**Festival Events – Highlights**

1. Opening Morning Music Recital. Lyr Williams, St. Michael’s Church, Thursday August 23rd. Lyr Williams as he ‘plays it again for Sam’. The Moonlight Sonata by Beethoven played twice in a nod to the ‘same again’ of Act 1 and 2 in Beckett’s Waiting for Godot and that play’s moontime. Short, only 30 minutes long, and Free! Start the Festival with a piano thrill!

2. Ian Bostridge (Tenor) and Julius Drake (Piano), St. Macartan’s Cathedral, Saturday August 25th Schubert’s Winterreise. One of the world's leading tenor singers, a major highlight of the festival. The performance is preceded by Beckett text reading by actor Len Fenton formerly Dr. Harold Legg in Eastenders.

3. Tommy Peoples. The Peoples Monologue, McArthur Hall, Friday August 24th. The legendary Irish Fiddler creates a special one-off evening for the Happy Days Festival. This unique evening mixes past and present, and promises to be one of the great future memories of Happy Days 2012.


6. Miss Fitt’s Comedy House @ Blakes of The Hollow, August 23rd – 27th Features Josh Howie, Ed Aczel, Stuart Silver, Phil Kay, John – Luke Roberts and Liz Bentley. All Tickets £7.00

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**Summer 2012 Newsletter**

**‘Happy Days’ is on the way so how can you and your Business help contribute to its success and make it work for you?**

- Keep a ready supply of festival programmes on your premises.
- Be able to advise festival goers on issues like where to purchase tickets, places to eat and drink, places to stay, plus taxi and transport information.
- Have a supply of town maps to assist with giving directions.
- Brush up on Beckett, know a little about his time in Enniskillen.
- Why not put together a Beckett themed package, accommodation, menu or range of cocktails.
- Make use of the Fermanagh Lakelands' Website and the Tourist Information Centre.
- Be aware of other artistic, literary or cultural events or venues across Fermanagh i.e Belleek Pottery, Cowshed Studios, The Buttermarket, Clinton Centre, or Aughakillymaude Mummers Centre.
10 Things You Need to Know About Samuel Beckett.

1. Samuel Barclay Beckett was born in County Dublin on Good Friday April 13 1906. To the double ‘whammy’ of a Friday 13th & Good Friday birth date he reportedly said ‘Clearly not my doing my work is bleak to some’. (The exact date of Beckett’s birth has aroused many debates and myths.)

2. He attended Portora Royal School from 1920-23. Beckett was also known for his ferocious temper and became the Light Heavyweight Boxing Champion of the school.

3. Beckett left Portora to study French and Italian at Trinity College Dublin.

4. He was a man of quick wit. After two unsuccessful short terms teaching at Campbell College, Belfast, the headmaster said to him “Don’t you know Mr. Beckett you are teaching the cream of Ulster”. He quipped “Yes, I know, rich and thick”.

5. He spent most of his life – c.1937 to his death in 1989—living in Paris and wrote a lot of his work in French first, then translating it himself into English. In his early years in Paris he worked closely with James Joyce who treated him like a son. He also survived a near fatal random stabbing on the street.

6. During World II, although an Irish citizen, he returned to Paris in 1939 and joined the French Resistance for the duration of the war after he saw Jewish friends being persecuted.

7. Enniskillen has been chosen ahead of Dublin and Paris to host the world’s first annual multi-arts festival celebrating Samuel Beckett, the man, work and his influences.

8. First staged in Paris, on 3rd January 1953. Beckett’s Waiting for Godot, is a play that has changed the face of theatre forever, so much so that the National Theatre in London voted Godot as the most significant play of the 20th century.

9. He was a very adept pianist, loved classical music and was passionate about painting, particularly the Dutch masters.

10. Samuel Beckett died in Paris at 1pm on Friday 22nd December 1989.

Marketing & PR News

MARKETING PROGRAMME

Fermanagh Lakeland Tourism is continuing to implement the Marketing Programme funded under the Rural Development Programme. This programme, which will finish in March 2013, includes a wide range of promotions, advertising, website development and production of new collateral. In June, FLT commissioned a 32 page supplement with the Irish Times, which is the first time a dedicated Fermanagh supplement has been produced. This month we also completed a Search Engine Optimisation project to ensure the current website is SEO friendly. We have also been much more proactive with regard to social media. Before the SEO project began, if you searched for Fermanagh Facebook, it could not be located in the first 10 pages of search results! Now it has the number three position on the first page.
NEW COLLATERAL

There is an additional range of brochures now available for visitors. These include a new promotional brochure in English, French and German, which is being distributed overseas.

