

Belfast Tourism Forum Action Plan Year 1

Objective	Actions	Lead	Timescale	Support	Update – 30 th June 2011
To effectively implement the Belfast Integrated Strategic Tourism Framework, through working in partnership across the city	<ol style="list-style-type: none"> 1. Establish the delivery structures identified in the Framework including Belfast Tourism Forum and Officers' Working Group. 2. Belfast City Council and NITB to align to internal structures 	BCC	March 11	All partners at the Belfast Tourism Forum	Alignment progressed. Officers group has met 3 times – NITB, BVCB, BCCM and BCC. NITB has established internal Belfast group
			March 11		
To maximise opportunities arising from the Titanic centenary and opening of Titanic Belfast	Events	BCC	March 11	NITB, DETI Event Organisers, BCCM / BCTC, ACNI, BVCB	<p>DETI/NITB has secured £5.4m to deliver and market a programme of signature events for NI in 2012. £1.2m of this has been allocated to deliver 3 of the 7 signature events in Belfast.</p> <p>Currently reviewing potential funding for Tier 2 festivals for 2012 with Peace III</p>
	<ol style="list-style-type: none"> 3. Develop 2012 'Signature' Events Plan and secure funding 4. Co-ordinate activity/events across the city 5. Support 'Tier 2' events/initiatives across the city 		Oct 11		
	Oct 11				
City Dressing	<ol style="list-style-type: none"> 6. Agree 3 year City Dressing Framework and Design Concepts 7. Agree 2012 City Dressing 	BCC	April 11	BVCB, BCCM, DRD, DSD, NITB	<p>Draft City Dressing Plan completed – 2011 designs agreed</p> <p>In discussion with NITB re: 2012 dressing and fit with the NI 2012 message – Our Time, Our Place</p>
			Sept 11		
Develop wider Maritime Heritage	<ol style="list-style-type: none"> 8. Agreed Maritime Heritage Plan 9. Funding priorities agreed and funding sources identified 	BCC	Feb 11	NITB, DSD	<p>Maritime Heritage Plan agreed – may require sign off at Ministerial level, although superseded by SIB report for DETI</p> <p>DETI / SIB report will identify priorities for</p>
		SIB	June 11	DETI, DCAL,	

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Objective	Actions	Lead	Timescale	Support	Update – 30 th June 2011
				TQL, TFL, BHC, Royal Navy, NISP, DSD, Asset owners	investment and potential funding solutions for Maritime Heritage / Titanic assets and connectivity – draft due end of June
	<p>Titanic Trail and Signage</p> <p>10. Develop signed trail from city centre to TQ, with supporting maps, apps, literature, etc</p> <p>11. Develop Belfast City Travel Pass and discount booklet linking wider city</p> <p>12. Motorway Signage from M1 and M2 for TQ and key attractions</p>	<p>BCC</p> <p>BVCB</p> <p>BCC</p>	<p>Mar 12</p> <p>May 11</p> <p>Mar 12</p>	<p>NITB, BVCB, BCCM</p> <p>BVCB, NITB, local areas, Translink, BCCM, BCTC</p> <p>DRD, BCC, NITB</p>	<p>Trail concept developed, itemised and costed – awaiting NITB/DETI to open the call for applications under TDS</p> <p>Integrated Travel Pass launched with Translink – pilot initiative. 170 sold to date. Currently assessing more advanced solution for 2012</p> <p>In discussions with DRD on motorway signage – TQ to agree name of destination.</p>
	<p>Guided Tours</p> <p>13. Review tour requirements across city – agree 2011 programme</p> <p>14. Support range of tours for 2011 and 2012 seasons</p>	<p>BCC</p> <p>BCC</p>	<p>April 11</p> <p>April 11</p>	<p>BVCB, NI Tour Guides Association, NITB, Arts & Culture sector</p>	<p>Tours agreed for 2011.</p> <p>Issue in relation to Bus Tour Companies and anti competitive behaviour on cruise ship days – BCC writing to DOE re action.</p>

