

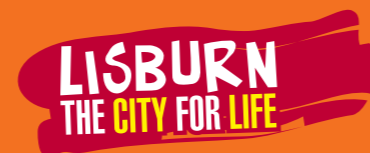
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ECONOMIC
DEVELOPMENT
STRATEGY
2010/2011

2010/2011



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OUR OBJECTIVE IS

“ to improve the economic circumstances of the City and to develop Lisburn City’s competitive position regionally, nationally and globally. ”

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FOREWORD



Councillor Jenny Palmer
Chairman, Economic Development Committee

I'm delighted as Chairman of the Council's Economic Development Committee to present our Economic Development Strategy, and associated Action Plans and Budget for 2010-2011. The Economic Development Committee has a key remit to promote local economic growth and to maximise opportunities for wealth creation across the City. The Committee agrees an annual programme of activity delivered through the Council's Economic Development Unit.

The Economic Development Unit consists of four key services: City Regeneration, Business Competitiveness, Tourism Development, and Rural Development and aims to deliver an integrated programme of business development, regeneration, investment, city centre management, tourism and rural development initiatives designed to contribute to the Council's vision of making Lisburn City the outstanding location in Northern Ireland to live, work, invest and visit. I am thrilled to see the progress achievements across the City during the period of the last Strategy 2006-2009, and I anticipate another year of significant progress as a result of the activity planned for 2010-2011.

Despite the difficult economic climate of recent years, I look forward to the forthcoming year with optimism and ambition. As ever, Lisburn City Council will bring a dynamic yet practical approach to the delivery of local economic development, which will be demand led and responsive to the needs of key stakeholders, with partnership in all aspects of delivery remaining a priority. I look forward to working with the Economic Development Committee, Council Officers and our partners in the delivery of an exciting programme of activity, addressing local economic opportunities and challenges, and aspiring to grow a vibrant and prosperous economy, founded upon strategic long-term vision and investment.

Councillor Jenny Palmer
Chairman of the Economic Development Committee



**LISBURN
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BUSINESS COMPETITIVENESS ACTION PLAN 2010 - 2011

1. Business Competitiveness

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
International Competitiveness Programme <ul style="list-style-type: none"> Netherlands Central Europe Atlanta, US 	Development of international trade opportunities for local businesses in new and emerging markets	1 Yr (of a 2 Yr programme)	Local SME's with growth potential	Trade Development Consultants with expertise and presence in international markets	Provision of information and support <ul style="list-style-type: none"> 3 trade visits 20 local companies participate £1m new revenue generation Private sector investment & introduction to new technologies & international best practice & export growth New market penetration 	£85,000
Innovation Networks	Business development initiative designed to increase levels of innovation and R&D at a local level	1 Yr (of a 2 Yr programme)	Small - medium sized SME's	University Ulster South Eastern Regional College	<ul style="list-style-type: none"> Citywide launch 3 Access Innovation Roadshows 45 Business Innovation and Technology Audits 215 Businesses made aware of opportunities for interaction 8 innovate projects 1 new business network and new collaboration established 2 commercialising research and innovation awareness workshops held Increased private sector spend & investment in R&D, new technologies and innovation £900,000 of collaborative R&D funding 14 new commercial opportunities identified 100 businesses signposted to further information and support 3 Knowledge Transfer projects progressed 10 Invest NI Innovation Vouchers applied for 3 student placement projects identified 12 new Invest NI clients identified 	£65,000

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Competitive Edge Programme	Programme to develop quantifiable new sales opportunities, with an opportunity to maximise supply chain opportunities	1 Yr (of a 2 Yr programme)	Owner managers of growth orientated SME's	Full Circle	<ul style="list-style-type: none"> 12 companies recruited 12 business diagnostics undertaken 12 business growth/action plans developed 10% increase in cumulative turnover across the participating businesses existing employment levels consolidated 48 new business opportunities identified £100,000 of new investment across participating businesses 6 companies who progress up the supply chain 2 new Invest NI Clients Existing overheads to remain at pre programme levels 12 companies to participate in programme workshops and mentoring. 	£45,000

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Franchise Development Programme	The Franchising Programme will help individuals to understand the opportunities in franchising and to evaluate potential franchise businesses with the aim of purchasing and starting their own business	1 Yr	Individuals wishing to purchase a Franchise as a means of starting their own business Businesses wishing to grow their business through a franchise model	Belfast City Council Ortus Business Development Agency	<ul style="list-style-type: none"> 20 participants interested in purchasing a franchise Deliver a series of training workshops and consultancy sessions focussing on purchasing a franchise within two years of programme completion Identify potential franchise opportunities within the marketplace for both franchisors and franchisees Identify and recruit 10 companies that wish to franchise their businesses Improve participating companies' profitability and competitiveness by developing their business through franchising 	£14,500
Advanced Industries Manufacturing Programme (AIMS)	AIMs will assist businesses to reduce their cost base by analysing the flow of materials in-house and the quality and sustainability of the materials incorporated in their products and services	1 Yr	Companies from the Manufacturing and Tradeable services sectors.	Belfast City Council Ortus Business Development Agency	<ul style="list-style-type: none"> Recruit 6 businesses Reduce costs Increase profitability by 5%. Each company to significantly reduce its environmental footprint Streamlined processes Increased profits Reduced lead times 	£11,250