This season saw the production of a new discount voucher booklet designed to encourage visitors and locals to discover various attractions and activities across the county. Offering a range of discounts, this scheme is proving very popular – both with the local providers who are actively distributing the booklets and also with the participating trade who can monitor the number of vouchers redeemed and therefore monitor the effectiveness of the initiative. The booklet has been well received with around 10,000 in circulation this season.

In addition we have produced a new Visitor Attractions Map which highlights the main attractions in the area. It is designed to be displayed at various attractions to encourage visitors to visit other places in the area. It can also be made available to accommodation providers who would have the capacity to mount this on a wall for guests to peruse.

NEW ANGLING GUIDE IN PRODUCTION

This month will see the production of a new Angling guide for the area aimed at highlighting the best possible places to fish, plus valuable information on tackle and bait services, licenses and permits, ghillies and types of fish available.

Also, in production, is a new Heritage Guide, Eating Out and Entertainment Guide.
TRADE LIAISON

FLT staff have continued to meet with a number of new, existing and potential members. The objective is to visit premises and discuss the work of FLT and the benefits of membership. This has proved an excellent way to engage with members, discuss and advise on cost effective marketing activity and assist in developing their business. If you wish to avail of this service please contact tanya@fermanaghlakelands.com.

NI VISITOR ATTITUDE SURVEY 2011

The results of NITB’s most recent Visitor Attitude Survey have been released the summary & recommendations of which state that;

- Overall satisfaction and recommendation levels for Fermanagh were in line with NI as a whole.
- Fermanagh as an area is appreciated for its scenery and the opportunities to get close to nature and visit historic houses, castles and other attractions. Many visit the area for a short break.
- Key strengths are the feeling of welcome and safety in the area, accommodation is also rated highly. The Tourist Information Centre received the highest score for customer satisfaction.

However, actions that could be taken to further the visitor experience include providing more things to do, particularly in the evening and on Sundays. Being able to meet and mix with local people and opportunities to attend local events and festivals were also identified as areas that could be improved.

You can look at the full fact card for Fermanagh on the NITB website, under their Research heading and following the links to the Visitor Attitude Survey 2011.

NITB LEARNING JOURNEY TO FERMANAGH

Over 25 representatives from NITB came to Fermanagh in June. The objective was to visit a number of attractions and learn about some of developments in the region. The staff were from a number of departments including business development, marketing, funding and events. They arrived at Castle Coole and learned about the 60th Diamond Jubilee celebrations, enjoyed a trip on the newly branded ni2012 MV Kestrel and were welcomed to the Headquarters of Waterways Ireland, where they received a presentation on the work of Waterways Ireland and also the Lakelands and Inland Waterways initiative.

It was then on to Enniskillen Castle for a presentation on the latest TDS application for the Heritage Gateway development and also to hear Sean Doran, Artistic Director of the Beckett Festival speak about this exciting new event in August. The day finished at the Marble Arch Caves Global Geopark with a presentation and tour.
CASTLE BASIN DEVELOPMENT PLAN

The Destination Fermanagh Strategy identified the need to develop a central events venue in the heart of Enniskillen, bearing in mind that the town has a superb location already in place at the Broadmeadow. The whole Castle Basin area is the envy of many other towns and is ideal for the development of land and water based spectator events, as well as lakeside paths and other amenities. The Council, in partnership with Waterways Ireland, has produced a development plan for the Castle Basin area and is currently exploring potential funding sources for the delivery of the various elements of the plan.

ELECTRIC CAR CHARGING POINT INFRASTRUCTURE NOW IN FERMANAGH.

