



Belfast City Council

Report to:	Development Committee
Subject:	Tourism Unit Update
Date:	12 November 2008
Reporting Officer:	Marie-Thérèse McGivern Director of Development ext. 3470
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Relevant background information

Belfast Visitor and Convention Bureau

Members will be aware that the Belfast Visitor and Convention Bureau (BVCB) is required to present on their business performance as part of the monitoring and evaluation aspect of the funding agreement.

Mr Gerry Lennon, Chief Executive of the BVCB, has requested an opportunity to present the Bureau's business plan for 2009/2010 including that of the Belfast Welcome Centre.

As a result approval is requested to receive a presentation from the Bureau on their recent performance and the proposed marketing, communication and visitor servicing activity for 2009/2010.

Integrated Strategic Tourism Framework for Belfast

At the Development Committee meeting on 10 September 2008, Members granted approval to seek tenders for the development of an Integrated Strategic Tourism Framework for Belfast jointly with NITB in accordance with Council procurement policy and procedure.

The tender documents were prepared and issued and tenders have just been received. The criteria they will be assessed against are: understanding of the brief, methodology, ability to meet timetable, relevant experience, value for money, calibre of team, and ability to work in partnership. In order that a contract can be placed as soon as possible it is requested that Members approve delegation of authority to the Chairman of the Development Committee and the Director of Development to accept the most advantageous tender.

Belfast Tourism Development Analysis

Members will be aware that following on from the successful Renewing Communities initiative, a Belfast Tourism Development Analysis has been commissioned in partnership with NITB to identify gaps in provision and opportunities for community tourism across the city. Members were consulted and provided input to the study and TTC International who was commissioned to carry out this work has just completed it. At this time in order to consider the recommendations and to agree a way forward it is proposed that TTC International makes a presentation to the December meeting of the Development Committee.

Recommendations

Belfast Visitor and Convention Bureau

It is recommended that Members agree to receive a presentation from the Belfast visitor and Convention Bureau on their proposed business plan for 2009/2010 at the December meeting of the Development Committee.

Integrated Strategic Tourism Framework for Belfast

It is recommended that Members approve delegation of authority to the Chairman of the Development Committee and the Director of Development to accept the most advantageous tender.

Belfast Tourism Development Analysis

It is recommended that Members agree to receive a presentation from TTC International on the Belfast Tourism Development Analysis at the December meeting of the Development Committee.

Key to abbreviations

BVCB – Belfast Visitor and Convention Bureau
NITB - Northern Ireland Tourist Board