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Small Business Procurement Programme	This programme will assist local businesses to develop a structured and professional approach to public and large private sector procurement	1 Yr (of a 2 Yr programme)	Owner managers of growth orientated SME's	Private Sector	<ul style="list-style-type: none"> Recruit 10 businesses To provide practical advice on procurement, based on the individual needs of the company Assistance in the preparation of systems and policies To provide guidance on satisfying the Terms of Reference for tenders To provide detailed information on public sector tendering needs and structures To provide assistance on the use of associates and sourcing tenders To examine the functions and skills of personnel related to the tendering process To offer a sign-posting scheme for participants wishing to develop associates 	£10,000
Graduate Into Business Programme	This programme is aimed at addressing the graduate entrepreneurial deficit across the City by offering an integrated approach to supporting entrepreneurship, which will stimulate and promote an enterprising culture, increase levels of new start up businesses in the City, and encourage existing new businesses to develop and grow through targeted support and access to information, advice and business networks	1 Yr (of a 2 yr programme)	Local graduates Local businesses owned and managed by graduates	Lisburn Enterprise Organisation	<ul style="list-style-type: none"> 20 new business start ups 28 new jobs £180,000 new investment by local businesses 30 participants referred to Invest NI programmes 4 new Invest NI clients identified 	£29,000
Retail Development Programme	This project will deliver a local retail development programme aimed at encouraging local retailers to participate in local business development and training initiatives	1 Yr	Local retailers	Lisburn City Centre Management South Eastern Regional College Lisburn Jobs & Benefits Office	<ul style="list-style-type: none"> 20 local retailers recruited Uptake in the number of local businesses accessing existing business development and training initiatives New sales development and increased turnover amongst local retailers 	N/A

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Lisburn Investors In People Group Scheme (IIP)	This unique project will provide assistance towards achieving IIP accreditation	1 Yr (of a 2 Yr programme)	Owner managers of growth orientated SME's	Department of Employment & Learning Lisburn Enterprise Organisation Dairy Farm Learning Centre	<ul style="list-style-type: none"> 6 local businesses recruited 6 local businesses to achieve IIP accreditation Increased business performance and internal business efficiencies 	£5,000 (total budget £15,000)
Lisburn Entrepreneurs Network (LEN)	LEN is a new local network and discussion forum for small businesses based in Lisburn. Facilitated by Lisburn City Council, LEN will offer free networking events and practical information sessions aimed at addressing key business issues and promoting local business development	1 Yr	All local businesses	Lisburn City Council Local private sector	<ul style="list-style-type: none"> To host 10 LEN networking events in 2010 400 local businesses to participate Increased networking opportunities for local businesses 	£8,000
Business Leaders Forum (BLF)	This project will facilitate discussion on key local economic issues & priorities with local businesses	1 Yr	Representatives from key local employers and business sectors	Lisburn City Council Local private sector	<ul style="list-style-type: none"> To host 2 BLF meetings 25 local businesses to participate To obtain feedback and input into future Economic development initiatives and strategies 	£2,000
NI-NL Trade Development Network	International business network to increase trade linkages between the two regions	1 Yr	All participants from the Councils ongoing Netherlands Trade Development Programme Owner managers of growth orientated SME's	Lisburn City Council Invest NI Northern Ireland Trade Consultants	<ul style="list-style-type: none"> Host three networking events Recruit 2 corporate sponsors Promote network to a new group of businesses Publish 2 editions of NI-NL Biz magazine Distribute magazine to 2,250 businesses and agencies 	£6,500

2. City Centre Management

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
City Centre Management	Provision of a city centre management function and delivery of a range of economic, regeneration and investment initiatives		City centre businesses, new and existing SME's, developers and investors	City Centre Management Lisburn City Council	<ul style="list-style-type: none"> Deliver city centre events programme New city centre investment Further development of a night time and weekend economy New businesses locating in the city centre New job creation and/or sustaining existing jobs Delivery of Annual LHQ Action Plan Delivery of Bridge Street THI Facilitate city centre element of Invest Lisburn initiative Input into the City Centre Masterplan 	150,000 (NB Lisburn city Council funds a total of £202,700 out of a total budget of £233,200)

