Travel Market, London on 5 Nov. in partnership with TNI and Tourism Ireland and are included in key marketing collateral.</p> <p><b>PM#4:</b> 3 tourism products / concepts in FODC areas were internationally market tested by TNI. Marble Arch Caves and Ulster American Folk Park projects both have outline business cases completed. Sperrins Sculpture Trail and Devenish Island Visitor Experience are about to undergo business case and feasibility study respectively</p>	
<p><b>5. Data Development Agenda:</b></p>	<p>Additional data may be required to be captured and collected via bespoke surveys in the FODC area to fully inform many of the key activities and objectives as part of this report Card</p>	
<p><b>6. Partners</b></p>	<p>Fermanagh and Omagh District Council, Department for the Economy, Invest NI, Enterprise Companies, Business Community, Tourism Partnership, Keep NI Beautiful, ICBAN, Waterways Ireland, DAERA, Destination Fermanagh, Historic Environment Division (DfC), SWC</p>	
<p><b>7. Best Ideas to Improve Performance</b></p>	<p><b>1.Enabling Actions:</b>  <i>Depending on how advanced these projects are, ideally existing and new projects should be informed by data and intelligence, some of which is already in existence from TNI, FODC and TI eg international market testing of Fermanagh tourism concepts (2019), TNI visitor attitude survey (2019), NISRA stats (2018), TI market reports (2019/20), FODC Business Needs Survey, TNI Tourism Enterprise Development (TED) business needs sample survey etc</i>  Preparation of feasibility studies / technical studies for potential capital/experience development projects, including:</p> <ul style="list-style-type: none"> <li>• Infrastructure upgrades/development at Cuilcagh mountain walk</li> <li>• Redevelopment of Ulster American Folk Park</li> <li>• Marble Arch Caves visitor centre</li> <li>• Blueway development(s) on Lough Erne</li> <li>• Diaspora / Roots Tourism projects</li> <li>• Literary Tourism projects</li> <li>• On-Water Activity projects, e.g. Enniskillen Town Activity Hub</li> <li>• Initiatives arising from Sperrins Future Search project</li> </ul>	<p><b>Key support Partner</b></p> <p>Tourism NI  FODC  FLT  DAERA  HED  NMNI  WWI  Other LAs</p>

	<p><b><u>2. Scoping Exercises:</u></b> Undertake a survey of what business support local tourism SMEs require/demand ... and analyse the findings – then align the ‘offer’ to what is required</p>	
	<p><b><u>3. Communications:</u></b> Increase awareness of availability of marketing platforms and how to avail of them (Discover NI / Tourism NI; Ireland.com / Tourism Ireland; etc)</p>	
	<p><b><u>4. Project:</u></b> Develop and Deliver a series of Workshops/Events to build capacity within Tourism businesses: <i>Direct alignment with ‘Business Support’ Performance Report Card’</i></p> <ul style="list-style-type: none"> <li>• Sales &amp; Marketing Programme to improve effectiveness of tourism businesses in marketing and selling their products (e.g. Meet the Buyer events, digital marketing, SEO, clustering etc)</li> <li>• ROI Market Segmentation workshops based on findings of ROI Market Recovery Taskforce Review &amp; Strategy (2017)</li> <li>• Mentoring support for Tourism SMEs (Continue)</li> <li>• Support programme using successful local operators (Best In Class) for Shadowing / Mentoring opportunities for smaller/new start operators</li> <li>• Brexit workshops – effects on local operators, staff recruitment/retention, etc</li> <li>• Clustering workshops</li> <li>• Business Capacity workshops for operators within the Geopark (RDP/FODC funding)</li> <li>• Digital workshops (Continue)</li> <li>• Continue tourism / hospitality training programmes/courses at SWC</li> </ul> <p><i>The following 2 ‘projects’ have direct alignment with ‘Proposition Performance Report Card’ Alignment and integration with TNI’s NI Experience Brand and associated platforms using identified key USPs, key tourism industry providers and stakeholders and relevant tourism attributes in the FODC area</i></p> <p>Develop a Visitor Experience Development Plan (VEDP), which will identify Catalyst Projects and Enablers of Success; this must be developed with local industry (Example VEDPs include ‘The Connemara Coast &amp; Aran Islands’; ‘Skellig Coast’)</p>	





