

Make Yourself At Home Year 2 Action Plan 2023 – 2024 – Tourism and Events

Project Name	Project Description	Actions/ Targets	Timeline	Budget
Experience Belfast				
Developing Council's assets	<p><i>Make Yourself at Home</i> identifies the need for Council to utilise existing assets across the city to drive the visitor experience.</p> <p>In the past year ongoing scoping of potential for Council's own assets to contribute substantially to the visitor experience in Belfast has been undertaken and a Terms of Reference for expertise to undertake a detailed scoping study and to provide a prioritised action plan for implementation has been developed.</p> <p>In year 2 this will be undertaken and we will work in partnership with other Council stakeholders including Physical Programmes Department and City and Neighbourhood Services</p>	Secure expertise to commence development of a prioritised visitor experience action plan plans for Council owned assets including Belfast Zoo, Belfast Castle, Tropical Ravine, City Cemetery, Malone House and City Hall.	April 2023 - March 2024	£80,000
Accessible Tourism	Having identified gaps after delivering the accessible tourism programme 22/23, a year 2 23/24 programme will deliver further training, which will strengthen skills and capacity building within the tourism sector to improve the accessibility of Belfast's tourism offer and increase the spend of the 'purple pound'.	Implementation and completion of programme with a further 50 businesses/ organisations during year 2.	April 2023 - March 2024	£30,000

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Food Tourism	<p>Food tourism is one of the city’s unique selling points that includes the promotion of local/ regional produce.</p> <p>This sector has been impacted by the pandemic as well as the cost-of-living crisis. Council will implement year 2 of the food and drink tourism action plan, which positions food as part of destination promotion year-round as well as uplifting authentic food as part of the events and festivals offering.</p>	<ul style="list-style-type: none"> • Facilitation of the Belfast Food and Drink Network and programme – including positioning of Belfast as a food destination • Exploring the development of a new food tourism event / festival as part of 2024 programme • Scoping the potential of an international accredited quality mark for food and drink for Belfast as a tourism destination • Support the food provision at events and festivals 	April 2023 - March 2024	£30,000
Visitor Pass	<p>‘Terms of Reference’ to be progressed with input from stakeholders such as Tourism NI and Visit Belfast to develop a feasibility study to benchmark against other cities and to scope the potential and options for a tourism visitor pass similar to what operates in other cities. The implementation of viable options will be undertaken.</p> <p>This will consolidate the significant research and benchmarking work which has been undertaken in 2022 /2023.</p>	Work with visitor attractions, Tourism NI and Visit Belfast on the scoping and delivery of a viable Visitor Pass for Belfast.	April 2023 - March 2024	£12,000

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Research and Development				
Visitor Signage, Wayfinding, Street Dressing	To maximise market opportunities, there is a requirement to undertake an audit of visitor signage and city dressing. The audit will inform what investment is required to upgrade and update our visitor signage as well as investment into city dressing.	<ul style="list-style-type: none"> • Undertake an audit with detailed investment recommendation and action plan. 	April 2023 - March 2024	£20,000
Enhancing the Visitor Experience	Visitor Experience Plan – develop out a prioritised plan for enhancing the visitor experience across the city for the next 4 years.	<ul style="list-style-type: none"> • Deliver a Prioritised Plan with associated budget requirements for implementation of Visitor Experience Plan for next 4 years. 	April 2023 - March 2024	£20,000
Positioning of Belfast				
Business Tourism – Conference Subvention	<p>Members will be aware that in January 2021 CGR agreed ongoing support for Conference Support in line with an updated criteria and support to ensure that Belfast can compete internationally to win conferences for Belfast in an everchanging marketplace.</p> <p>This fund is administered by Visit Belfast and match funded by our partner Tourism NI. The purpose of the fund is to ensure that Belfast, including ICC remains competitive as a business tourism destination.</p>	<ul style="list-style-type: none"> • Implement the Conference Support Scheme in partnership with TNI and Visit Belfast to ensure that Belfast can compete in winning conferences for Belfast. • Continue to review the Scheme to ensure it is “fit for purpose’ in an everchanging market and competitive environment. 	April 2023 - March 2024	£200,000