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	<p>Titanic Marketing</p> <p>15. Integrated Marketing and Comms Plan agreed between all stakeholders</p> <p>16. Presence developed in markets</p>	<p>NITB</p> <p>TIL</p>	<p>From 1 April 2011</p>	<p>BVCB, BCC, Tourism Ireland, BCCM, TFL</p>	<p>Plans continue to be developed and integrated by the collective parties and are due to be submitted to DETI for final review imminently. DETI has led on sharing information and ensuring integrated approach. BCC / TFL have developed an extensive Community Engagement Plan.</p> <p>In May 2011, NITB delivered a dedicated Titanic Campaign within NI and ROI, featuring the Belfast Titanic 100 Festival and core Titanic product open to visitors in 2011. This was supported by a Titanic 100 Press FAM which hosted 49 international media, 15 NI & ROI and a range key B2B trade, as well as a PR and digital media activity around the 100th anniversary on the 31st May 2011</p>
	<p>Volunteers/Linked to Outreach/Events</p> <p>18. Street pasters initiative – 27 trained with further 30 planned</p> <p>19. Explore opportunities for Belfast re: The Year of the Volunteer and develop training/awareness initiatives</p> <p>20. Explore developing Civic pride campaign to include Greeters programme</p>	<p>BCCM</p> <p>NITB</p> <p>BCC</p>	<p>Mar 11</p> <p>Sept 11</p> <p>Sept 11</p>	<p>Volunteer groups, BCCM, BCC, NITB.</p>	<p>27 street pastors trained by 6th May with further 30 planned. The initiative is being monitored through city safe.</p> <p>NITB has initiated discussions with Volunteer Now</p> <p>No progress on greeters, however BCC has initiated a Titanic Ambassadors Programme</p>

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	<p>Review location of Belfast Welcome Centre</p> <p>21. Economic appraisal and business case for ground floor location during 2012 /2013 period</p> <p>22. Upgrade ticketing system in interim</p>	<p>BVCB</p> <p>BVCB</p>	<p>Aug 11</p> <p>Aug 11</p>	<p>BCC, NITB</p> <p>BCC, NITB</p>	<p>ASM Horwath appointed to look at business plan for ground floor location – future proofing exercise for next 5-10 years (specifically in relation to advancements in digital information services)</p> <p>BVCB has tendered for new ticketing software, but currently on hold until funding secured and stakeholder buy in. Requires discussion with ACNI and Audience NI</p>
	<p>23. Integrated Ticketing for Titanic sites</p>	<p>NITB</p>	<p>March 2012</p>	<p>BVCB, SIB, TFL, Attractions</p>	<p>NITB have facilitated a number of meetings and workshops on the development of an integrated Titanic ticketing. Core Titanic attractions have all bought into the concept and specifics on an electronic Titanic Pass is now been scoped by BVCB, as part of the work on the wider city pass. Funding options for the initiative are also to be scoped.</p>
<p>To lead and drive tourism forward through investing in 'visionary drivers'</p>	<p>Belfast Hills</p> <p>24. Agree key actions to increase access, interpretation and viewing points by 2014</p> <p>25. Influence and secure funding</p>	<p>Belfast Hills Partnership</p>	<p>Sep 2011</p>	<p>National Trust, West Belfast Partnership / Failte Feirste Thiar, Belfast Hills Partnership</p>	<p>Funding sourced from HLF and the Rural Development Programme. This funding will be for the development of infrastructure, view points, new paths, interpretation and heritage etc .</p>
	<p>Conference Facilities</p> <p>26. Business case and economic appraisal of integrated Conference and Exhibition facilities for Belfast</p>	<p>BCC</p>	<p>Jul 2011</p>	<p>NITB, BVCB</p>	<p>BCC is currently undergoing the process of appointing consultants to be completed over Summer period.</p>