# Performance Report Card

Updated: 30 September 2019

<b>1. Action 5.7:</b>	<b>5.7</b> Support the SGN Natural <b>Gas</b> Network initiative and promote uptake across the region			
<b>1a. Customer:</b>	Enabling action: Customer is SGN Communications Team & Fermanagh and Omagh District Council Officers, Omagh Chamber of Commerce and Industry and Enniskillen BIDS Communications: customers are all residents in Fermanagh and Omagh district, all registered businesses in Fermanagh and Omagh district			
<b>1b. Timeframe:</b>	One Off Activity / Short Term			
<b>1c. Action Lead:</b>	Fermanagh and Omagh District Council - Kieran McCrory			
<b>2. Outcome(s) &amp; Indicator(s) contribution:</b>	<b>Outcome(s)</b> Our economy is thriving, expanding and outward looking		<b>Indicator(s)</b> 5a: Number of jobs 5b: % of the population who are economically inactive 5c: Number of registered businesses	
<b>3. Performance Measures &amp; Performance Data:</b>	Measure Number	Measure Description	<b>Data for period 1<sup>st</sup> October 2018 until 31<sup>st</sup> March 2019)</b>	<b>Data for period 1<sup>st</sup> April 2019 until 30<sup>th</sup> September 2019</b>
	1	% uptake of natural gas – Commercial	Data unable to be collated until installation phase – Data will be provided by SGN	As per the 31 March 2019, data will be collated when installation work has been completed and this will be provided by SGN
	2	% uptake of natural gas – Residential	Data unable to be collated until installation phase Data - will be provided by SGN	As per the 31 March 2019, data will be collated when installation work has been completed and this will be provided by SGN
<b>3a: Progress: (Self-Assessment)</b>	<b>Red</b> <input type="checkbox"/> <b>Amber</b> <input type="checkbox"/> <b>Green</b> <input checked="" type="checkbox"/> <b>Justification:</b> The installation works as reported by SGN are progressing as per report above, the district businesses and residents will benefit once this work is complete.			
<b>4. The Story behind the Baselines:</b>	<p>Gas to Fermanagh and Omagh District Council area will allow domestic and business customers to avail of an alternative energy source. It is hoped that in the medium and long term it will make gas competitive to other sources such as oil which will in future help reduce energy costs and help mitigate against fuel poverty within the district.</p> <p>SGN Natural Gas are in the process of putting in the infrastructure to bring Gas to the district and once this work is completed, installation work to homes and businesses will commence. Estimated timescale for installation is early 2020.</p> <p>Bi-monthly meetings representatives from with SGN Natural Gas and FODC, Enniskillen BID and Omagh Chamber of Commerce and Industry. Updates are received regularly on construction phase and installation timelines.</p>			

	Discussions include opportunities for SGN to promote the project at events such as festival Lough Erne and Omagh Food festival.	
<b>5. Data Development Agenda:</b>		
<b>6. Partners</b>	SGN, FODC, OCC & Enniskillen BID South West College  Tourism and Economic Partnership	
<b>7. Best Ideas to Improve Performance</b>		<b>Key support Partner</b>
	<b>Enabling:</b> Engage with SGN (timeline for delivery, plans for communications/marketing, budget etc)	SGN Natural Gas
	<b>Communications:</b> Promote the uptake of Gas across the district to include print advertisements, social media marketing, attendance at events/festivals, production of flyers/promotional leaflets, information workshops etc	FODC Enniskillen BIDs Ltd Omagh Chamber of Commerce and Industry



# Performance Report Card

Updated 05.11.2019

<b>1. Action 5.14:</b>	5.14 Develop an inclusive and accessible continuum of support to encourage post-school young people to follow modern apprenticeships and higher-level <b>skills</b> training to meet the needs of emerging industries.  Proposed re-wording "Enhance Employer-Led Curriculum Provision and Services"			
<b>1a. Customer:</b>	Students currently in education Those not currently in education Unemployed Economically inactive Local businesses' (to encourage development of apprenticeships) Parents of students Principals and Head teachers Careers Service and Careers Teachers within schools			
<b>1b. Timeframe:</b>	Short-Medium Term (2 – 6 years)			
<b>1c. Action Lead:</b>	South West College – Ciaran McManus			
<b>2. Outcome(s) &amp; Indicator(s) contribution:</b>	<b>Outcome(s)</b> Our economy is thriving, expanding and outward looking		<b>Indicator(s)</b> 5f: % 16-64 population with level 1 and above skill levels	
<b>3. Performance Measures &amp; Performance Data:</b>	Measure Number	Measure Description	Data for period 1 <sup>st</sup> October 2018 until 31 <sup>st</sup> March 2019)	Data for period 1 <sup>st</sup> April 2019 until 30 <sup>th</sup> September 2019
	1	# ppl into sustained employment #/% uptake of Apprenticeships (includes higher level 2-6 skills courses, and sustained education)	528 / 88%	Data only collated Annually
	2	# / % completed apprenticeships (includes higher level 2-6 skills courses, and sustained education)	464 / 88%	Data only collated Annually
	3	# uptake of Social Inclusion Programmes (source: Suse, Going Places, YouthScape, College Connect & Aspire Programmes)		<b>419</b>
	4	#/% progressing from Social Inclusion Programmes into employment		92 / 22%
	5	#/% progressing from Social Inclusion Programmes into further education or training		135 / 32%
	6	#/% ppl employed in focus sectors in the area (Construction & Engineering)	403	Only collated Annually