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Positioning of Belfast in national and international Markets and Gateway role of Belfast for Visitors	<p>Working with Visit Belfast, Tourism NI and Tourism Ireland to strengthen the position of Belfast in national and international markets through marketing campaigns and PR activity.</p> <p>Sharing of content with key partners to embed cultural vibrancy messaging into tourism, investment and education positioning; including the establishment of a Strategic Oversight Group as identified in the positioning of Belfast work.</p>	<ul style="list-style-type: none"> • Delivery of KPIs re marketing of Belfast as leisure & business tourism destination. • Media monitoring to measure impact of positioning, consumer sentiments and changing perceptions. • Establish Research baselines / dashboard & examine digital opportunities for data capture. 	April 2023 - March 2024	£20,000 Positioning & £15.8k Strategic Oversight
Sustainable Tourism				
Global Destination Sustainability Index & Actions for Sustainable Tourism work including certification	<p>Belfast completed its index benchmarking and application in 2022 and an application will be made for 2023.</p> <p>In 2023 the continued implementation of the Green Tourism Accreditation Programme which provides access to the GreenChecktool, enabling tourism businesses including accommodation, hospitality, events and attractions to complete assessments and take steps to achieve accreditation. Cultural organisations also have access to the programme.</p>	<ul style="list-style-type: none"> • Forward Planning for Climate Change: Update to GDS Index and application for 2023 including Environmental Impact Audit and Action Plan with the aim to maintain at a minimum 8th place in the world as a business event destination. • Ongoing support to partners including Visit Belfast and ICC. • Further work with the industry to achieve accreditation and development of plan for green tourism certification and other 	April 2023 - March 2024	£40,000

	Working with the supply chain to incentivise change programmes, raise awareness and pilot projects that ensure Belfast is a sustainable tourism destination.	relevant initiatives to work towards a sustainable tourism destination		
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City Events				
	<p>On an annual basis, the Council’s City Events Unit delivers a series of large - scale public events, which are free to access by both citizens and visitors to the city, on behalf of Belfast City Council.</p> <p>The Tourism, Culture & Events also support a number of annual programmes and activities. Our cultural and tourism strategic priorities sets out long term recommendations for events in the city including better alignment across the Council in the design, delivery and funding of events.</p>	<ul style="list-style-type: none"> • 3 large - scale city events attracting local audiences and out – of - state visitors (for St. Patrick’s Day and Maritime) measuring socio economic impact 	April 2023 - March 2024	As detailed below.
Maritime / Made in Belfast	<p>Following a strategic review in 2020, it has been agreed to deliver the full, potentially rebranded ‘Maritime’ Festival on a biennial basis in order to grow ambition, budget and impact of the Festival.</p> <p>In 2023, it is proposed that recommendations from this review will be implemented. There will be a new approached to governance. The festival will be delivered in partnership with Belfast Harbour Commissioners & Maritime Belfast Trust. The festival will be delivered with an additional creative piece.</p>	<ul style="list-style-type: none"> • Commissioning a large - scale creative piece for the Festival • Reaching 40,000 audience • Securing TNI funding 	April 2023 - November 2023	£217,000

	Potential funding / SLA arrangement with MBT to direct deliver elements of the event.			
Christmas 2023	Christmas 2023 will build on 2021 and 2022 events, which focused activity on an opening weekend of family - friendly activity and where co-design was the cornerstone of the animation. This will be supplemented by further animation on subsequent weekends throughout November and December.	<ul style="list-style-type: none"> Commission Research & Development initiatives with local creatives to enhance co-design of creative offering 	April 2023 - December 2023	£122,864
St Patricks Day	<p>The new model of commissioning the creative sector to deliver projects over this period continued in March 2023. Over the week of citywide celebrations, Belfast hosted a St Patrick's eve concert, a parade, traditional cross City music trail, music and traditional dance in St George's Market and 2 Royal Avenue; the latter also hosting a storytelling workshop.</p> <p>An evaluation of 2023 and the next steps detailing the proposed approach for 2024 and beyond will be presented at a future committee.</p>	<ul style="list-style-type: none"> Continue to build on the development of new model by commissioning the creative sector to deliver popular elements e.g. concert, parade, music Work with Good Relations to enhance budget 	May 2023 - March 2024	£300,000
Lord Mayor's Day	This event will celebrate Belfast, and the groups that the Lord Mayor was engaged with throughout her year in office. This event focuses on a day of family - friendly activity and animation around City Hall. This will involve live music, dance, circus, street theatre, arts and craft, sports.	<ul style="list-style-type: none"> Continue to develop the offering by engaging the Lord Mayor's networks. 	April 2023 - June 2023	£42,000

	In 2023, satellite activity will also take place at 2 Royal Ave and the two sites will be linked by animation in Donegall Place.			
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Events Development				
International Events	Working with city partners to plan ahead for & developing/submitting bids for international events that best align to strategic priorities and maximise legacy. Ongoing review of Council delivered events and collaboration with extensive range of events and festival funded by Council across the city and across the year.	<ul style="list-style-type: none"> • Identify the target international events for 2025-2028 • Establish a city events calendar and collaborative programming approach 	April 2023 - March 2024	£40,000
Small Grants				
Project Funding	Support for Sport grants to ensure development and delivery of community-based sporting events.	Support for local organisations with up to 10 projects supported	April 2023 - March 2024	£70,000