



Belfast City Council

Report to:	Development Committee
Subject:	Delivering Tourism Locally – Local Tourism Destinations
Date:	12 January 2010
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Shirley McCay, Head of Economic Initiatives, ext 3459

1	Relevant Background Information
1.1	Departments were asked to submit proposals for additional spend before the end of March 2011. The Tourism, Culture and Arts Unit proposed initiating the Tourism Place Destination programme, a key priority in the draft Belfast Integrated Strategic Tourism Framework 2010–2014 and secured a budget of £100,000 from SP&R Committee. At the November Development Committee meeting, Members agreed to progress the implementation of this project.
1.2	<p>One of the main themes of the BISTF 2010-2014 is a 'bottom-up' approach to tourism development across the city, growing the tourism offer and spreading the benefits from the city centre to city wide communities and neighbourhoods. The BISTF 2010–2014 expands the concept of outer areas into Local Tourism Destinations, which not only looks at East, North, Shankill, South and West Belfast but specific clusters of product and assets that could act as attractors to drive visitors and income into the area. These include:</p> <ul style="list-style-type: none">– The City Quarters – Titanic, Cathedral, Gaeltacht, Queen's and Shankill– North Belfast Cultural Corridor & Crumlin Road Gaol– Belfast Castle, Belfast Zoo and Belfast Hills– Connswater Community Greenway– Lagan Corridor– Lisburn Road

1.3	<p>In general many of these Tourism Place Destinations are within a 20-25 minute walk from the city centre or a short taxi/bus ride away. With over 9 million visits to Belfast in 2009, Belfast must expand the city to offer more experiences and generate more opportunities to spend. Titanic Quarter and the development of the Titanic Signature Project offers significant opportunities, however other parts of the city need support to realise how they can exploit this too. Belfast City Council needs to demonstrate leadership in ensuring shared success from tourism, one of the few growth sectors of the economy.</p>
1.4	<p>The overall objectives of Tourism Place Destinations are:</p> <ul style="list-style-type: none"> - To promote greater understanding of the Belfast Integrated Strategic Tourism Framework - To spread the benefits of tourism across Belfast - To prepare the city for 2012 and other key events - To support communities across the city to develop opportunities linked to Titanic - To enhance the visitor experience - To provide more opportunities for visitor spend - To ensure highest quality of tourism product and services across the city - To instil confidence and pride within local communities - To develop opportunities for communities across the city to work in partnership
1.5	<p>The outputs will be:</p> <ol style="list-style-type: none"> 1. To develop a relationship with local delivery partners 2. To translate the Tourism Framework into local plans 3. Strengthen and formalise delivery at a local level 4. Identify and support delivery of local projects to support the development of Local Tourism Destinations 5. Identify connectivity / linkages across the city 6. Monitor and review performance

2	Key Issues
2.1	<p>An additional £100,000 has been secured to initiate the Tourism Place Destination Programme and demonstrate some early wins to Members and Stakeholders as part of the Belfast Integrated Strategic Tourism Framework 2010 – 2014.</p>
2.2	<p>As the funding must be administered before the 31 March 2011, it is proposed that the money is delivered via the five local Area Partnership Boards. Partnership Boards have been called together and have agreed to submit proposals by 17 January 2011.</p>
2.3	<p>To receive the funding, each APB must agree to:</p> <ol style="list-style-type: none"> 1. Participate in monthly tourism meetings called by BCC 2. Nominate a tourism champion from their area to be the point of contact for BCC

	<ol style="list-style-type: none"> 3. Establish a wider tourism group representative of their tourism sector and the local tourism destinations 4. Participate in training programmes 5. Develop a local tourism action plan aligned to the Belfast integrated Strategic Tourism Framework 6. Identify short term projects for implementation by 31 March 2011. Projects can be based on packaging new products, interpretation, tour development, enhanced visitor technology, customer service initiatives, local industry workshops, signage, minor physical improvements. 7. Demonstrate transparent delivery process and corporate governance
2.4	The Tourism, Culture and Arts Unit has proposed that approximately £120,000 from the unit's tourism budget is ringfenced each year for the duration of the framework to support Local Tourism Destination delivery. This will be subject to outcome of the pilot programme which will undergo a full monitoring and review process.
2.5	Members are asked to agree the process for delivering the £100,000 via the Area Partnership Boards (£20,000 each) and due to timescales provide delegate approval to the Director of Development to issue Letters of Offer. Members will receive a full report on the programme in March 2011.

3	Resource Implications
3.1	An additional £100,000 has already been secured to pilot the Tourism Place Destinations during 2010/2011

4	Equality and Good Relations Considerations
4.1	No adverse impact on section 75 groupings. Each APB will be expected to demonstrate that they satisfy the Council's equality and good relations policies.

5	Recommendations
5.1	The Committee is asked to agree the process for delivering the £100,000 via the Area Partnership Boards (£20,000 each) and due to timescales provide delegate approval to the Director of Development to issue Letters of Offer.

6	Decision Tracking
Members will receive a full report on the programme in March 2011.	
Timescale: March 2011 Reporting Officer: Kerrie Sweeney	

7	Key to Abbreviations
APB - Area Partnership Boards	

