



Belfast City Council

Report to:	Development Committee
Subject:	Titanic/Maritime Heritage Signage Project
Date:	27 September 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 agreed at the last meeting, to defer a decision on Titanic / Maritime Heritage Signage until maps were provided showing where the signs would be located.
1.2	Three maps have been circulated to Members showing the current signage across the city (blue), proposed new signage (yellow) / replacement signage (red/green) and how the signs will support trails/orientation across the city.

2	Key Issues
2.1	The Titanic / Maritime Signage is divided into four main themes.
2.2	(1) TQ Direct – coded red on the map - this links Titanic Quarter to the City Hall. It also includes upgrading the level of welcome in the train and bus terminals. Whilst there will be some new signs introduced to reinforce to visitors where Titanic Belfast is, the opportunity of drawing down 50% match funding from NITB will allow the council to upgrade a number of hubs and blades (installed in 2006) to show not only Titanic Quarter but other new products e.g. the MAC in Cathedral Quarter.
2.3	(2) Titanic Trail - coded orange - Belfast City Council has already invested in visitor signage in Titanic Quarter, shown by the blue dots on the maps. There is a need for some additional signage for new products such as PRONI building and orientation point at the new rail link, Titanic Halt. There will be some updates to existing signage to show Titanic Belfast, the new plaza area and fingerposts to drive pedestrians towards the Northern Ireland Science Park and the Titanic Dock.
2.4	(3) City of Merchants / Lagan, Clarendon Dock and Sailortown – coded green - to support Belfast being positioned as a maritime destination and not just Titanic, the final proposal for signage is to link a series of buildings and sites e.g. The Entries, Rosemary Street Presbyterian Church, MV Confiance, Harbour Commission, Clarendon Docks and

	<p>Sailortown. Part of the purpose of this trail was to encourage visitors to leave TQ and spend time (and money) in the city centre, Cathedral Quarter and North Belfast. The majority of this investment is in relation to finger posts.</p>
2.5	<p>(4) The final proposal is for white on brown tourism signage from the motorway for Titanic Belfast due to the volume of visitors anticipated in 2012. DRD Roads Service is still reviewing this and final sites have not yet been agreed. Once these are agreed, BCC will be discussing costs with both Titanic Belfast and NITB to explore funding options.</p>
2.6	<p>Members should note that the Titanic /Maritime Heritage project was developed as NITB had funding available to support a Titanic Trail in the city. It was a priority identified in the Belfast Maritime Heritage study on the 15 February 2011. The opportunity of 50% match funding has been used to develop a scheme that will enhance and update existing signage provision and link less well known assets relating to maritime heritage. It is targeted at pedestrian users with the exception of brown and white signage from motorways.</p>
2.7	<p>NITB does not generally fund tourist signage. In recent years they have made provision for signing trails linked to their signature projects e.g. Causeway coastal Route, St Patrick's Trail.</p>
2.8	<p>BCC's Tourism, Culture and Arts unit and Planning and Transport Unit work collectively to integrate tourism signage into the Renewing the Routes programme and other public realm schemes where possible. The Titanic / Maritime Heritage signage will be funded from 2011 / 2012 budgets; however there will be opportunity to extend signage in other areas every year.</p>
2.9	<p>In relation to linking visitors at Titanic Belfast into other areas of the city, the Tourism, Culture and Arts Unit is liaising with Titanic Belfast to ensure there are connections within the storyline content of the attraction to other parts of the city as well as an information point in the main reception area on other places to see. A visitor pass has also been funded, developed by BVCB, to link all other visitor attractions together via public transport. BVCB and NITB are also developing a suit of publications around the Belfast Titanic / Maritime Heritage theme. Sites such as City Cemetery will be included in such material as a key site to visit linking to the overall Titanic story.</p>
2.10	<p>Members should further note that signs for An Cultúrlann are currently in storage awaiting the completion of the building works. This includes a primary hub and blade. Project Management have been instructed to commence the erection of this as soon as possible.</p>