3. Strategic Development

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
CCTV	Provision of 4 CCTV networks in Lisburn City. (Lisburn City Centre, Hillsborough, Dunmurry & Moira)	1 Yr	Key public sector stakeholders, local businesses and local community groups	Lisburn Commerce Against Crime (LCAC) KPI's	<ul style="list-style-type: none"> Delivery of annual SLA and key performance indicators for CCTV network with Lisburn City Centre Management ongoing maintenance & monitoring of the 4 CCTV networks Further promotion of the Citywatch initiative and new members recruited New business development opportunities identified Impact made in crime reduction 	£185,240 (NB out of a total budget of £214,240)
Colin Gateway Environmental Improvement Scheme	£3.1 million physical regeneration programme	1 Yr (of 3 Yr project)	Local businesses Local community	Lisburn City Council Local Community Colin Neighbourhood Partnership Belfast Reg Office /DSD	<ul style="list-style-type: none"> Environmental improvement of key nodes along the spine of the Stewartstown Road 	£1.37 million (of total 3.1 million budget)
City Promotion	Delivery of a series of tourism, sporting and heritage based events, and integrated marketing activity with Citywide significance and impact	1 Yr	Tourists Businesses Local residents	Lisburn City Council Local private sector Local community	<ul style="list-style-type: none"> Delivery of 15 key tourism, sporting and heritage events on a Citywide basis Increased visitors and tourists to the City New revenue generation Delivery of an Integrated Marketing Campaign 	£328,000

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
COMET	A sub regional network of six Local Authorities within the Greater Belfast Metropolitan Area working together to secure funding for the delivery of projects with regional significance (e.g INTERREG Illa Partnership, LED programmes)	1 Yr	Local businesses and residents	Lisburn CC Belfast CC North Down BC Newtownabbey BC Carrickfergus BC Castlereagh BC	<ul style="list-style-type: none"> Annual COMET SLA and budget agreed New job opportunities New business creation International linkages Raised profile in Europe Funding opportunities identified and secured Development of joint projects of regional significance 	£6,000
Creative Industries Programme	Cross Council Sectoral business development programme(includes local business development and education and skills development	1 Yr	Local SME's and employees within this sector	COMET Interreg	<ul style="list-style-type: none"> New business network 20 cluster businesses 5 new partnerships/strategic alliances 4 new businesses 6 new jobs New revenue generation 	Project under development tbc
Vocational Training Skills Development & Educational Linkages	To influence & facilitate training provision and skills development throughout the City of Lisburn	1 Yr	Local residents Long Term Unemployed Priority Groups	Local Employers Department of Employment & Learning Local Training providers Lisburn Jobs & Benefits Office	<ul style="list-style-type: none"> Training and skills development delivered in line with, and meeting the needs of, local employers Address local skills shortages Meet skills needs of new investors Represent the Council on the Workforce Development Forum 	N/A

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Business Knowledge Data Bank:	Ongoing facilitation and management of the Council's existing web based business support services to include: the Council's Online Business directory, Invest Lisburn website www.investlisburn.com the Online Commercial Land & Property Registry, and online innovation funding directory www.lisburninnovation.com , www.lisburninnovationnetworks.com , www.lisburngraduateintobusiness.com	1 Yr	Local Businesses	Lisburn City Council Private sector	<ul style="list-style-type: none"> Online business support and information network Develop email database for 1,000 companies Promote Council websites as key resource for local businesses to access 	N/A
City Connectivity	Working with the major communications and Internet providers, the Council aims to ensure Lisburn maintains a high level of connectivity for business and community use	1 Yr	Local Businesses & residents	E.g. BT NTL Department of Enterprise Trade & Investment	<ul style="list-style-type: none"> enhanced local connectivity Promotion of access to broadband services Maximising opportunities to upgrade local telecommunications infrastructure Increased number of local residents and businesses accessing online services 	N/A

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Developing Lisburn's Value Proposition	This project aims to develop Lisburn's sectoral focus and offer for future business development and investment activity	1 Yr	Local Businesses Investors / developers	Private Sector	<ul style="list-style-type: none"> Sector focus for investment activity Review of existing sectors and opportunities for growth and diversification Preparation of marketing and promotional plan Identification of new inward investment opportunities 	*£20,000
Enterprise Development Programme Northern Ireland Steering Group	Participate on the N.Ireland Enterprise Development Programme (EDP) Steering Group	1 Yr	Potential entrepreneurs, Start up and growth businesses	Invest NI 25 Local Authorities	<ul style="list-style-type: none"> Oversee the delivery and roll out of the new EDP on an N.Ireland wide basis Shape the future handover of business development programmes from Invest NI to Councils Attend 4 meetings 	N/A
Enterprise Promotion Activities	Working with key agencies and stakeholders the Council will promote and facilitate enterprise development activities at a local level	1 Yr	Potential entrepreneurs, Start up and growth businesses Local residents Local schools & colleges	Invest NI Local Enterprise Network South Eastern Regional College Local schools Local private sector	<ul style="list-style-type: none"> To promote local enterprise awareness initiatives on a citywide basis To participate in local enterprise awareness events and schemes To engage with local schools and colleges To adopt a partnership approach to the delivery of enterprise assistance 	N/A

