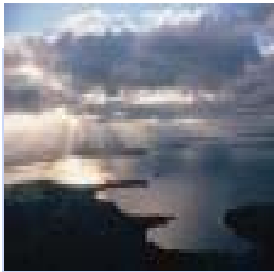




Lough Neagh News

Lough Neagh Marketing Strategy Launched



Lough Neagh Partnership officially launches the Lough Neagh Marketing Strategy this month. In 2003 the Partnership received a funding package from the Department of Agriculture and Rural Development of £3.2m under the European BSP Programme. The programme has initiated a major regeneration initiative for the entire Lough Neagh area and over 135 significant projects have been allocated assistance to help revitalise the Lough.

However, linked with the development of important recreational infrastructure is the need to ensure the Lough is promoted and the new facilities are sufficiently marketed.

The new marketing strategy intends to address this issue through the employment of a new marketing officer, the creation of a new website and a film about the Lough, the creation of quality guides and publications and the provision of marketing training and mentoring services to tourism operators around the Lough.

Jim Canning, Chairperson of the Lough Neagh Partnership remarked "It is vital that we build on the success of the new facilities going on to the Lough, and the implementation of the new marketing strategy will make more people aware of what the Lough has to offer and how it is quickly changing."

Major Marina Works Underway



The enhancement of Ballyronan Marina, funded by Lough Neagh Partnership & Cookstown District Council is underway. The project will provide an additional 36 berths with a new slipway and mast crane and build a new children's adventure play area. A further upgrade at the Battery Harbour is also underway with new berth facilities and improvements to the Lough Neagh Rescue facility. Both projects are due for completion in Spring 2007.

The Conservation & Protection of Lough Neagh Built Heritage

The Lough Neagh Partnership is committed to preserving traditional buildings for community, tourism or business use. The Lough Neagh wetlands have many traditional buildings in need of refurbishment and work has already started on bringing these important buildings back into everyday use. Below is a taste of some projects funded by LNP:

The Kingsmill Edwardian Outhouses have been allocated a £50k grant to convert important listed buildings into self-catering holiday accommodation outside Stewartstown.

Last year a small grant of £1000 was provided for essential maintenance work to the 250 year old Coyles Cottage. Historically a fisherman's cottage, it was listed in 1991 restored and officially opened in May 1993, Muintirevlin Historical Society presently maintain the cottage and use it as a meeting place.



The Glenavy cottage is a traditional stone built cottage, which is currently being restored to its former glory in a community led project to establish a much needed youth centre. Lough Neagh partnership have allocated £50,000 towards the project, and have been working in partnership with The Glenavy Youth Project Team.

Celebration of the Lough — Week of Events 2007



Building on the success of the 'Lap the Lough' cycle event held this summer, the Lough Neagh Partnership are currently working on a 'Week of Events' festival around Lough Neagh next year. We have already started the planning process for the sailing and cycling elements with Kinnego Marina and some Sailing Clubs, but wish to consider other activities to be included in the festival.

The theme of the events week will be to encourage people to participate in activities around Lough Neagh. If you would like to be involved in the planning process, please come along to our next meeting:

20th November 2006

10.30am

Kinnego Marina

Lough Neagh Partnership
Unit 3 The Marina Centre
135A Shore Road
Ballyronan
BT45 6JA
Tel: 028 7941 7941



If you have an article that you wish to include in the next edition of Lough Neagh News, please forward to:
eimear@loughneaghpartnership.com