Charging points are now located across the county as follows:

**Belleek**
Main Street, Belleek

**Enniskillen (Car Parks)**
Down/Market/Cross Street, Enniskillen
Eden Street, Enniskillen
Quay Lane North, Enniskillen
Queen St, DRD Carpark, Enniskillen
Wellington Street, Enniskillen

**Irvinestown**
Link Road, Irvinestown (car park)

**Lisnaskea**
Newbridge Road/Cross Street, DRD Car-park, Lisnaskea

Further charging points will be installed throughout the next year; however, the exact location for these is not yet decided. The council is working on an interactive map for the FDC website similar to the tourist map and other interactive maps, and we will keep you updated on it’s progress.

EXTENSION TO CROM CAMPSITE NOW OPEN

The campsite at Crom Estate National Trust Property has recently been extended to include a 30 pitch campsite with new toilet and shower block.

Prices;
- 2 Man Tent  £14.00, 4 Man Tent £18.00
- 6 Man Tent  £22.00

Additional Adults £5.50 per adult, Additional Children £2.50 per child.

ENNISKILLEN CANOE TOUR

The tour starts from the Lakeland Forum, Enniskillen. It makes its way around the town by water and ends up where it started, taking in the sights along the way.

Trips take place on Saturday and Sunday throughout July and August or on special request for groups of 8 or more.

Suitable for all ages, minimum age 7 (under 9's must be accompanied by an adult).

Tour times: 10:30 am, 12pm, 2pm, 3:30 pm (duration approx 1 hour)

£13 per person
£7 for under 14

Free complimentary drink from the 'Lakeland Café' after your tour.

Contact Corralea Activity Centre for more information.
Tel: 00 44 (0) 28 66 386 123
info@activityireland.com
www.activityireland.com

LAKELAND TOURS NOW OPERATE A BICYCLE HIRE FACILITY.

There are 4 bicycles in total, which can be left at the Tourist Information Centre for collection if needed. The cost of hire is £15 per day, £10 per half day. Bicycles are fully equipped with mud flaps, bell, bottle holder, helmet, chain & lock.
VILLAGE RENEWAL AND DEVELOPMENT OF THE RURAL DEVELOPMENT PROGRAMME

Fermanagh District Council have been involved in the submission of collaborative applications on behalf of a number of small villages in the Fermanagh area, to measure 3.5 Village Renewal and Development of the Rural Development Programme 2007-2013. Villages involved are Belcoo, Belleek, Brookeborough, Derrygonnelly, Derrylin/Kinawley, Ederney/Lack, Garrison, Irvinestown, Kesh, Lisnaskea, Rosslea and Newtownbutler. Each village also developed an Integrated Action Plan and then prioritized actions from within these. Some of the main priorities currently being worked on are as follows:

- Entrance Signage /Features - to create the impression of arrival and distinction for each of the villages (11 villages applied for this)
- Community and Tourism Information - to provide information using a number of different mediums, specifically targeting the local community and tourists. Using various formats such as freestanding notice boards, 6 digital information kiosks in various locations throughout the county. These interactive kiosks will include locally specific information as well as general tourist information to encourage visitors and tourists. - As part of this priority Belleek also envisage developing a walking heritage tour with the use of interpretative plaques, tourism literature and pamphlets.
- Recreational Infrastructural Improvements –as part of the plan some of the villages hope to develop recreational facilities - installation of outdoor adult exercise equipment.

Clones Erne East Blackwater Project

The CEEB project is principally a predevelopment project which aims to ensure that communities on or close to the Ulster Canal will be in a position to benefit from its restoration. It also seeks to focus on the natural beauty and natural resources of the area and harness them to act as a catalyst for rural regeneration. This will be achieved through investment in heritage and walking trails and in angling infrastructure in the region. The INTERREG IVA project is financed through the European Regional Development Fund of the EU and is managed by the Special EU Programmes Body. Funding is also being provided by the Department of Agriculture and Rural Development for Northern Ireland.

Fermanagh District Council is part of a team which comprises Monaghan County Council as the lead partner, Blackwater Regional Partnership and Clones Development Society in delivering this project. A total of €1,688,258 will be allocated to various project elements throughout Fermanagh and Monaghan. In terms of the Fermanagh element, this includes:

- Circular walking routes and eco-trail in Sliabh Beagh
- Provision of angling infrastructure at game and coarse fishing lakes
- Development of information leaflets/maps and interpretative panels

The project will also deliver a joint Training and Mentoring programme for businesses along the canal and a joint cross-border integrated marketing programme.
Worldhost Customer Service Training Courses for Just £20

Since Worldhost was launched in January 2012, almost 70 members from Fermanagh’s tourism industry have availed of funding support from the Department for Employment and Learning and completed the new accredited World Host Training Programme. At present a two day course costs £20 per person, discounted from the standard course price of £190 per person.

