

Appendix 1

Local Tourism Destinations		Product Development Life Cycle	Recommendation
1	<p>The Lagan River-Maritime Corridor – the waterfront has already seen significant change over the last decade. Future developments include the City Quay's Project, Carville's Development, linkages between Titanic Quarter and the City Centre via new bridges, development of the river itself and its towpath for leisure and recreation – linking Belfast to Lisburn and beyond. The waterfront requires animation, events, and interpretation.</p>	<p>There are a number of capital developments awaiting consideration/approval including the potential extension of Waterfront Hall and Conference Centre and the navigation project to open up the Lagan.</p> <p>Support can be provided to animate the area through BCC's events programme and festivals funding i.e. Maritime Festival</p>	<p>Council needs to progress capital projects and secure funding.</p> <p>Lagan to be animated as part of 2012 Titanic centenary celebrations. Area will also benefit from enhanced signage schemes</p> <p>Recommend Phase II</p>
2	<p>Queens Quarter – Featuring Queen's University, Botanic Gardens (1829). The Pam House (1839), The Tropical Ravine (1889), new Lyric Theatre to open in 2011, Ulster Museum, Crescent Arts Centre re opened, Queen's Film Theatre. Annual Belfast Festival at Queen's – due to celebrate its 50th Anniversary in 2012. Range of things to do including bars, clubs and restaurants. Lively student scene. Need to look at how all attractors can work together.</p>	<p>Key new developments within the Quarter include the new Lyric Theatre, Ulster Museum and Crescent Arts Centre. These combined with the traditional visitor attractions provide a varied tourism product.</p> <p>BCC can provide support through the BCC's events programme and festivals funding.</p>	<p>There is significant investment into tourism product. The Ulster Museum is attracting high levels of visitors and it is recommended that Queen's Quarter is part of Phase I</p>