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	<p>Lagan Corridor</p> <p>27. Agree key actions to increase access, navigation and interpretation</p> <p>28. Actions dependent on raising funds</p>	Lagan Trust	Ongoing	BCC	Whilst all the feasibility and appraisal work has been completed, this project is currently on hold due to lack of funding
	<p>Crumlin Road Gaol</p> <p>29. To re-open the Crumlin Road Gaol as a visitor attraction</p> <p>30. Influence future uses for remainder of the site</p>	DSD	Jan 12	BVCB, BCC, NITB Local communities	<p>Over £5 million spent on restoration of visitor attraction – to be completed in 2012 and reopened Spring/Summer 2012.</p> <p>DSD progressing public realm improvement on Clifton Street - North Belfast Cultural Corridor.</p>
	<p>Belfast Story</p> <p>31. To carry out a feasibility work on the Belfast Story and agree key actions for implementation from 2011 – 2014</p>	BCC	Dec 11	NITB, CRC, HLF, BVCB, ACNI	
To develop the 'feel' and 'spirit' of the city through Development Levers	<p>Essence of Belfast</p> <p>32. Develop new Integrated Cultural Strategy for Belfast and align council funding</p> <p>33. Audit opportunities outlined in Framework in line with Culture & Heritage Product Plan for NI and agree priorities and actions up to 214</p> <ul style="list-style-type: none"> ○ Food (& Pubs) Tourism ○ Activity Tourism ○ Music Tourism ○ Literary Tourism ○ Roots Tourism ○ Maritime heritage ○ Industrial heritage ○ Family Tourism 	BCC BCC	Sep 11 Dec 11	BCC, ACNI, Arts organisations BVCB, NITB, Pubs of Ulster, Good Food NI, Festivals Forum, ACNI BVCB, NITB, TIL, BCCM Audiences NI	<p>Work has commenced on new Integrated Cultural Strategy, due for completion Autumn 2011</p> <p>Number of Projects recently launched including:</p> <p>Music Tourism – winner of NITB best new project 2011 – includes new music app – featuring what's on guide for all genres of music, exhibit and tours</p> <p>Literary Tourism – launched May 2011 – exhibit, app and tours</p> <p>Great Belfast Food – winner of the Northern Ireland Food and Drink Awards.</p>

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	<p>Events and Festivals</p> <p>34. Launch new City Events Action Plan</p> <p>35. Develop the role of Belfast Festivals Forum</p> <p>36. Maximise opportunities around MTV/Music Events 2012 and World Police and Fire Games</p>	BCC	Nov 11	<p>NITB, DCAL, DETI, ACNI, BVCB, BCCM, TIL</p>	<p>Belfast Festivals Forum Action Plan has been developed for June 2011 – December 2012.</p> <p>New Festivals Charter developed (supported via Peace III)</p> <p>MTV EMAs coming on 6th November. BCC co-ordinating a Belfast Music Week to commence 31st October to showcase best of NI / Belfast music to the world.</p>

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	<p>Animate public spaces and parks across the city</p> <p>37. Continue to deliver high quality cleansing in city centre, measuring against other UK cities</p> <p>38. Make contact with other cities and research into best practice re: small animations</p> <p>39. programmes and buskers</p> <p>40. Support programmes of activity in our Parks</p> <p>41. Use events & festivals in open spaces as hooks in ad campaigns and destination PR</p> <p>42. Develop tourism potential of Connswater Greenway</p>	<p>BCC</p> <p>BCCM</p> <p>NITB</p> <p>EBP</p>	<p>Ongoing</p>	<p>DSD, East Belfast Partnership, BCCM, NITB</p>	<p>Collaborative approach to exploring new opportunities to attract visitors to Park's events e.g. Rose Week</p> <p>BCCM have agreed to look at best practice in busking – case study is Westminster London.</p> <p>BCC Parks and Leisure have developed an events policy for using city parks.</p> <p>The NITB Titanic 100 Campaign featured the Belfast Titanic 100 festival. Festival and events are also used as hooks in current NITB summer campaign in NI and ROI markets (mid June – end Aug).</p> <p>Work ongoing in relation to Connswater Greenway.</p>
	<p>Sports Tourism</p> <p>42. Audit sports facilities and events</p> <p>43. Identify international sporting events to bid for</p> <p>44. Develop activities walking, cycling, canoeing etc linked to Belfast Hills, Lagan</p>	<p>BCC</p>	<p>Dec 2011</p>	<p>NITB, Sport NI, DCAL, CAAN</p>	