The World Host Programme is delivered over two days. (These do not necessarily have to be consecutive days)

Day 1 includes the Principles of Customer Care ie welcoming people skills, creating a positive first impression, identifying customer needs, the communication process, the value of tourism etc.

Day 2 includes the Ambassador Workshop in the morning – ie covering the qualities and resources of an ambassador and in the afternoon participants are taken out on a familiarisation tour of the local area and its attractions. The £20 fee per participant includes tuition, workbooks, refreshments and the familiarisation tour.

The Course is being delivered by World Host Trainer, Charlotte Wilson who is Manager of the Fermanagh Tourist Information Centre. Having worked in tourism for over 20 years, Charlotte has a wealth of experience in customer service training both for the public and private sectors. Participant feedback with regards to the training has been excellent as Charlotte explained.

“I am willing to tailor the programme to meet the needs of the particular business and I am flexible as regards training times and venues. Participants have particularly enjoyed the interactive element of the training which involves practical exercises, role play, quizzes and DVD presentations. It’s also a great networking opportunity for local trade members to work together in small groups of 15-20. I can assure you that all participants have gone away after the two days knowing a lot more about their area than they expected to!”
Terry McCartney was one of the first accommodation providers in Fermanagh to sign up for the course. Terry spoke in its support saying, ‘The greatest feature of this particular training programme is the local aspect; my staff enjoyed the training and found the customer care a very useful refresher exercise but, more importantly, they found out a lot more about the tourism product and the familiarisation tour was an invaluable resource to them; it’s so much easier to confidently sell a product when you have had first hand experience of it’.

The local businesses - from the accommodation, visitor attraction, activity, food and beverage and transport sectors—who have already completed their training include staff from Belmore Court Motel, Westville Hotel, Lough Erne Resort, Arch House, Willowbank House, Belleek Pottery, Manor House Marine, Bush Bar, Kissin Crust, Saddlers Bar and Restaurant and Lakeland Tours.

Employment and Learning Minister Dr Stephen Farry recently confirmed that financial assistance would continue to be conditionally available over the next two years. Employees working in a private sector organisation in N Ireland within the hospitality, passenger transport, tourism and travel sector that employs fewer than 250 people may apply. For further information visit www.worldhostni.com or contact Charlotte Wilson at the Tourist Information Centre.

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Worldhost
Training the facts....

- Worldhost is a fully accredited Training Course for the service industries.
- It is a 2 Day Course.
- There are 3 Worldhost Trainers based in Fermanagh.
- The courses are subsidised by the Department of Education and Learning for the private sector from **£190 to just £20** per participant.
- Is a Good Customer Service and Local Tourism Product Knowledge Enhancement Course.
- If 50% of your frontline staff are trained your business can become a Worldhost recognised business, enabling you to display the Worldhost logos within your premises, on all collateral and web base activity.
- If 25% of all the service industry businesses in Fermanagh attain this Accreditation, we can then put Fermanagh on the map as a Worldhost Destination, a location with a proven commitment to delivering excellent customer
NCFFI IRELAND TEAM QUALIFIERS 2012

The National Coarse Fishing Federation of Ireland have been invited to send an Ireland International team of 4-6 anglers to fish the World Boat Fishing Championships with Artificial Lures in the Delta Dnepra in Ukraine on 6/7 October 2012. The qualifiers for selection for the Ireland team will take place on Lough Erne in and around Enniskillen over two weekends this summer- 28/29 July and 18/19 August.

The NCFFI has also been invited to host the 2013 World Championships on the River Erne in Enniskillen, and therefore intend to use the qualifiers this summer as a dress rehearsal for hosting the major event next year.

Contact details for entry are David Burleigh Tel: 028 66322008 Email: fishingtackleandbait.co.uk.

