

## **Belfast Tourism Forum**

### **Aim**

To oversee the implementation of the Belfast Integrated Strategic Tourism Framework 2010 – 2014

### **Terms of Reference**

1. To agree actions arising from the Belfast Integrated Strategic Tourism Framework and monitor and review its progress, providing regular feedback to Development Committee
2. To develop and establish sign up and ownership amongst key stakeholders to an operational annual city tourism workplan which will include key actions, research and monitoring, an internal and external communications plan and reporting structure.
3. To spread the benefits of tourism to communities across the city through establishing/developing linkages with community led tourism projects.
4. To prioritise and co-ordinate the implementation of tourism projects and programmes for 2012 and monitor and review progress, providing feedback to the co-ordinating Steering Group, Development Committee and Titanic Advisory Group.
5. To provide two way communication between the wider tourism industry and Development committee on tourism activities, opportunities and issues.
6. To communicate tourism developments, tourism performance (via the Council's Belfast Tourism Monitor) and opportunities to stakeholders and wider tourism industry across Belfast
7. To consider relevant Best Practice models elsewhere and share information
8. To regularly review all funding opportunities
9. To advise Belfast City Council on a range of tourism related issues

### **Meetings**

Meetings will be held every 6 – 8 weeks initially due to the short term priorities linked to 2012

### **Reporting**

Quarterly updates to Development Committee

## Potential Representation on Belfast Tourism Forum

ACNI	Nick Livingston	Director of Strategic Development
*Area Partnership Boards	CEOs	
*BCCM	Andrew Irvine	City Centre Manager
*BMC	TBC	
*BVCB	Gerry Lennon	Chief Executive
DCAL	Aileen McClintock	Director and Deputy Keeper of the Records
*DETI	TBC	
DOE	TBC	
DRD	TBC	
DSD	Jackie Johnston	Director Belfast Regeneration Office
Good Food NI	Michele Shirlow	Chief Executive
*Hotel Federation	Janice Gault	Chief Executive
Invest NI	Liam McKeating	Tourism Manager
*NI Tour Guide Association	David McAnirn	Chair
NIEA	TBC	
*NITB	Alan Clarke	Chief Executive
*People 1 <sup>st</sup>	Roisin McKee	Regional Manager
Pubs of Ulster	Colin Neill	Chief Executive
*Titanic Foundation Limited	Clíodhna Craig	Chief Executive
*Titanic Watch	TBC	
*Tourism Ireland	Aubrey Irwin	Head of Northern Ireland & Product Liaison
University of Ulster	TBC	

\*Representation recommended for TQ Tourism

**Representation may be added subject to topic / actions for discussion at the Forum**

## Belfast Tourism Forum – draft

Objective		Actions	Lead	Timescale	Support
<i>To effectively implement the Belfast Integrated Strategic Tourism Framework, through working in partnership across the city, by 2014</i>		<ul style="list-style-type: none"> <li>→ Agree annual priorities and work plans</li> <li>→ Establish a Belfast Tourism Forum</li> <li>→ Establish Officers group between BVCB, BCC, NITB and BCCM</li> <li>→ Establish an Internal BCC Tourism Group</li> <li>→ Communicate activity to the wider tourism industry across the city</li> <li>→ Monitor implementation and identify areas that need addressed</li> </ul>	Belfast City Council	Ongoing throughout the duration of the Framework	All partners at the Belfast Tourism Forum
<b>Visionary Drivers</b>  <i>To lead and drive forward tourism in Belfast through investing in capital infrastructure; enhancing the distinctiveness and uniqueness of the city and inspiring potential visitors to take a trip</i>	<b>Titanic</b>  <i>To maximise opportunities arising from the Titanic centenary and opening of Titanic Belfast</i>	→ Maximising Event Opportunities in 2012	BCC	2011/2012	NITB, Event Organisers
		→ City Dressing	BCC	April 2011 – 31 <sup>st</sup> Dec 2012	BVCB, BCCM, DRD, DSD
		→ HM Caroline's future	SIB	March 2011	Royal Navy, BCC, NITB
		→ Titanic Trail links to City Centre & Other parts of city	BCC	December 2011	BVCB, NITB, local areas
		→ City Pass/Discount Booklet	BVCB	March 2012	BCC, NITB, Translink
		→ Signage – Motorways/City	BCC	March 2012	DRD
		→ Guided Tours	BCC	Ongoing	BVCB, NI tour Guides Association, NITB
		→ Belfast Marketing Plan/Implementation	BVCB	From 1 <sup>st</sup> April 2011	NITB, BCC, Tourism Ireland
		→ Volunteers/Linked to	BCC	Ongoing	Volunteer

