



Belfast City Council

Report to:	Development Committee
Subject:	Tourism Unit Update
Date:	14 January 2009
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Relevant background information

Integrated Strategic Tourism Framework for Belfast

At the Development Committee meeting on 12 November 2008, Members approved delegation of authority to the Chairman of the Development Committee and the Director of Development to accept the most advantageous tender for the development of an Integrated Strategic Tourism Framework for Belfast jointly with NITB. TTC International have been appointed to undertake this work and as part of the consultation wishes to conduct a workshop to enable discussion and input to the Framework, with the Members of the Development Committee in early February 2009. This work includes preparing the following:

- A Vision for Tourism
- A Product Development Programme
- A Tourism Marketing Plan
- A Visitor Servicing and Management Plan
- A Monitoring and Research Framework
- Quality Assurance and Standards
- A Management and Coordination Strategy
- A Costed Action Plan

The methodology involves a major consultative programme and benchmarking against key city destinations. In addition Locum's 'Destination Mosaic' tool will be used as an analytical innovation coupled with a segmented model. This approach focuses on the retail themes and areas of the city. The timescale for the project indicates a draft report for April 2009.

Conference Subvention

Members will be aware that Belfast City Council has a Conference Subvention policy which is utilised to secure and support national and international conferences to Belfast and to build the City's profile as a conference destination. Two requests have been received and the proposals have been assessed against the funding criteria and they meet the category for financial support as detailed below.

Fourth Annual All Island Infrastructure Investment Conference :11-12 March 2009 - it is anticipated that the economic impact from this conference will be £154,000 and will create 1,100 bed nights for BVCB members. Funding of £1,500 is recommended towards this conference since the economic impact is substantial and it will assist in enhancing the image of Belfast as a conference and leisure destination.

Human Security in the 21st Century Conference :15-17 April 2009 - it is anticipated that the economic impact from this conference will be £145,000 and will create 1000 bed nights for BVCB members. Funding of £1,500 is recommended towards this conference since the economic impact is substantial and it will assist in enhancing the image of Belfast as a conference and leisure destination.

Retail Conference 2009: A request for £5,000 has been received from Belfast City Centre Management (BCCM) as a contribution towards an important debate on the current state of retail in Belfast and its immediate and mid to long term future. BCCM are proposing to hold this conference in early spring and to set a modest delegate fee for attendance from local multiple and independent retail representatives. A draft programme and a letter seeking support are attached as Appendix 1.

As members are aware Belfast City Council are actively engaged in supporting and developing the retail sector in Belfast through our work in promoting independent retail, developing the evening economy, skills and training and cultural tourism. Supporting the BCCM request would be comparable with our current retail support plan agreed recently by the Development Committee. It is recommended that Belfast City Council use this conference to highlight the current work in which the Council is engaged, particularly in independent retail, as well as using it as an opportunity to work with the sector in developing a further response plan to the current economic crisis.

Resource Implications

Conference Subvention

Fourth Annual All Island Infrastructure Investment Conference 11-12 March 2009 - £1,500

Human Security in the 21st Century Conference 15-17 April 2009 - £1,500.

Retail Conference 2009 - £5,000

Recommendations

Integrated Strategic Tourism Framework for Belfast

It is recommended that Members agree to attend a workshop to enable discussion and input to the Integrated Strategic Tourism Framework for Belfast in early February 2009.

Conference Subvention

It is recommended that, given that the economic impact is substantial and that these conferences will assist in enhancing the image of Belfast as a conference destination that funding of £1,500 is allocated to the 4th Annual All Island Infrastructure Investment Conference and that £1,500 is also allocated to the Human Security in the 21st Century Conference. It is further recommended that members agree to allocate £5,000 to BCCM in support of the Retail Conference 2009.

Documents Attached

Appendix 1

A draft programme and a letter seeking support for the Retail Conference 2009

Key to abbreviations

BVCB Belfast Visitor and Convention Bureau
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NITB Northern Ireland Tourist Board

BCCM Belfast City Centre Management

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