



Belfast City Council

Report to:	Development Committee
Subject:	Belfast Integrated Strategic Tourism Framework 2010 – 2014
Date:	24 November 2010
Reporting Officer:	John McGrillen, Director of Development, ext 3470
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Relevant Background Information

The Belfast Integrated Strategic Tourism Framework 2010-2014 was agreed in draft format by Development Committee on 29 January 2010 and open for public consultation for four weeks from 2 March 2010. The Framework has been developed in partnership with Northern Ireland Tourist Board (NITB) and Belfast Visitor and Convention Bureau (BVCB) and is based on an interdepartmental approach across the Council as it impacts not only on Development Committee but Parks and Leisure, Environmental Health, Good Relations etc.

The final draft was presented to Development Committee on 15 September 2010. Members requested that party briefings be undertaken to review the consultation and amendments before finalising the report.

Two priorities identified with the Framework were tabled at Strategic Policy and Resources Committee on 22 October 2010. SP&R agreed to scope the Belfast Story as a potential capital project to SEUPB under the Peace 3 Priority 2.1 Creating Shared Public Space and to allocate £100,000 additional funds to the Development Committee to progress the Tourism Place Destinations during 2010/2011 period.

Key Issues

As a result of the Party Briefings and Consultation, the main changes that have been incorporated into the document include:

- A greater balance is now reflected between North, West, South, East and Shankill areas. The Maps will be reworked at publication stage to represent these changes.
- Tourism Figures have been updated to reflect 2009
- The Belfast Story has been included as a visionary driver

The final draft of the Belfast Integrated Strategic Framework 2010 – 2014 is attached as Appendix 1. Changes are highlighted in yellow. Where text has been replaced, the previous text is shown in a box at the side under “deleted”.

Once agreed by Council, the Framework will be uploaded on the Council’s website with consultation responses and actions taken to address these responses. A shorter summary document will be published.

The Belfast Tourism Forum will be established and chaired by the Lord Mayor or Chair of Development Committee (subject to availability). It will be inclusive of key private and public sector stakeholders and will play a key role in overseeing delivery of the Framework. The first meeting will be an opportunity to launch the document and demonstrate achievements to date. A key output of the meeting will be to agree a 4 year action plan.

In relation to the specific actions agreed by SP&R Committee, the Tourism Culture and Arts Unit will liaise with Property and Projects to prepare an application to SEUPB under Peace 3 Priority 2.1 for the Belfast Story. This will focus on working with communities across Belfast to capture local stories and create an exhibition space within Belfast Central Library. This is a unique opportunity as the Belfast Central Library is undergoing redevelopment work in the region of £32 million and the Peace 3 Priority 2.1 currently has a fund of €29 million.

SP & R has also agreed to provide an additional £100k to initiate the Investing Locally in Tourism based on the Local Tourism Destinations. This aims to demonstrate some early wins to Members and Stakeholders as part of the Belfast Integrated Strategic Tourism Framework 2010–2014. Based on a preparatory economic appraisal, research, consultation and agreement of priorities some pilot projects will be delivered by March 2011. The pilot projects will be agreed by Development Committee and will reflect East, North, Shankill, South and West Belfast.

Due to the timeframe, the Belfast Story and Investing Locally in Tourism projects may require additional external consultancy support to undertake feasibility/appraisal work before the end of March 2011.

Resource Implications

A budget of £120,000 is required to launch the Framework and progress the Belfast Story and Local Tourism Destinations. £100,000 additional funding has been approved by SP&R Committee and remaining £20,000 will come from existing Departmental Budget.

A maximum of £10,000 will be ring fenced from the overall budget of £120,000 towards external consultancy to support feasibility and appraisal work

Recommendations

Members agree;

- To publish a summarised version of the Framework, with the full report available on line; and
- A Belfast Tourism Forum be established to oversee implementation of the

Framework, chaired by the Lord Mayor (envisages 2-3 meetings in 2010/2011 period)

- Officers progress the Belfast Story and Tourism Place Destinations projects before the end of March 2011.

Decision Tracking

First Meeting of Belfast Tourism Forum

Time frame: January 2011

Reporting Officer: Shirley McCay ext 3459

Published Belfast Integrated Strategic Tourism Framework 2010 – 2014

Timeframe: January 2011

Reporting Officer: Kerrie Sweeney ext 3586

Investing Locally in Tourism – programme established

Timeframe: March 2011

Reporting Officer: Kerrie Sweeney ext 3586

Belfast Story – proposal drafted

Timeframe: January 2011

Reporting Officer: Kerrie Sweeney ext 3586

Key Abbreviations

NITB - Northern Ireland Tourist Board

BVCB - Belfast Visitor and Convention Bureau

Documents Attached

Appendix 1 – Revised Final Draft of Belfast Integrated Strategic Tourism Framework 2010 – 2014