

### 1. BACKGROUND

Northern Ireland Tourist Board (NITB), Belfast City Council (BCC) and the Department for Social Development (DSD) wish to realise the full tourism and regeneration potential of Belfast and Greater Belfast's Titanic and maritime heritage.

NITB and Belfast City Council have recently agreed a new Integrated Strategic Tourism Framework for Belfast 2010-2014 which identifies the Titanic Signature Building within the context of a wider maritime heritage tourism offer as a priority for investment.

Work on the Titanic Signature Building has already commenced with a completion date of early 2012. The building will create a new focus on Belfast's rich maritime and industrial heritage; however it is important that it is not developed in isolation with the wider maritime assets of the city: waterfront developments, Lagan Canal, Clarendon and Hamilton docks, Abercorn Basin, SS Nomadic, H & W Drawing Offices, MV Confiance, Lagan Legacy, Samson and Goliath cranes. It is also important that as the city continues to be developed, potential opportunities, e.g. HMS Caroline are not missed as we begin to realise Belfast's true potential as a maritime city.

### 2. CONTRACTUAL REQUIREMENT

NITB, BCC and DSD wish to commission a consultancy team to establish a vision for maritime/Titanic Belfast. This should be based on how current, planned and future developments (tourism, public realm, transport, infrastructure and commercial) impact on the waterfront and how they connect to the wider city, the strength of Belfast's maritime heritage offer and assets, delivering best practice as can be seen in other maritime destinations. The vision must be driven by the visitor experience.

### 3. PROJECT OBJECTIVES

- Produce an overview of related current, planned and future tourism, public realm, transport infrastructure and commercial plans impacting on or connected to the waterfront/maritime Belfast. This must identify key projects with timings and costings in the form of an action plan.
- Establish a five to ten year vision for maritime Belfast and produce a weighted assessment of priorities to realise the vision, taking account of costings, timing and impact.
- Detail what the Titanic/Maritime Belfast visitor experience will be in 2012 and identify short-term opportunities to strengthen this offer.
- To advise on how the offer being provided in the city is co-ordinated in terms of the overall vision established.

### 4. PROJECT SCOPE AND OUTPUTS

#### 4.1 Review of current development strategies

- Review of all relevant current tourism, public realm, transport, infrastructure and commercial development strategies and regeneration masterplans which impact on or connect to the city's waterfront or maritime heritage assets.
- Produce an overview of developments with weighted recommendations on opportunities and priorities.
- Carry out an audit of maritime/Titanic heritage related assets.
- The successful consultancy should be aware of the review being carried out by the Odyssey Trust and to explore whether there are any collaborative

opportunities which will emerge in the lead up to 2012 to enhance the maritime heritage offer in the city.

### 4.2 Visitor experience

- Research the current Titanic and maritime Belfast visitor experience, to include visits to and assessment of sites and visitor attractions and events.
- Assess the current level of interpretation and visitor experience.
- Advise on how to ensure that the story at each of the sites contributes to the overall maritime story.
- Assess the current Titanic and maritime offering from a variety of market sector perspectives such as tour operators.
- Review the interpretation at each site in line with NITB and BCC branding and interpretation guidelines.
- Provide recommendations for further interpretation to enhance the visitor experience. The service provider should bear in mind that there is limited budget within NITB, BCC or DSD to develop products or interpretation.
- Recommend how collateral development could enhance the visitor experience eg interpretation panels, banners, leaflets, podcasts, Bluetooth messaging, iPhone apps.
- Suggest opportunities for joint ticketing options between attractions and what methods of payment could be used eg electronic cards.
- Advise on how Belfast's industrial maritime heritage could contribute to attracting major international events to the city such as the visit of the 'Tall Ships' in 2009.

### 4.3 Infrastructure

- Advise on linkage between sites and how the Titanic Signature Building, and other Titanic and maritime sites, could be given prominence by linking to and acting as gateways to other attractions. For example, how assets such as the SS Nomadic contribute to a wider overall industrial maritime heritage strategy.
- Advise on the development of and potential for Titanic and maritime heritage trail(s) taking account of current trails being promoted.
- Advise on infrastructure developments required to ensure connectivity between sites and document if these are being proposed within current plans. Connectivity should be considered from the perspective of river users, road users, pedestrians and cyclists.

### 4.4 Benchmarking

- Carry out benchmarking against existing international maritime cities to identify best practice.
- Advise on how the product should be developed and linked to deliver a world-class tourism experience.