Objective		Actions	Lead	Timescale	Support
		Outreach/Events			groups.
		→ Maps/Apps – Titanic Trail	BCC	March 2012	NITB, TFL, DCAL, DSD
		→ Welcome Centre upgrade/Relocation	BCC	Decision by end of March 2011	BVCB, NITB
		→ Integrated Ticketing for Titanic sites	NITB	March 2012	SIB, TFL, Attractions
	Belfast Hills	Agree key Actions to increase access, interpretation and viewing points by 2014	Belfast Hills Partnership	Sep 2011	National Trust, West Belfast Partnership / Failte Feirste Thiar, Belfast Hills Partnership
	Conference Facilities	Scope potential of integrated Conference and Exhibition facilities for Belfast	BCC	May 2011	NITB, BVCB
	Lagan Corridor	Agree key actions to increase access, navigation and interpretation	Lagan Trust	Ongoing	BCC
Crumlin Road Gaol	→ To re-open the Crumlin Road Gaol as a visitor attraction → To agree future uses for remainder of the site	DSD	October 2011	BVCB, BCC, Local communities	
Belfast Story	To carryout a feasibility work on the Belfast Story and agree key actions for implementation from 2011 – 2014	BCC	June 2011	NITB, CRC, HLF.	
Development Levers	Essence of Belfast	→ Audit culture and arts programmes from a visitor perspective and support	BCC	December 2011	BVCB, NITB, Pubs of Ulster,

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<i>To develop the 'feel' and 'spirit' of the city</i>		greater accessibility → To develop the Belfast Welcome → To promote the Belfast Pub			Good Food NI, Festivals Forum, ACNI
	Product Development	Develop a series of packages around unique indigenous themes e.g. music, CS Lewis etc	BCC	Ongoing	BVCB, NITB, TIL
	Events and Festivals	→ Launch new City Events Strategy → Develop the role of Belfast Festivals Forum → Maximise opportunities around MTV/Music Events 2012 and World Police and Fire Games	BCC	Ongoing	NITB, DCAL, DETI, ACNI
	Open Spaces	Animate public spaces and parks across the city  Develop tourism potential of Connswater Greenway	BCC  East Belfast Partnership	Ongoing	DSD  East Belfast Partnership
	Sports Tourism	Audit sports facilities and opportunities	BCC	Dec 2011	Sport NI DCAL
	Community Tourism and Local Place Destinations	Pilot Local Tourism Destination programme across the city	BCC	March 2011	Area Partnerships
	Business Tourism	Launch new conference subvention scheme for Belfast	BVCB	March 2011	BCC, NITB
	City wide presentation	→ Agree new Banners Framework for the city → Identify creative and innovative ways to dress empty units → Launch new public art, the Rise	BCC BCCM	March 2011	BVCB, BCCM
Infrastructure, Services and Environment	Air Access	Monitor air access and encourage additional routes	DETI	Ongoing	NITB, TIL

Objective		Actions	Lead	Timescale	Support
	Rapid and Public Transport	<ul style="list-style-type: none"> <li>→ Ensure visitor requirements are taken into consideration into final proposals</li> <li>→ Expedite routes linked to high visitor destinations e.g. TQ</li> </ul>	DRD	Ongoing	Translink
	Visitor facilities	Review visitor facilities as part of the NITB visitor satisfaction survey	NITB	Ongoing	BCC, BVCB, BCCM
	Accommodation	Review accommodation requirements across the city	NITB		Invest NI, BCC, Hotel Federation
	Evening and Sunday Economy	Develop appropriate framework and policies to support café culture	DSD	Dec 2011	BCC, BCCM
	Retailing	Develop packages and campaigns with retailers across the city	BVCB		BCCM
Marketing and Communications		<ul style="list-style-type: none"> <li>→ Launch a new marketing plan for Belfast</li> <li>→ Develop new media strategy to put Belfast at the forefront of new technology</li> <li>→ Develop an ICT group for the city</li> </ul>	BVCB	March 2011	BCC, NITB, TIL
Visitor Servicing and Management		<ul style="list-style-type: none"> <li>→ Develop Belfast branded customer care initiatives across the city</li> <li>→ Develop an online city planner to track all key events and dates for the city</li> <li>→ To develop information points across the city (linked to city centre hub at BWC)</li> </ul>	BVCB	Ongoing	BCC, NITB
Quality and Skills		<ul style="list-style-type: none"> <li>→ Develop a Belfast Skills Forum</li> <li>→ Deliver the HARTE Programme for long term unemployed</li> <li>→ Deliver new certification schemes for accommodation across the city</li> </ul>	People 1 <sup>st</sup> BCC  NITB	TBC	BCC, NITB

<b>Objective</b>	<b>Actions</b>	<b>Lead</b>	<b>Timescale</b>	<b>Support</b>
	→ Develop new schemes to quality control tours, products	NITB		
Monitoring and Research	→ Undertake annual qualitative and quantitative research on tourism performance in the city → To establish clear targets and performance indicators for the implementation of the Belfast Integrated Strategic Tourism Framework and its action plans	BCC	Ongoing	BVCB, NITB