<p>3</p>	<p>Gaeltacht Quarter – this area offers much to those who have an interest in the local community, people and places that have shaped local history. ‘Belfast dates back to an ancient fort which once controlled the ford across the River Lagan. The name of the City derives from the Gaelic Béal Feirste: The mouth of the Sandbank. Nowhere is this historical legacy more potent and vibrant than along the Falls Road where the Irish Language has flourished, igniting a range of 21st century cultural experiences. This area is the City’s Gaeltacht Quarter. Lying between the City Centre and Andersonstown, the Gaeltacht Quarter includes the historic Fall’s district. The Falls Road / Bóthar na bhFál surges its way through the Quarter; its side streets and green spaces, tributaries infusing this great cultural gateway with its character and vibrancy. Built on traditional strengths of Irish language and culture the Quarter is a must see Belfast tourist and arts experience. The Quarter represents a new vibrant set of voices in the city. A location for imagination, initiative and achievement.</p>	<p>The Gaeltacht Quarter standout Tourism and Cultural Attraction is Culturlann McAdam O’Fiaich.</p> <p>A second key capital investment in the area has been RISE which acts as a major cultural gateway to the Quarter.</p> <p>Failte Feirste Thiar is a local tourism development and marketing body with dedicated resources. West Belfast Tourism Forum established a number of years ago and meets regularly</p> <p>Gaeltacht Quarter has been prioritised by Members for investment</p>	<p>Area has been prioritised for investment and there is a critical mass of product and strong local support network.</p> <p>Recommend Phase 1</p>
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<p>4</p>	<p>Belfast Hills featuring West Belfast, Belfast Castle and Zoological Garden- Belfast Hills are a huge asset for the city and strategic over-view is required through a partnership of key stakeholders led by Belfast Hills Partnership, National Trust and Belfast City Council.</p> <p>There is now major access to the Hills and Divis and Black Mountain providing for the first time easy access to the dramatic overviews of the whole City. This draws visitors through West or North Belfast and therefore provides a basis for future growth in those areas. Wildlife on the Hills remains an undiscovered tourism asset.</p> <p>The Castle is a great asset in a number of ways. The grounds are beautiful and provide easy access to walks leading further up the hills. The situation provides one of the best view points across the City. The zoo is one of the most successful tourism attractions in Belfast. There is an opportunity to combine the zoo experience with the location and terrain. A study is currently being prepared to assess the future of the Floral Hall which could be a significant tourism attribute for Belfast and will review a range of commercial options including café facilities, meeting space and even hotel potential. Cave Hill itself needs to be more accessible.</p> <p>One of the main access routes to Belfast Castle and Belfast Zoo is via the Shore Road/Fortwilliam which links a number of key tourism assets and opportunities together; Jennymount Mill – one of the last surviving flax spinning mills, built in the 1890s to designs by John Lanyon; North Belfast Orange Memorial Hall, built after World War I in part as a memorial; Seaview – the upper section has a souterrain, probably originally within an Iron Age ring fort provides excellent views across the Lough and City; The Fort at Fortwilliam - lozenge shaped earth fort in excellent condition; Fortwilliam Park has original 1860s gates at either end It provides a link from the Shore Road, using a route which passes close by the sites listed, up to the Antrim Road and thence to Belfast Castle and McArt's Fort.</p>	<p>The Floral Hall development is currently awaiting consideration /as a potential capital development within the grounds of the Belfast Zoo.</p> <p>The area possesses a number of key underused natural and built heritage sites.</p> <p>Belfast Hills Partnership is applying for Rural Development Programme and Landscape Partnership Scheme.</p> <p>Belfast Hills Partnership is examining the potential to develop key access points onto the hills.</p>	<p>Implement as Phase II to align with HLF and RDP funding</p>
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5	<p>North Belfast Cultural Corridor is home to some of the City's most historic and interesting buildings. This destination focuses on the development of the Crumlin Road Gaol and Court House as tourism drivers for the area but also includes the opportunity of developing high quality public realm and environmental improvements along a corridor from Cathedral Quarter to Crumlin Road Gaol, linked by a series of stepping stones that provide access to a rich and diverse cultural experience at key sites including Clifton Orange Hall, Indian Community Centre and Carlisle Memorial Methodist Church through interpretative exhibitions. Community inspired public art will feature heavily along the route creating iconic focal points at areas previously linked to conflict e.g. Westlink bridge. The overall project will be underpinned by an annual programme of high profile multi-cultural and shared events.</p>	<p>A number of key capital projects are being examined within the Cultural Corridor. The Crumlin Road Gaol is being refurbished and due to open in June 2011. DSD are looking at a public realm improvement scheme, Clifton Street Gateway and funding has been secured for implementation next year.</p> <p>Potential exists to connect to the Cathedral Quarter.</p> <p>Area is fragmented and requires significant work to link various assets together.</p>	<p>Recommend that this destination is delivered in phase II to coincide with the opening of the Gaol (tender for operator still to be issued) and the DSD public realm works.</p>
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6	<p>The Shankill Quarter - The Shankill's history goes back two millennia, when an ancient track, rising out of marshland (<i>now downtown Belfast</i>) connected counties Down and Antrim. On this track, likely trodden by St. Patrick, the first Christian settlement in this part of County Antrim was founded in 455 AD. (<i>Shankill, or Sean Cill in Irish, means Old Church</i>). The ancient Shankill Graveyard in which the original church stood can still be visited today. The Shankill was also at the heart of Belfast's linen industry – "Irish Linen" and two of the original mills, though no longer operational, stand nearby on the Crumlin Road and at Conway Street. Memory of the recent conflict is never far away as witnessed by the memorials to those who died in the area; the dozens of paramilitary, political, cultural and community murals and the ever-present "peace walls" which still snake through the area, the longest of which in Cupar Way, is being transformed into an outdoor gallery of world class art works. Newly opened Tourist Information Point at Spectrum Centre in 2010.</p>	<p>The Local tourism Information Office located in the Spectrum Centre is the focal point for tourism visitors to the Shankill.</p> <p>The Partnership Board has established a discrete tourism sub group and employ dedicated tourism staff. Work has commended on developing tourism infrastructure in the area with Interpretative Panels for the Information Office, depicting the history and culture of the Shankill.</p> <p>Progress has also been made through Familiarisation visits in the area, artwork for the Peace Wall and exhibit interpretation.</p>	<p>It is recommended that this destination is included in Phase I as the resources and support is available at a local level.</p> <p>The interest in the Peace walls is potentially a shorter term opportunity that the destination could build on as a catalyst for further tourism development</p>
7	<p>Lisburn Road There are more than 200 independent businesses on the Road and a wide and varied choice of restaurants, coffee shops and wine bars. The road has over 50 clothing independent stores offering more than 600 individual labels dedicated to fashion for ladies, gents and children. The road has an active Business Association that have been lobbying for additional support from stakeholders to help the development and marketing of the road. The Independent sector has been under pressure from increasing rent and rates, falling footfall and a fall in consumer spending. This has resulted in businesses closing down and the increase of vacant units. The increase of vacant units have fuelled low footfall and spend as well as impacting on the look and atmosphere of the road.</p>	<p>There is a strong traders association and good quality retail/food and drink offer in the destinations.</p> <p>The council is providing support towards retailers via the Traders Association.</p> <p>The focus on this stage is to drive footfall to the Lisburn Road to support the retail offer, however it will be important to look at the tourism opportunity.</p>	<p>It is recommended that the Lisburn Road is delivered as Phase II, to allow the initial support in retail to be the main focus and follow through with tourism support.</p>