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	<p>Community Tourism and Local Place Destinations</p> <p>45. Pilot Local Tourism Destination programme across the city</p> <p>46. Undertake audits and develop local plans to run in parallel with Framework</p>	<p>BCC</p> <p>BCC</p>	<p>March 11</p> <p>Mar 12</p>	<p>Area Partnerships</p> <p>, BVCB, NITB</p> <p>Local Partners</p>	<p>5 pilot programmes delivered in North, East, South, West and Shankill.</p>
	<p>Business Tourism</p> <p>47. Launch new conference subvention scheme for Belfast</p> <p>48. Agree key actions within the NI Business Tourism Plan</p>	<p>BVCB</p> <p>NITB</p>	<p>March 11</p>	<p>BCC, NITB, BVCB, Tourism Ireland</p>	<p>New conference subvention scheme has been published. First conference supported is BIALL.</p> <p>The NI Business Tourism Action Plan is agreed and Belfast specific activities outlined within it.</p>
	<p>City wide presentation</p> <p>Agree new Banners Framework for the city (Action 6)</p> <p>49. Identify creative and innovative ways to dress empty units</p> <p>50. Launch public art - The Rise</p> <p>51. City Centre big screen opportunity – City Hall grounds</p>	<p>BCC</p> <p>BCCM</p> <p>BCC</p> <p>BCC</p>	<p>April 11</p> <p>Mar 11</p> <p>Jun 11</p> <p>May 11</p>	<p>BVCB, BCCM, DSD</p>	<p>See Action 6 re: city dressing</p> <p>Empty units is still proving difficult – however pilot programme will be commenced this summer</p> <p>Rise Project completed on Broadway – July 2011.</p> <p>Big Screen in grounds of City Hall launched 17th June 2011 – opportunities for non commercial screening of footage/ activity</p>
<p>Ensure the city functions as a leading</p>	<p>Air Access</p> <p>52. Monitor air access and encourage</p>	<p>DETI</p>	<p>To be</p>	<p>NITB, TIL</p>	<p>DETI have established Air Access Group</p> <p>Belfast Stakeholders responded to Airport</p>

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European Tourism Destination: Infrastructure, Services and Environment	additional routes Rapid and Public Transport 53. Ensure visitor requirements are taken into consideration in final proposals 54. Expedite routes linked to high visitor destinations e.g. TQ	DRD	agreed To be agreed	Translink, BCC	Passenger Duty Consultants (Atkins) are currently working with the Department for Regional Development (DRD) in developing an Outline Business Case (OBC) for Belfast Rapid Transit Necessary Legislative powers to allow DRD to implement Rapid Transit are now in place The OBC will consider different route options for East and West. The city centre route has been outlined in the 'Belfast On The Move' proposals. The aim of Rapid transit is to be a key driver for the regeneration of Belfast providing high quality access and connectivity between the different parts of the city where major regeneration projects are underway. . Key features planned for Belfast Rapid Transit include a strong Belfast brand image, quality and reliability Funding for the planning and commencement of initial implementation measures is included in the 2011/12 – 2014/15 budget
	Visitor facilities 55. Revise NI Visitor Attitudes Survey to provide regional focus on visitor's experience 56. Review visitor facilities and identify key actions in line with feedback	NITB BCC	Aug 11 Sept 11	BCC, BVCB, BCCM, Visitor Attractions	NITB has appointed an agency to undertake the 2011 Visitor Attitude Survey. This will take place in July with results due early 2012 this will have include Belfast specific attitudes

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	<p>Accommodation</p> <p>57. Review accommodation requirements throughout the city and agree actions if required based on 'Accommodation Need Analysis (NI)'</p> <p>58. Agree actions to enhance the quality of accommodation experience (linked to Accommodation Quality Scheme and Visitor Attitude Survey)</p>	BCC	Sep 12	Invest NI, BCC, Hotel Federation, BVCB NITB	<p>NITB has appointed Oxford Economics deliver the 'accommodation need analysis' for Northern Ireland. Significant work has been done to date and a model has been developed.</p> <p>See action 77 for further details.</p>
	<p>Evening and Sunday Economy</p> <p>59. Develop appropriate framework and policies to support café culture</p> <p>60. Review potential of City Hall opening on Sundays</p> <p>61. Promote Summer Sundays</p> <p>62. Roll out Purple Flag initiative</p>	DSD BCC BVCB BCCM	Dec 2011 Mar 12 May 11 Apr 11	BCC, BCCM, NITB, DSD	<p>Sundays audit completed and new guide for 2011 developed</p> <p>Purple Flag for Cathedral Quarter – assessment due in August 2011</p>
	<p>Retailing</p> <p>63. Develop packages and campaigns with retailers across the city</p> <p>64. Secure additional marketing support for retail</p>	BVCB BCCM	Ongoing May 11	BCCM, BCC, DSD	<p>BCC developing independent retail study</p> <p>£90,000 secured for retail marketing from DSD – delivered via BVCB</p>