4. Programme Promotion

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Economic Development Annual Progress Report	Economic Development annual output report (also web version)	1 Yr	Key local economic development stakeholders, businesses, investors & local residents	Lisburn City Council Economic Development Office	<ul style="list-style-type: none"> Dissemination of economic development outputs Raise awareness of the economic development service and activities Branding 	10,000 (NB: this budget will apply to the overall Programme Promotion theme)
Promotional Literature	Complementary Economic Development publications, reports, brochures, display boards and other promotional items	1 Yr	Key local economic development stakeholders, businesses, investors & local residents	Lisburn City Council Economic Development Office	<ul style="list-style-type: none"> Dissemination of economic development outputs Raise awareness of the economic development service and activities Branding 	
Programme Recruitment & Advertising	Adverts in the local press and mailshots to local businesses	1 Yr	New & existing local SME's	Lisburn City Council Economic Development Office	<ul style="list-style-type: none"> SME participation Awareness raising of local Economic Development activity & programmes 	
Programme Launches	Hire of venue and catering for programme launches	1 Yr	New & existing local SME's	Lisburn City Council Economic Development Office	<ul style="list-style-type: none"> SME participation Awareness raising of local Economic Development activity & programmes 	

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Website Development	Ongoing maintenance & development of the Economic Development website	1 Yr	Key local economic development stakeholders, businesses, investors & local residents	Lisburn City Council Economic Development Office	<ul style="list-style-type: none"> Local Economic Development activity & programmes Dissemination of economic development outputs Raise awareness of the economic development service and activities Branding 	
Annual Report & Strategy Publication	Design and print costs of producing these reports	1 Yr	Key local economic development stakeholders, businesses, investors & local residents	Lisburn City Council Economic Development Office	<ul style="list-style-type: none"> Dissemination of economic development outputs Raise awareness of the economic development service and activities Branding 	
Outline Total Costs						Total Expenditure £2,365,490 Income £1,492,500 Net Council Cost £872,990

TOURISM DEVELOPMENT ACTION PLAN 2010 - 2011

1. Product Development

To develop new and exciting quality tourism product offerings for visitors and locals.

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Budgets for Council £
Hotel Development	Facilitate the development of new hotel(s)	15 months	Private investor's developers, hotel chains	Council, NITB, Strategic	New Private Sector Investment of a full service hotel. Create new jobs Increase International Profile, New Visitors	Independent Budget, see Business Development, Infrastructure and Regeneration themes
Accommodation Provision	Increase bed stock in B&B and self-catering	15 months	Local, national and international visitors	Local industry, NITB, Lagan Rural Partnership	Creation of 4 new B&B and self-catering facilities by May 2011	Budget secured by Lagan Rural Partnership
Hospitality Training	Customer service and communication skills training for private sector	15 months	Local hospitality industry and retailers	Council and Partners	100 participants	£2,000
Major Events	Delivery of 5 major events eg National Countrysports Fair, Garden Show Ireland, Highland Games, Ulster Pipe Band Championships, Hillsborough Oyster Festival	15 months	Local, national and international visitors	Council and partners	90,000 visitors 2,300 bed-nights £3,647,990 spend	£76,000 (City Promotion budget)
Minor Events	Delivery of at least 10 minor events eg Harry Ferguson Working Day, Vintage Rallies, European Beer Festival, Ploughing Championships, & more	15 months	Local, national and international visitors	Small grant funding to local organisations	8,000 visitors 1,200 bed-nights £822,480 spend	£7,000
Harry Ferguson Programme	Develop rural project to further enhance existing HF product – including sculpture, website, literature and more	15 months	Local, national and international visitors	Council, Lagan Rural Partnership, DARD, Harry Ferguson Celebration Committee, Ulster Aviation Society	7,000 visitors 400 bed-nights £241,500 spend	£45,000 Funding being 75% matched by Lagan Rural Partnership (DARD monies).
	Ongoing maintenance of Harry Ferguson Memorial Gardens	15 months	Local, national and international visitors	Council and Harry Ferguson Celebration Committee	2,500 visitors 300 bed-nights £260,400 spend	£2,000
Visitor Lookout Point	Develop a rural lookout point on White Mountain overlooking Lisburn, and greater Belfast-including off street car parking, information boards, picnic tables and binoculars		Local, national and international visitors	Council, LRP, DARD, White Mountain Community Group	7,500 visitors	£20,000 Funding being 75% matched by LRP (DARD monies)

2. Marketing

To promote and market the City of Lisburn as a quality visitor destination.