3	Resource Implications
3.1	<u>Financial</u>
3.2	The total costs for this project is £385,394. NITB is currently undertaking an appraisal of the figures and this figure may reduce.
3.3	Development Department has ring fenced a maximum of £190,000 towards this

	project. Any shortfall of funding will be applied for from NITB Tourism Development Scheme and Titanic Belfast.
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4	Equality and Good Relations Considerations
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4.1	No specific equality or good relations considerations.
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5	Recommendations
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5.1	Members are asked to note the contents of this report and: <ul style="list-style-type: none"> - Commit no more than £190,000 towards this scheme subject to the match funding being secured.
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6	Decision Tracking
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Report on NITB funding decision	
November 2011	Kerrie Sweeney ext 3586

7	Key to Abbreviations
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No	
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8	Documents Attached
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Hard copies of maps have been circulated	
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Appendix 1 – Performance to date against targets

Leisure Tourism Marketing

Target	YTD Output	% Achieved
50,000 website visits/month	Avg 57,444 visits/month	115%
Present to 30 agents/operators in direct access markets	SITC Barcelona – 31 Meet the Buyer Enniskillen – 50 City Fair London – 30 Manchester Roadshow – 30 Total: 141	470%
Secure 33 cruise ships	32 cruise calls to city scheduled	97%
Organise 20 Fam trips/300 trade visitors	4 trips / 41 trade visitors	14%
Secure additional 158,000 bed nights (vs 2009) Secure additional 179,000 day trippers (vs 2009)	<p>Summer Campaign 2011</p> <p><u>The Summer...Only in Belfast Campaign went live on Monday 18th July for a 6 week period, up to 21st August.</u></p> <p><u>This tactical campaign included a range of media platforms including radio, outdoor and digital advertisements in NI and ROI, as well as radio and press promotions and a promotional leaflet (35,000 copies) distributed in key outlets in NI and ROI.</u></p> <p><u>The creative concepts focused on 3 key campaign taglines (for label lovers and savvy shoppers; for Titanic Days out; for culture vultures and music lovers) encouraging the target audience to shop, explore and make a night of it in Belfast, and in doing so, draws on the wealth of Belfast's key product offering and the value they offer including hotels, retail, events, festivals, restaurants, attractions, culture and tours.</u></p> <p><u>The above the line advertising was supported by integrated PR, campaign specific section on gotobelfast.com, social media and e-communication.</u></p> <p>Impact is still to be evaluated.</p>	

Convention Bureau

Target	YTD Output	% Achieved
Secure 26,000 delegates	7,960	31%
Secure 78,000 bed nights	19,690	25%
£25.8m of conference trade	£8,727,775	34%
Recruit 90 new ambassadors	41	46%
Secure interest of 60 buyers	IMEX – 20 EBITM – Dec 11	33%
Host FAM trip	End September in association with TI	Approx 10 Association buyers
Submit 120 bids/60% conversion rate	52 Bids	43%

Communications

Target	YTD Output	% Achieved
Host 120 press trips / 300 media	33 trips welcoming 108 media reps	28% / 36%
Secure £3.5m advertising equivalent	£2.5m	71%
120m weighted opps to see	125.2m	104%
Secure PR coverage for 230 articles	138 articles	60%
Produce & distribute 12 issues of the Corporate e-zine	2 corporate Product Update ezines 8 member information ezines	16%
Produce & distribute 12 issues of the Consumer e-zine	2	16%
Issue a minimum of 36 (Corporate and Product) press releases	13	36%
Attract 5,000 followers through social media outlets	> 4250	85%

Visitor Servicing

	Target	YTD Output	% Achieved
Belfast Welcome Centre			
Visitor numbers	265,566	86,702	35%
Total enquiries	348,636	119,912	35%
Gross income	£972,501	£314,619	32%
Belfast International Airport TIC			
Visitor numbers	53,418	19,042	37%
Total enquiries	77,832	28,621	37%
Gross income	£140,650	£54,654	39%
George Best Belfast City Airport TIC			
Visitor numbers	34,464	14,757	43%
Total enquiries	69,039	24,725	36%
Gross income	£76,300	£17,883	23%