ERNE WORLD PIKE FISHING CLASSIC 2012

The 7th Waterways Ireland Erne World Pike Fishing Classic takes place over three days this October. There are three separate competitions available for entry.

Friday 12th October – Bank Fishing Competition
Friday 12th October – Boat Fly Fishing Competition (limited entry 30 anglers, 15 boats)

Saturday 13th & Sunday 14th – Boat Fishing Competition (Anglers can entry 1 or 2 days)
Closing date for entries Wednesday 10th October 2012

LAKELANDS & INLAND WATERWAYS ‘WORLD PAIRS ANGLING CHAMPIONSHIPS’ FISHING’S RICHEST COMPETITION

The Lakeland & Inland Waterways’ World Pairs Angling Championship is a major fishing competition to promote coarse angling and tourism throughout four premier angling counties in Ireland (Leitrim, Cavan, Monaghan and Fermanagh). The competition will have approximately 300 Competitors (150 pairs), attracting anglers and their families from around the world and will promote tourism and fishing in these regions. The championship will offer visitors world class facilities, support, entertainment and the ‘Richest match in the world’ with a total prize fund of £90,000. Already the competition has bookings from anglers travelling from Holland, Brazil, Belgium, France and even Australia. There is interest from Saudi Arabia and the USA.

From the 10th to the 14th of September 2012 the eyes of the angling world will be on this region. This event offers the possibility to re-establish Ireland as the best place in the world for an angling holiday.
LAUNCH OF THE ENNISKILLEN 100 REVIVAL EVENT

While the Ulster Grand Prix and the North West 200 are now well known to motorcycle road racing fans in Ireland, there was a time when the Enniskillen 100 was as equally prestigious.

Between 1929 and 1952, seventeen races were held on the six and a quarter mile triangular course between Mossfield, Sydair and Ballinamallard. Unusual aspects of the event included the fact that the Enniskillen 100 was always held on a Wednesday afternoon, as Wednesday was the traditional half-day for shops in Enniskillen. The race scheduled for 22nd June 1949 had to be postponed to 21st September that year, because a heat wave had melted the tar and left the circuit in a dangerous condition, and even more unusual that the winner of the 1936 race, Percy Farlow from Maguiresbridge, had an artificial leg.

The last Enniskillen 100 was held on 20th August 1952, and unfortunately the event was then consigned to the history books. However a group of local enthusiasts, mindful of the fact that the 60th anniversary of the last race was approaching in 2012, persuaded Fermanagh District Council to assist with plans to revive the event in some shape or form.

As a result the ‘Enniskillen 100 Revival’ event will be held at Enniskillen Airport on 25th August 2012. The core of the Revival event will be demonstration runs and parade laps by a wide variety of historic motorcycles, on a course laid out at Enniskillen Airport. It is planned that there will be static displays, guided bus tours of the old circuit, a PSNI BikeSafe event, displays of historic racing and rally cars and a selection of other attractions for motorsport enthusiasts and the general public alike. (The Enniskillen 100 is a family friendly event).

www.enniskillen 100.com

Ulster Rally Comes to Fermanagh in 2013

Many rally fans will have fond memories of the 1970’s and 1980’s, when the Circuit of Ireland was a five day marathon event that covered most of the Island of Ireland and the rally stars of the day could be seen in action on stages in Fermanagh. The Ulster Rally was also a three day event for many years, with night time stages in Fermanagh bringing a special atmosphere to the County.

The days of marathon tarmac rallies are gone however and costs, along with safety considerations, have decreed that modern rallies run on a two day format, with central servicing and a central Rally HQ.

The Ulster Rally is recognised to be one of the premier motorsport events on the Island of Ireland and is the only Tarmac Rally in Ireland that is part of both the British Rally Championship and the Irish Tarmac Rally Championship.

The event was first held in 1976, when it was won by Cathal Curley with Austin Frazer as co-driver. For the last three years the rally has been based in Antrim, which followed three years of being based in Armagh. The organizers of the rally have been in discussions with Fermanagh District Council and it has been decided that the Ulster Rally will be based in Fermanagh for the next three years, commencing in 2013. The Rally will be held on 23rd and 24th August 2013 and will bring top level motorsport back to Fermanagh and South Tyrone.
AWARDS OFFICIALLY LAUNCHED

The search is on to find the cream of the crop in the Fermanagh business community through a new awards initiative, the Fermanagh Herald Business Awards in association with Fermanagh District Council.