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Budgets for Council £
Marketing	Promotion of Lisburn as a quality tourism destination nationally	15 months	Local and national visitors	Literature, promotions, trade exhibitions	Increase awareness of tourism product, compete with other destinations	£17,000
Out of State Marketing –Regional Tourism Partnership	Promotion of Lisburn with regional tourism partnership to Out of State markets	15 months	International visitors	NITB and Regional Tourism Partnership Consortium	23% Growth in 3 years of bed-nights, trips and spend, (8% annually)	£35,000
Joint Marketing	Promoting breaks to Lisburn City	15 months	Border region visitors (out of state)	Council and industry partners ie NITB, Tourism Ireland Limited, private sector	Promote Lisburn as a visitor destination	£9,500
Trade Visits	Public Relations	15 months	National and international journalists and tour operators to the city	Council with target groups	50 individual journalists and operators to Lisburn to increase international profile, and increase tour operator knowledge	£2,000
Market Research	Profiling visitors to the City-including reasons for visit, average spend, average length of visit, influencing factors for International and Domestic visitors	15 months	Local, national and international visitors	Consultants	Trends developing to target specific segments of market	£7,000
Advertising	Promotion of Lisburn City Council with key trade publications (ie gateways)	15 months	Local, national and international visitors	Trade and consumer publications	Promotion of Lisburn as a visitor destination	£12,000
Internet Development	Ongoing website development incl. Podcasts, e-newsletters, and use of new technologies	15 months	Local, national and international visitors	Council	Increased out of state interest in local tourism and hospitality product	£3,000

3. Visitor Servicing

Provide a first class service to visitors & locals including accommodation booking, bureau de change, gift centre, free literature & advice.

Project Name	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Budgets for Council £
Visitor Servicing	Continued improvement in Council's 2x Tourist Information Centres (Lisburn & Hillsborough)	15 months	Local, national and international visitors	Council, NITB	Continue to increase number of trips, bed-nights and tourism revenue into the City of Lisburn based on previous years research	£225,920
	Staff and training of TIC Advisors	15 months	Local, national and international visitors	Council, NITB	Better knowledge and skills of staff	
Brown Signage	Audit and erection of brown signage for tourism industry	15 months	Local tourism industry providers	Council, NITB, Department Of Environment	Direction tourism signage for visitors to the Council area	Proprietor funds erection of signage
Customer Service Excellence	Quality standards to be achieved	5 months	Local, national and international visitors	Council, CSE Assessors	Improved efficiencies and service offered	£1,500
Exhibitions	Promotion of Lisburn City Council as a tourism destination at various locations including shopping centre promotions, major events and more	15 months	Local, national and international visitors	Council, NITB	Increase awareness and promotion of Lisburn as a visitor destination to outlying areas	£3,000
				TOTAL	632,500 trips 138,008 bed-nights £18.75 million spend	£447,920 (Revenue) £65,000 (Capital)

CITY REGENERATION ACTION PLAN 2010 - 2011

Project Name	Description	Duration	Target Group(s)	Key Outputs	Delivery	Indicative Total Cost £
Lagan Corridor Regeneration	Millbrook Huguenot Riverside Park	January 2010 - March 2011	Local Ratepayers, Towpath users and visitors	Enhanced riverside environment. Improved access and entrance features at Millbrook and Huguenot. Play area at Huguenot Drive. Eradication of invasive species programme and management plan	Council (Economic Development) in partnership with Lagan Valley Regional Park Laganscape Project with match funding from the Heritage Lottery Fund	£417,000 (Heritage Lottery Fund £249,000, Council £171,000)
	Masterplan	January - June 2010	Local Ratepayers, Local Business, Investors, Developers	Finalise production of a Masterplan for Lisburn City Centre that will provide a series of regeneration objectives to guide future development	Council in partnership with the Department of Social Development, Lisburn City Centre Management	£130,000 Funded by DSD
	Traffic Impact Study	January - June 2010	Local Ratepayers, Local Business, Investors, Developers	Finalise production of a Traffic Impact Study for Lisburn City Centre taking into account the proposed impact of future developments proposed in the Laganbank Quarter initiative, Masterplan and wider City area	Council in partnership with the Department of Social Development	£120,000 (£60,000 DSD/ £60,000 LCC)
	City Centre Public Realm Improvements	January 2010 - April 2010	Local Ratepayers, Local Business, Investors, Developers	Produce a high level design for proposed improvements to the City Centre public realm to include Market Square, Bow Street and connecting laneways	Council and other Partners	£33,000
		May 2010 - May 2011	Local Ratepayers, Local Business, Investors, Developers	Produce detailed design work of proposed improvements to the City Centre public realm	Council and other Partners	£100,000