8	<p>Cathedral Quarter - this area is already a prominent tourism destination for Belfast and the Cathedral Quarter Steering Group is in the process of completing a strategy for the future development and management of the area. It is the cultural focal point for Belfast housing the Belfast Circus School, The Black Box, numerous galleries, restaurants and cafes. Home to the Cathedral Quarter Festivals, Festival of Fools, Culture Night as well as St Anne's Cathedral. The area is currently undergoing significant investment with St Anne's Square development incorporating the new Ramada Encore Hotel as well as the new MAC, which when opened in 2012 will be a state of the art theatre, and contemporary art gallery. There is also ongoing investment from the University of Ulster. The area hosts the 5 star Merchant Hotel which reflects excellent reuse of an historic building</p>	<p>Cathedral Quarter Steering Group is well established and there is an agreed plan for the area.</p> <p>The key capital development currently being completed is the new MAC, due to open ~March 2012.</p>	<p>Recommend phase I as the product is developed – future support required is around packaging and promotion which can be delivered via Local Tourism Destination support.</p>
9	<p>Titanic Quarter- We need to plan approaches across time to manage the period between now and 2012. The current situation certainly does not translate into a Place Destination, in terms of physical environment, access and visibility of the heritage story, clearly linked to the 'building site' situation. The issues of what the Titanic brand/product actually represents need to be resolved. Signage needs to be adaptable to the current fluid public realm. HMS Caroline and Nomadic are major opportunities however costly. The schooner Result could add another dimension to the array of ships coupled with related industrial heritage. The H & W HQ is an authentic asset which needs to be maintained to ensure the Titanic Place Destination realising its true potential. More could be made of the Harland and Wolf Cranes which are an iconic landmark for the city (similar cranes on the Clyde in Glasgow become viewing towers for the city. From a number of directions, the relationship with East Belfast needs to be addressed, as well as with the wider City.</p>	<p>BCC is currently liaising with NITB and other partners to deliver Titanic Belfast.</p> <p>There is a cluster of product on site including SS Nomadic, Harland and Wolff Drawing Offices, PRONI, Cranes, Thompson Dock and Pump House.</p> <p>NITB has established a Titanic product group and SIB has commissioned a report to prioritise tourism investment.</p>	<p>Significant investment in this project by other stakeholders and does not need further support via Local Tourism Destinations.</p>

10	<p>The Connswater Greenway – is an opportunity to unveil key aspects of the Belfast Story e.g. Conn O’Neill and the mystery of his vanished castle. The Castlereagh Hills are another potential gateway and view point, a connection to the south and east, part of the important Lagan corridor. Need to explore links to CS Lewis. At the other end, the Lower Newtownards Road and surrounding areas have potential, but are currently problematic and could impact on Titanic Quarter. There should be a focus on open spaces linked to the Greenway.</p>	<p>Connswater Greenway is the key capital development project for the area and will link a range of assets and potentially attract more visitors. The programme for capital works is ongoing and will not be delivered in the short term.</p>	<p>Recommend that Connswater Community Greenway is included as Phase II.</p>
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