There are eight awards up for grabs and individuals or businesses can nominate themselves or others with the main awards gala event taking place in the Manor House Hotel on Friday 26th October 2012.

Any business or individual is invited to nominate themselves or others for any of the eight categories on offer. The awards are free to enter and open to any business in Fermanagh.

Full details and entry forms can be found by logging onto www.fermanaghherald.com or by contacting Darren Farnan on 028 8225 5959 / 0789 4401 456 or d.farnan@northwestnewsgroup.com.

The Awards

Retailer of the Year Award (sponsored by Todd Insurance Brokers)
For retailers of all sizes displaying ambition, energy, skill and vision to scale the heights of business success.

Excellence in Customer Service Award (sponsored by O2, Belmore Street, Enniskillen)
The judges are looking for customer focused businesses who are committed to the highest levels of service to each and every customer.

Best Start-up Business Award (sponsored by SWC Innotech Centre)
Open to businesses who have come into existence in the past two years and there’s an added bonus of £2,000 worth of SWC Innotech Centre consultancy services for the winner.

Best Tourism Initiative Award (sponsored by Fermanagh Lakeland Tourism)
Is asking businesses through a specific initiative to have demonstrated tourism growth, partnership, enhancement of cultural heritage, creativity and innovation.

Social Enterprise Award (sponsored by The Fermanagh Trust)
The judges are looking for a social enterprise which makes an outstanding contribution to their local community in terms of social, economic or environmental improvements. A social enterprise which makes a difference, which inspires and motivates and whose work is both entrepreneurial and makes a fantastic contribution to the community. The winner of this category will also receive a £1,000 grant from The Fermanagh Trust towards its work.

Excellence in Business Practice Award (sponsored by First Trust Bank) This award is about customer focus, innovation and business development, not just about size or sales.

Growth through Export Award (sponsored by Invest Northern Ireland)
The winner of this award must demonstrate growth in their business through export to countries outside Northern Ireland during the last two years.

Fermanagh Herald and Fermanagh District Council Business Person of the Year Award
This will go to an individual for their total commitment to the enhancement of business life in Fermanagh. Nominations can be made for an individual or a private business.
NEW PROJECT OFFICER FOR DESTINATION FERMANAGH

The Destination Fermanagh ‘Team' has been strengthened by the addition of a new team member, Joanne Cunningham. Joanne, who hails from Belleek and has a background in community development, was appointed to the post of Project Officer and started work in her office in the Tourist Information Centre on 30th April, the first day of the annual Waterways Ireland Classic Fishing Festival. She was able to see the inner workings of the Classic at first hand and lost no time in slotting into the organising team. The development and promotion of events is a central theme in the Destination Fermanagh Strategy and Joanne is already developing new ideas for events that will put Fermanagh firmly in the spotlight. She will be working along with colleagues from the Council, Fermanagh Lakeland Tourism, other agencies and the private sector to deliver on many of the actions that have been agreed by the Destination Fermanagh Steering Group and Sub Groups.

Joanne can be contacted at the Tourist Information Centre in Enniskillen on 02866 323110, or by e-mail Joanne.cunningham@fermanagh.gov.uk

COUNCILLORS JOIN DESTINATION FERMANAGH TEAM

Four additional Councillors have been nominated to sit on the Destination Fermanagh Steering Committee, increasing elected member involvement in the planning and delivery of tourism development in Fermanagh.

The four are Councillor Alex Baird (Ulster Unionist), Councillor Debbie Coyle (Sinn Fein), Councillor Brendan Gallagher (SDLP) and Councillor Bernice Swift (Independent). They join the existing three elected members, Councillor Thomas O'Reilly (Sinn Fein), who chairs the Destination Fermanagh Partnership, Councillor Paul Robinson (DUP), chair of the Events Sub Group and Councillor Rosemary Barton, who currently sits on the Product Development Sub Group, Events Sub Group and the Steering Group.

The seven Councillors will bring a wealth of knowledge and experience to the Destination Fermanagh Partnership and their contributions will be very welcome.