Project Name	Description	Duration	Target Group(s)	Key Outputs	Delivery	Indicative Total Cost £
	Inland Waterways Association of Ireland (IWAI) Lagan Branch	January 2010 - May 2011	Local Ratepayers, Towpath users, visitors, tourists, waterway users Local Ratepayers, Towpath users, visitors, waterway users	Increased awareness and promotion of recreational activity on the water. Council to remain as a Member of Volunteer resource to assist in the clearance of derelict locks and towpath along the Lagan Navigation	Council, IWAI, DCAL IWAI Members	£500
	Lagan Canal Trust	January 2010 - Mar 2011	Local Ratepayers, Towpath users, visitors, tourists, waterway users	Work in partnership with other agencies and partners towards the further development of the work of Lagan Canal Restoration Trust Develop potential to secure funding for the re-opening of the Lagan Navigation. Finalise Business Case with Lagan Trust for Lagan Navigation and commence preparation of Funding Strategy	Lisburn City Council, Belfast City Council, Castlereagh Borough Council, Craigavon Borough Council, IWAI, DCAL, Ulster Waterways Trust Lagan Canal Trust (Council as Partner)	£38,000
Lisburn Historic Quarter Initiative	Lisburn Historic Quarter Branding and Awareness Programme	January 2010 - Mar 2011	Local ratepayers, key stakeholders, local business, visitors	Delivery of the agreed Lisburn Historic Quarter Action Plan including events throughout the Historic Quarter	Council, Lisburn City Centre Management	£15,000
	Lisburn Historic Quarter Arts Group	January 2010 - Mar 2011	Local ratepayers, key stakeholders, local business, visitors	Assist in the co-ordination of Arts based activity and events in Lisburn Historic Quarter to encourage visitors and related expenditure through Lisburn Historic Quarter Arts Group	Council (Economic Development and Arts Service), Lisburn City Centre Management	£5,000

Project Name	Description	Duration	Target Group(s)	Key Outputs	Delivery	Indicative Total Cost £
New Lagan Corridor Developments	Maze Long Kesh Development Site	Ongoing	Local ratepayers, key stakeholders, local business, visitors, tourists, waterway users	New development linked to the River Lagan. Creation of a green link through to Lisburn City Centre Continue to work with OFMDFM and Strategic Investment Board in relation to future Maze Long Kesh Development Proposals	Council, Strategic Investment Board Council, OFMDFM, Strategic Investment Board	Budget not identified at this point.
	Promotion	January 2010 - May 2011 January 2010 - December 2010	Local ratepayers, key stakeholders, local business, towpath users, visitors, tourists, waterway users Local ratepayers, towpath users, visitors, tourists, waterway users	Increased awareness of Lagan Corridor, riverside programme Produce Guide to the Lagan Canal in partnership with Lagan Canal Trust	Council, private business, LVRP Lagan Canal Trust and Partners	£5,000 £23,000 (£15,000 DARD, £8,000 through Lagan Trust)
	Invest Lisburn	January 2010 - May 2011	Local Ratepayers, Local Business, Investors, Developers	Attend MIPIM Encourage investment Promotion of Masterplan and wider opportunities	Council and partners	£45,000
Outline Total Costs					Total Costs £921,000 Council Costs £472,500 Partner Costs £448,500	

RURAL DEVELOPMENT ACTION PLAN 2010 - 2011

1. Farm Diversification

Summary of measure outlined in bold, followed by indicative actions.

Project Measure	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Diversification into non agricultural activities	This measure will assist farm households to diversify into non agricultural activities on farm and, as a consequence maintain or increase the income of farm households and create employment opportunities	1 Yr	Farm owners or members of a farm family who have written permission to carry out the diversification activities from the farm owner	Lagan Rural Partnership (Joint Council Committee of Lisburn City Council, Castlereagh Borough Council & Belfast City Council)	Capital and resource grant aid to 20 diversification businesses Project development grant aid to 15 diversification businesses	£580,000
Support for creation & development of diversification businesses	Capital & resource grant aid will be provided for up to 50% of project costs Maximum funding available - £50,000	1 Yr	Farm owners or members of a farm family	Lagan Rural Partnership	Creation of 12 new diversification businesses Expansion of 8 existing diversification businesses Creation of 25 new jobs	£540,000
Support for marketing, bespoke training and technical assistance	Resource grant aid will be provided for up to 50% of project costs Maximum funding available - £5,000	1 Yr	Farm owners or members of a farm family	Lagan Rural Partnership	15 diversification businesses to avail of marketing support, training support, technical assistance or a composite of any 3 of the above	£40,000

2. Business Creation & Development

Summary of measure outlined in bold, followed by indicative actions.