<p><b>3a: Progress: (Self-Assessment)</b></p>	<p>Red <input type="checkbox"/>      Amber <input type="checkbox"/>      Green <input checked="" type="checkbox"/></p> <p><b>Justification:</b></p> <p>Progress is ongoing with multiple support partners to deliver modern apprenticeships and higher-level skills training courses. Work is ongoing to provide additional courses and opportunities for learning for citizens in Fermanagh and Omagh and getting our people into sustained employment.</p>
<p><b>4. The Story behind the Baselines:</b></p>	<p>Work Based Learning is the delivery of a qualification where a significant component of the learning takes place in the work place. Participants undertaking structured work-based learning programmes are either employed i.e. an apprentice of non-employed i.e. a trainee.</p> <p>An apprentice is a person that is in remunerative employment and following a structured training programme which is composed of on and off the job elements. The on the job training is delivered in the workplace by the apprentice's employer or their nominee normally via a structured mentoring programme. The off the job element is delivered by a college or training provider and is focused on the achievement of an accredited qualification at level 2 or 3 and in the case of a Higher-Level Apprenticeship at levels 4/5.</p> <p>Apprenticeships are an important for industry and the economy as they provide a very viable source of new talent for employers, higher achieving young people are attracted to apprenticeships as they offer fully paid employment alongside the ability to take accredited qualifications ranging up to foundation degree level. A traineeship is a good way to develop some skills, experience and qualifications which will enable the participant to secure an apprenticeship.</p> <p>South West College ran two very successful employer engagement events one each at the Omagh and Enniskillen Technology and Skills Centre sites; the events were titled Apprentice Connect and the focus was on connecting employers with young people seeking apprenticeship opportunities. The events took place on the 9th of April in in Omagh with the Enniskillen event taking place on the 11<sup>th</sup> April. Both events were very successful with 220 young people attending and engaging with 61 employers across the two nights.</p> <p>Apprenticeships are a an increasingly important vehicle for employers to attract high performing young people into their companies and as such the numbers of young people securing apprenticeships in Construction and Engineering in the Fermanagh Omagh District Council area increased by 19 or 5% in 208-2019 compared to 2017-2018</p> <p>The unstable political situation and the uncertainty around BREXIT continues to impact on industry confidence and this uncertainty manifests itself in a reluctance to maximise apprentice recruitment. This is further compounded when the competition with schools post 16 is factored in, the competition reduces the numbers of high achieving young people leaving school at 16 to follow work based learning pathways.</p> <p><b>November 2019 Update:</b></p> <p>At present, SWC have the largest number of apprenticeships in NI. There is potential to further increase the number of opportunities, however, there are not enough young people to fulfil all available spaces. This could be improved with a more appropriate 14-19 strategy where students and parents were more open to the apprenticeship 'pathway' as opposed to remaining at school.</p>

	<p>Work is continuing to develop pilot 'skills academies' in the district with support partners.</p> <p>South West College have secured £60k from Department of Economy for 2 welding "Bridge to Employment" Programmes (academies). SWC is currently engaging with employers in the manufacturing sector to deliver these. SWC is also engaging with Hospitality and Catering sectors to launch "Catering Apprenticeships" called "Lakeland Skills Academy".</p> <p>SWC Strategic Partnership is working with the Open University and have validated 3 new Honours Degree Courses in Construction, Engineering and Sport being delivered in Omagh and Enniskillen. An additional 3 degree courses in Media, Business and Cyber Security will be launched in December 2020.</p> <p>With regards to next steps, there is a need to lobby government for closer relationships between Dept of Education and Dept of Economy to deliver the 14-19 strategy so to ensure that students can study at any institution which suits their needs best.</p> <p>An integrated communications plan to encourage young people and their parents to consider apprenticeship opportunities is required</p>	
<p><b>5. Data Development Agenda:</b></p>		
<p><b>6. Partners</b></p>	<p>Department for the Economy, Fermanagh and Omagh District Council, Invest NI, schools, Business Community, Community and Voluntary Sector, Training Providers, Education Authority, Council for Catholic Maintained Schools and Employers within the district.</p>	
<p><b>7. Best Ideas to Improve Performance</b></p>	<p>Key focus to enhance employer-led curriculum provision and services:</p>	<p><b>Key support Partner</b></p>
<p><b>Scoping Exercise:</b> Identify the needs of employers within the district</p>	<p>SWC</p>	
<p><b>Communications:</b> Engage with unemployed, economically inactive and NEET's through mentor-led programmes</p>		
<p><b>Projects:</b></p>	<p>SWC</p>	
<p>Develop and Deliver a number of Pilot <b>Skills Academies</b> which would initially focus on the development of a pipeline of potential employees in both social care and registered childminders.</p>	<p>FODC &amp; WHSCT</p>	
<p>Other actions include... Further development of Industry Advisory Committees Establish sector specific engagement workshops GET Engineering, Digital, Tourism – young people and new entrants to industry engaging with perspective employers in key employment sectors.</p>		