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<p>Delivering the Belfast Brand to attract more visitors, to stay longer and spend more</p>	<p>65. Launch a new marketing plan for Belfast 66. Secure funding for implementation 67. Communicate the Belfast Brand 68. Review GB activity and direct access across Europe 69. Develop new media strategy to put Belfast at the forefront of new technology</p>	<p>BVCB BCC</p>	<p>March 11</p>	<p>BCC, NITB, TIL</p>	<p>BVCB have launched new Marketing Plan for Belfast, although funding still to be secured from NITB</p>
<p>Deliver an authentic experience</p>	<p>70. Develop Belfast branded customer care initiatives across the city & integrate into wider initiatives including Welcome Host 71. Review TIC's at airports 72. Welcome host and TIC training 73. Develop an online city planner to track all key events and dates for the city 74. To develop information points across the city (linked to city centre hub at BWC) (See Actions 23 and 24 – Relocation of BWC)</p>	<p>BVCB</p>	<p>Ongoing</p>	<p>BCC, NITB</p>	<p>Application for £400k over 3 years has been made to DETI under Belfast City Council's Local Economic Development Plan for 'Destination Belfast'. This will support a range of initiatives at the tourism sector in Belfast - increasing customer care, business skills, product knowledge and maximising the opportunities arising from 2012 and 2013. Application has reached economic appraisal stage. Is successful programmes will commence in September.</p>
<p>Deliver a quality experience</p>	<p>75. Develop a Belfast Skills Forum 76. Deliver the HARTE Programme for long term unemployed 77. Encourage all accommodation in Belfast region to apply for new quality grading scheme (star rating). Roll out 2011 78. Prioritise themes/products for Quality Schemes</p>	<p>BCC NITB NITB</p>	<p>Jun 11 Sep 11 April 11</p>	<p> People 1st, BVCB, BCC, NITB, BCCM, CAAN, NITGA.</p>	<p>The New NI Quality Grading Scheme opened for applications from Hotels, Guesthouses, B&B's, Guest Accommodation and Hostels in June and NITB carried out workshops across Northern Ireland to engage and educate providers on the scheme. Assessments are due to begin end of July. Feedback to date has been positive. NITB rolled out the new NI Accommodation</p>

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	<p>79. Review of Tour Guiding Training and agree recommendations Legislation</p> <p>80. Deliver amended certification schemes for accommodation across the city April 2011 roll out</p>				certification scheme in April 2011
Be informed and measure success	<p>81. Undertake annual qualitative and quantitative research on tourism performance in the city</p> <p>82. Review research methodology to improve accuracy and consistency of reports</p> <p>83. Expand research to include other parts of the city</p> <p>84. To establish clear targets and performance indicators for the implementation of the Belfast Integrated Strategic Tourism Framework and its action plans – aligned to NI Tourism Strategy 2020</p> <p>85. Monitor return on investment</p> <p>86. Measure marketing and communication activity</p>	<p>BCC</p> <p>BVCB</p>	<p>Ongoing</p> <p>Ongoing Mar 12</p>	<p>BVCB, NITB, DETI, NISRA, BCCM</p>	<p>2010 figures available in draft - drop by 14% for both volume and value. ROI figures up and NI overnight visits up.</p> <p>Some alignment achieved with NISRA for 2010 figures.</p> <p>NITB initiating more qualitative research, which impacts on the work BCC has traditionally undertaken.</p>



Appendix 4

ABBREVIATIONS

BCC	Belfast City Council
NITB	Northern Ireland Tourist Board
DETI	Department of Employment, Trade and Industry
BCCM	Belfast City Centre Management
BCTC	Belfast Chamber of Trade and Commerce
ACNI	Arts Council of Northern Ireland
BVCB	Belfast Visitor and Convention Bureau
DRD	Department for Regional Development
DSD	Department for Social Development
DCAL	Department for Culture, Arts and Leisure
TQL	Titanic Quarter Limited
TFL	Titanic Foundation Limited
BHC	Belfast Harbour Commissioner