Project Measure	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Business creation & development	This measure will support the development of new business start ups and the expansion of existing small businesses in rural areas	1 Yr	New business start ups and existing small businesses in a rural areas with less than 10 employees (full time equivalents) and an annual turnover of less than 2 million euros	Lagan Rural Partnership (Joint Council Committee of Lisburn City Council, Castlereagh Borough Council & Belfast City Council)	Capital and resource grant aid to 15 rural businesses Project development grant aid to 15 rural businesses	£410,000
Support for creation & development of diversification businesses	Capital and resource grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/community sector Maximum funding available - £50,000	1 Yr	New business start ups and existing small businesses in rural areas	Lagan Rural Partnership	Creation of 8 new rural businesses Creation of 3 new social economy businesses Expansion of 4 existing rural businesses Creation of 20 new jobs	£370,000
Support for marketing, bespoke training and technical assistance	Resource grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/community sector Maximum funding available - £5,000	1 Yr	New business start ups and existing small businesses in rural areas	Lagan Rural Partnership	15 rural businesses to avail of marketing support, training support, technical assistance or a composite of any 3 of the above	£40,000

3. Encouragement of Tourism Activities

Summary of measure outlined in bold, followed by indicative actions.

Project Measure	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Encouragement of tourism activities	This measure will support rural tourism projects that will attract visitors to the area and create new employment opportunities	1 Yr	Projects located in a rural area that focus on the development of rural tourism initiatives	Lagan Rural Partnership (Joint Council Committee of Lisburn City Council, Castlereagh Borough Council & Belfast City Council)	Capital and resource grant aid to one large scale natural tourism resource project Capital and resource grant aid to 10 rural tourism projects Project development grant aid to 5 rural tourism projects	£425,000
Support for large scale natural tourism projects	Capital and resource grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/community sector Maximum funding available - £250,000	1 Yr	Projects located in a rural area that focus on the development of large scale natural tourism initiatives	Lagan Rural Partnership	Development of one large scale natural tourism project that will significantly increase tourist visitor numbers to the locality	£150,000
Support for creation & development of rural tourism projects	Capital and resource grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/community sector Maximum funding available - £50,000	1 Yr	Projects located in a rural area that focus on the development of rural tourism initiatives	Lagan Rural Partnership	Creation of 2 new rural tourism projects Expansion of 2 new social economy focused rural tourism projects Expansion of 6 existing rural tourism projects Creation of 10 new jobs	£255,000
Support for marketing, bespoke training and technical assistance	Resource grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/community sector Maximum funding available - £5,000	1 Yr	Projects located in a rural area that focus on the development of rural tourism initiatives	Lagan Rural Partnership	5 rural tourism projects to avail of marketing support, training support, technical assistance or a composite of any 3 of the above	£20,000

4. Basic Services for the Economy & Rural Population

Summary of measure outlined in bold, followed by indicative actions.

Project Measure	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Basic services for the economy and rural population	This measure will support the development of more and better basic services for people living in rural areas	1 Yr	Projects that are located in a rural area that focus on the development of innovative, tailor-made solutions that meet rural service provision needs. Projects focused on the development of basic services for older people, children and young people will be particularly encouraged	Lagan Rural Partnership (Joint Council Committee of Lisburn City Council, Castlereagh Borough Council & Belfast City Council)	Capital and resource grant aid to 10 community based rural service delivery projects Capital and resource grant aid to 2 strategic council wide rural service delivery projects Project development grant aid to 6 rural service delivery projects	£220,000
Support for creation & development of rural service delivery projects	Grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/community sector Maximum funding available for: Local community based projects - £10,000 Strategic council wide projects - £50,000 or £100,000 depending on project scale	1 Yr	Projects located in a rural area that focus on the development of innovative rural service delivery initiatives	Lagan Rural Partnership	Creation of 6 new community based rural service delivery projects Expansion of 4 existing community based rural service delivery projects Creation of 2 strategic council wide service delivery projects 1000 people in rural areas benefiting from improved services	£200,000
Support for marketing, bespoke training and technical assistance	Grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/community sector Maximum funding available - £5,000	1 Yr	Projects located in a rural area that focus on the development of innovative rural service delivery initiatives	Lagan Rural Partnership	6 rural service delivery projects to avail of marketing support, training support, technical assistance or a composite of any 3 of the above	£20,000

5. Village Renewal & Development

Summary of measure outlined in bold, followed by indicative actions.

