



Belfast City Council

Report to:	Special Development Committee
Subject:	Delivering Tourism Locally – Local Tourism Destinations
Date:	25 January 2011
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	Members will be aware that at the meeting of the January Development Committee it was agreed to hold a special committee meeting to review proposals to spend £100,000 against the Delivering Tourism Locally initiative.
1.2	This funding was secured from Strategic Policy and Resources committee to support the delivering of the Belfast Integrated Strategic Framework, which was agreed by Development committee at the November meeting. Strategic Policy and Resources committee agreed to distribute the funding equally across East, North, Shankill, South and West of the city.
1.3	The final recommendations for each area are attached for Committee approval.

2	Key Issues
2.1	An additional £100,000 was secured by the Development Department to initiate the Tourism Place Destination Programme.
2.2	Committee were advised of the funding allocation in November and agreed that officers progress the initiative.
2.3	Members have reviewed proposals and the recommendations for each area are attached as Appendix 1. In some instances Council will take the lead to deliver the activity and in others, local delivery partners including Area Partnership Boards will be utilised if appropriate.
2.4	Whilst some investment into local websites will be supported this will be kept to a

Appendix 1

North Belfast

The main areas proposed for support are:

Project	Description	Cost
North Belfast Cultural Corridor	Develop a link between Library and Cathedral Quarters, Carlisle Circus and Crumlin Road Gaol. Workshop, Visitor Map Pilot tours, Awareness campaign and route branding	£7000
Clifton Street Cemetery	Regular series of tours of Clifton Street Cemetery. Marketing collateral and promotion of tours	£2500
Historic Duncairn	Physical interpretation of existing buildings and sites. Heritage route mapped and uploaded content onto gotobelfast.com And Pilot tours	£5000
Welcome Host training	Targeted across North Belfast. Welcome Host front office staff in the area	£4000
Local Information Point	To develop a local information point. Racking and branding Signage	£1500
Tourism Network / Sub Committee	Forum in North Belfast. North Belfast Tourism Action Plan	£0

West Belfast

The proposal for Local Tourism Delivery in West Belfast came from Fáilte Feirste Thiar. It will be managed by The Tourism Development Co-ordinator and they have established the West Belfast Tourism Forum which will oversee activity and ensure local buy in.

The main areas proposed for support are:

Gateways	Gateway development at key sites into West Belfast. This will be delivered to complement the West Belfast Public Arts Strategy.	£5000
NITB conference	Attendance at NITB inaugural conference – 2012 – your year of opportunity. Fáilte Feirste Thiar will send 5 delegates to the conference.	£325
BVCB Marketing Platforms	West Belfast is proposing enhanced coverage within BVCB marketing platforms. For example West Belfast destinations will feature in adverts and editorials within Whatabout publications, within a series of posters in the Belfast Welcome Centre and attendance at key trade shows to develop one to one relationships with tour operators.	£7500
Social Media	Fáilte Feirste Thiar will work with a social media consultant to establish a training programme for a number of members of the West Belfast Tourism Forum to maximise social media opportunities.	£1750
Website Development	Modernisation of visitwestbelfast.com to link social media platforms.	£1000
Welcome Host	Run a series of Welcome Host courses, targeting 50 individuals	£4100

East Belfast

The proposal for Local Tourism Delivery in East Belfast came from East Belfast Partnership. It will be managed by the partnership's Socio-Economic Officer, reporting to the Partnership's Chief Executive. They have established a Tourism Sub – Committee to oversee delivery of the project.

The main areas proposed for support are:

Tourism Potential Action Plan	East Belfast partnership will develop a plan to maximise the cultural offering in East Belfast beyond Titanic to offer a broader visitor experience by exploring the potential around CS Lewis, Van Morrison, George Best and other aspects of Industrial Heritage.	£5000
Titanic People Heritage Trail	Content development and purchase of images. Fold out heritage map produced.	£4550
Development of location plaques / signage at key historical locations	5 plaques developed	£2400
Titanic People celebrations	Titanic people video podcast developed and launched with Hosting of the Boat Factory	£6700
Data and content management on gotobelfast.com	This will be managed by Belfast Visitor and Convention Bureau	£350
Evaluation of initiative	This will be undertaken via BCC	£1000

Greater Shankill

The proposal for Local Tourism Delivery in Greater Shankill came from Greater Shankill Partnership. It will be managed by the partnership's Arts and Tourism Co-ordinator, reporting to the Partnership's Tourism Sub Committee.

The main areas proposed for support are:

Improving Visitor Servicing	Design and install interpretive signage at the peace wall at Cupar Way as well as selected murals.	£6450
Improving Visitor Servicing and marketing the local area	Content development and print of Shankill Leaflet, including Trail	£6026
Marketing and Familiarisation Trips	Run a series of trips to the Shankill for front of office staff across the city	£770
Improving the Product Offering within the Greater Shankill	Research and develop new interpretative exhibition with the Shankill Interpretative Centre in the Spectrum.	£5754
Evaluation of initiative	This will be undertaken via BCC	£1000

South Belfast

The main areas for support are:

Electronic Content Development	To develop a dedicated visitor app (or similar technology) featuring key sites and trails across South Belfast and in particular concentrating on hidden gems and quirky sites e.g. Friar's Bush, Fairy Thorn, Sandy Row as well as famous people	£12000
Interpretation at key sites	Support the above trail through selected interpretation at key sites	£4000
Enhanced coverage of South Belfast	Book special features in BVCB materials and within the Belfast Welcome Centre to get the message out about the less well known places	£4000
Workshops / networking sessions	Liaise with key stakeholders to include Neighbourhood Renewal Partnerships to explore further opportunities	£0