Project Measure	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Village renewal & development	This measure will support eligible villages in the area to develop and implement village regeneration plans with associated physical and environmental capital improvements	1 Yr	Villages in the area with a population under 4500	Lagan Rural Partnership (Joint Council Committee of Lisburn City Council, Castlereagh Borough Council & Belfast City Council)	Resource grant aid for the development of 1 scoping study and the initiation of 6 village regeneration plans	£80,000
Support for scoping study of eligible villages	Grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/ community sector/local councils Allocated grant aid - £20,000	1 Yr	Villages in the area with a population under 4500	Lagan Rural Partnership	Completion of one scoping study of approximately 30 towns and villages in the Lagan Rural Partnership area and selection of 6 villages for funding based on identified need	£20,000
Support for integrated regeneration plans	Grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/ community sector/local councils Allocated grant aid - £60,000	1 Yr	Villages in the area with a population under 4500	Lagan Rural Partnership	Completion of 6 village integrated regeneration plans	£60,000
Support for physical and environmental regeneration improvements	Grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/ community sector Allocated grant aid - £1,160,000	1 Yr	Villages in the area with a population under 4500	Lagan Rural Partnership	Capital and resource grant aid for the physical and environmental improvement of 6 rural villages	To initiate in yr 2011 - 2012

6. Conservation and Upgrading of Rural Heritage

Summary of measure outlined in bold, followed by indicative actions.

Project Measure	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Conservation and upgrading of rural heritage	This measure will support projects based in rural areas that will use the built and natural environment as a basis for sustainable economic growth	1 Yr	Projects located in a rural area that focus on the development of rural heritage initiatives	Lagan Rural Partnership (Joint Council Committee of Lisburn City Council, Castlereagh Borough Council & Belfast City Council)	Capital and resource grant aid to one large scale rural heritage project Capital and resource grant aid to 3 rural heritage projects Project development grant aid to 3 rural heritage projects	£130,000
Support for large scale rural heritage projects	Grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/ community sector Maximum funding available - £200,000	1 Yr	Projects located in a rural area that focus on the development of large scale rural heritage resources	Lagan Rural Partnership	Development of one large scale rural heritage project that will significantly increase tourist visitor numbers to the locality and improve the natural and built environment	£60,000
Support for creation & development of rural heritage projects	Grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/ community sector Maximum funding available - £50,000	1 Yr	Projects located in a rural area that focus on the development of rural heritage initiatives	Lagan Rural Partnership	Creation of 1 new rural heritage project Expansion and improvement of 2 existing rural heritage projects	£50,000
Support for marketing, bespoke training and technical assistance	Grant aid will be provided for up to 50% of project costs for private promoters and up to 75% for the social economy/ community sector Maximum funding available - £5,000	1 Yr	Projects located in a rural area that focus on the development of rural tourism initiatives	Lagan Rural Partnership	3 rural heritage projects to avail of marketing support, training support, technical assistance or a composite of any 3 of the above	£20,000

7. Interterritorial and Transnational Co Operation

Summary of measure outlined in bold, followed by indicative actions.

Project Measure	Description	Duration	Target Group(s)	Delivery	Key Outputs	Indicative Total Cost £
Interterritorial and transnational co operation	This measure will allow the Local Action Group to develop joint projects in similar areas of interest with other Local Action Groups within the UK (Interterritorial) or with other EU member states (transnational)	1 Yr	Local Action Groups within EU Member States, Public Private Partnerships, Local Councils	Lagan Rural Partnership (Joint Council Committee of Lisburn City Council, Castlereagh Borough Council & Belfast City Council)	Development of one Lough Neagh Co-operation Project Development of one Belfast Hills Co-operation Project	£150,000
Lough Neagh Co operation Project	To develop a product based marketing campaign to improve the attractiveness of Lough Neagh as a niche tourist destination	1 Yr	Rural tourism focused projects, community associations and businesses along the Lough Neagh shoreline	Lagan Rural Partnership, Lisburn City Council, Antrim B.C, Ballymena B.C, Cookstown B.C, Craigavon B.C	1 pre development study to inform marketing campaign Initiation of marketing campaign Increased visitor numbers	£20,000
Belfast Hills Co operation Project	To improve the attractiveness of Belfast Hills as a niche rural heritage and tourism destination	1 Yr	Rural heritage focused projects rural tourism focused projects, community associations and businesses located in the Belfasts Hills area	Lagan Rural Partnership, Lisburn City Council, Belfast City Council, Antrim B.C, Belfast Hills Partnership	1 pre development study to inform key tasks Improvement of access to rural heritage sites and development of interpretive signage Environmental enhancements to key rural heritage sites Initiation of an integrated marketing campaign	£130,000